

# AQUASCAPE ACADEMY HANDS-ON TRAINING **Agenda**

**Day 1 | Tuesday**

TIME	ROOKIE TRAINING	BUSINESS DEVELOPMENT TRAINING			
8:00 AM – 8:30 AM	<b>ROOKIE</b> Arrivals and Registration	Arrivals and Registration Home Base in the Teammate Lounge Fitness Center and Sport Courts Open			
8:30 AM – 9:00 AM	Welcome — <b>GREG WITTSTOCK, THE POND GUY</b> <b>TRAINING ROOM</b>				
9:00 AM – 10:00 AM	Learn Build Earn — <b>AQUASCAPE SALES TEAM</b> <b>TRAINING ROOM</b>				
10:00 AM – 10:30 AM	<b>30 MINUTE BREAK</b>				
10:30 AM – 11:30 AM	Learn Build Earn — <b>AQUASCAPE SALES TEAM</b> <b>TRAINING ROOM</b>				
11:30 AM – 12:00 PM	CAC Program Review* — <b>JEFF PAYTON</b> <b>TRAINING ROOM</b>				
12:00 PM – 1:00 PM	<b>LUNCH</b> in <b>AQUATORIUM</b> — <b>ROOKIES</b> dine with <b>THE POND GUY</b> in <b>EXECUTIVE BOARD ROOM</b>				
1:00 PM – 2:00 PM	Welcome, Introductions, Agenda Overview, and Goal Setting — <b>GREG WITTSTOCK, THE POND GUY</b> in <b>TRAINING ROOM</b>				
2:00 PM – 3:15 PM	Aquascape Operating Manual Overview and ProShop/Shotfarm Training* — <b>TEAM AQUASCAPE</b> in <b>TRAINING ROOM</b>				
3:15 PM – 3:30 PM	<b>15 MINUTE BREAK</b>				
3:30 PM – 4:45 PM	<b>ROOKIE</b> Water Feature Installation Training Landscape Fountain Kit Installation — Part 1 <b>SANDBOX</b>	<b>BUSINESS OPERATIONS</b> Construction <b>TRAINING ROOM</b>	<b>MARKETING</b> Tools and Resources <b>EXEC BOARD ROOM</b>	<b>ACCOUNTING</b> Job Costing <b>PRIVATE DINING ROOM</b>	<b>HUMAN RESOURCES</b> Recruiting/Interviewing <b>WAR ROOM</b>
4:45 PM – 5:00 PM	<b>15 MINUTE BREAK</b>				
5:00 PM – 6:00 PM	<b>ROOKIE</b> Water Feature Installation Training Landscape Fountain Kit Installation — Part 2 <b>SANDBOX</b>	<b>BUSINESS OPERATIONS</b> Maintenance <b>TRAINING ROOM</b>	<b>MARKETING</b> Marketing Calendar <b>EXEC BOARD ROOM</b>	<b>ACCOUNTING</b> Budgeting <b>PRIVATE DINING ROOM</b>	<b>HUMAN RESOURCES</b> Employee Retention <b>WAR ROOM</b>
6:00 PM – 7:00 PM	<b>DEBRIEF, DINNER, and NETWORKING</b> in <b>TEAMMATE LOUNGE</b>				
7:00 PM – 10:00 PM	<b>RECREATION and TEAM BUILDING</b> in <b>TEAMMATE LOUNGE</b> and on <b>VARIOUS SPORT COURTS</b>				

\*Attendees are STRONGLY encouraged to bring a laptop computer or tablet in order to train on ProShop and Shotfarm and register for the CAC Program.

# AQUASCAPE ACADEMY HANDS-ON TRAINING **Agenda**

**Day 2 | Wednesday**

TIME	INSTALLATION TRAINING	BUSINESS DEVELOPMENT TRAINING			
6:30 AM – 8:30 AM	<b>BREAKFAST</b> at PHEASANT RUN for overnight guests and <b>SHUTTLES</b> to AQUALAND — <b>FITNESS CENTER OPEN</b>				
8:30 AM – 9:00 AM	Welcome, Agenda Overview, and Goal Setting — <b>GREG WITTSTOCK, THE POND GUY</b> in <b>TRAINING ROOM</b>				
9:00 AM – 10:15 AM	<b>INTERMEDIATE</b> Water Feature Installation Training Backyard Waterfall LFK Installation — Part 1 <b>SANDBOX</b>	<b>BUSINESS OPERATIONS</b> Maintenance <b>TRAINING ROOM</b>	<b>MARKETING</b> Video/Photography <b>EXEC BOARD ROOM</b>	<b>ACCOUNTING</b> Job Costing <b>PRIVATE DINING ROOM</b>	<b>PRODUCT</b> Ecosystem Ponds <b>TEAMMATE LOUNGE</b>
10:15 AM – 10:30 AM	<b>15 MINUTE BREAK</b>				
10:30 AM – 12:00 PM	<b>INTERMEDIATE</b> Water Feature Installation Training Backyard Waterfall LFK Installation — Part 2 <b>SANDBOX</b>	<b>BUSINESS OPERATIONS</b> Construction <b>TRAINING ROOM</b>	<b>MARKETING</b> YouTube 101 <b>EXEC BOARD ROOM</b>	<b>HUMAN RESOURCES</b> Employee Retention <b>PRIVATE DINING ROOM</b>	<b>PRODUCT</b> Waterfalls and Fountains <b>TEAMMATE LOUNGE</b>
12:00 PM – 1:00 PM	<b>LUNCH</b> in <b>AQUATORIUM</b>				
1:00 PM – 2:15 PM	<b>ADVANCED</b> Water Feature Installation Training Review Advanced Build Techniques with an Expert <b>TRAINING ROOM</b>	<b>MARKETING</b> Social Media <b>EXEC BOARD ROOM</b>	<b>ACCOUNTING</b> Budgeting <b>PRIVATE DINING ROOM</b>	<b>PRODUCT</b> Pumps, Aeration, Lights <b>TEAMMATE LOUNGE</b>	
2:15 PM – 2:30 PM	<b>15 MINUTE BREAK</b>				
2:30 PM – 3:30 PM	<b>ADVANCED</b> Water Feature Installation Training Review Advanced Build Techniques with an Expert <b>TRAINING ROOM</b>	<b>MARKETING</b> Website Development <b>EXEC BOARD ROOM</b>	<b>HUMAN RESOURCES</b> Recruiting/Interviewing <b>PRIVATE DINING ROOM</b>	<b>PRODUCT</b> Water Treatments and Fish/Plant Care <b>TEAMMATE LOUNGE</b>	
3:30 PM – 4:00 PM	Day 2 Debrief and Closing Comments — <b>GREG WITTSTOCK, THE POND GUY</b> in <b>TRAINING ROOM</b>				
4:00 PM	<b>DEPARTURES</b>				

<b>ROOKIE TRACK</b> This training is designed for contractors that are <b>NEW</b> to Aquascape and water feature installation	<b>BUSINESS OPERATIONS</b> Aquascape Construction Sales/Consultation Process, Maintenance Crew, and Standard Build Crew Process	<b>MARKETING</b> Print Marcoms, Website Development, Social Media, Video, and Photography	<b>ACCOUNTING</b> Best Practices: Cash Flow, Job Costing, and Break Even	<b>HUMAN RESOURCES</b> Best Practices: Job Descriptions, Sourcing Talent, Interview Techniques, and Employee Goal Setting	<b>PRODUCT</b> An in-depth review of specific Aquascape product lines and the Aquascape Approach to water features
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