



Program Agenda

Sunday, February 17th - Tuesday, February 19th, 2019
Grand Hyatt Tampa Bay
2900 Bayport Drive | Tampa, Florida 33607

Learning Objectives

- Work side-by-side with American Entrepreneur Dream Team
- Become one of the most highly-valued and highly-paid LED lighting professional in your local market
- Reach your business' peak performance with a roadmap that has been paved for over 22-years
- Hands-on strategy sessions and workshops with the most successful Entrepreneurs and lighting designers in the industry
- Gain insight on effective leadership, sales success strategies and learn best practices to adapt business growth through education
- Discover how to attract the best clients that are profitable, rewarding to work with and will assist in building your referrals system
- Perfect Your Pitch, harness your ability to convey Clarity, Credibility, the problems your company solves and the essence of your "WHY"
- Become the lighting designer educator - Master LED Lighting technologies and how they relate to the products you sell
- Master real-time tactical design planning to deliver installations that outshine your competitors
- Design and technical installation playground; Composition of design, application and fixture selection, watts calculations, core-drilling, concealing wire and matching finishes
- How to generate LEADS for your business - with digitally led marketing strategies
- Zig Ziglar Master Class Series - Open the vault to the Secrets of Closing the Sale

Program Highlights

Core: Thrive and define your businesses core values. What does your company stand for? What are you recognized for? Create a desirable company culture aligned with vision that attracts quality employees and customers, allowing for strategic growth.

Training: Our mentors will share through their experience and expertise, "Stand on the shoulders of Industry Giants", Digitally led marketing partner strategies, World-Class lighting design and comprehensive installation workshop, increase total revenue with hands-on lighting industry experience, CEO leadership - Industrial psychologist, sales training vault - decades of qualify and closing the sale intensive.

Brand: Build a legacy Brand. Establish influence locally and Nationally by collaborating with Garden Light LEDs Dream Team Mentors. Eliminate competition by do things that your competitors are not thinking about, focusing on or doing

Digital: In the 21st Century - Lighting Design and installation companies must embrace and implement digital marketing to grow and succeed in local and National market - Introduction to digital marketing strategies and partners solutions.

Scale: Discover how to scale and manage your business to double your company revenue. Recruit, hire and keep talented team members, develop goals and responsibilities for functions, introductions and how to work with strategic partners such as lighting designers, architects and specifiers and manufacturer reps.

Execute: Time to execute your plans. You will learn to attract more business and convert more leads. It will be your turn to educate and lead with your expertise.

KEYNOTE SPEAKERS

2019
DEALER CONGRESS



PRESENTING MILLION DOLLAR MENTORS

Reto Mueller
Owner of Garden Light LED

Michelle Mueller
Chief Strategist of Garden Light LED

Tom Ziglar
President of Zig Ziglar Sales, Sales Leadership

Mark Timm
CEO Ziglar Sales, Serial Entrepreneur

William D. Anton, PhD.
President & CEO, CEO Effectiveness, LLC., Author

Alison Midili Smith, PhD.
Executive Vice President, CEO Effectiveness, LLC.

Topher Morrison
Key Person of Influence, Managing Partner

Luis Couttolenc
Architectural Design & Profit Coach, Garden Light LED

Craig & Mary Peterson
Owners, Northwest Outdoor Lighting

Cory Glenn
Principal, LED Artistry

Nels Peterson
Lighting Designer & AOLP COLD, Nordic Lighting



Kevin Harrington

Infomercial Inventor, Co-Founder ERA & EO
Digital Marketing

Kevin Harrington has been a successful entrepreneur over the last 40 years. An Original Shark on the ABC hit, Emmy winning TV show, "Shark Tank." He is also the Inventor of the Infomercial, As Seen on TV Pioneer, Co- Founder of the Electronic Retailers Association (ERA) and Co- Founder of the Entrepreneurs' Organization (EO), Kevin has launched over 20 businesses that have grown to over \$100 million in sales each, has been involved in more than a dozen public companies, and has launched over 500 products generating more than \$5 billion in sales worldwide with iconic brands and celebrities such as Billy Mays, Jack LaLanne, Tony Little, and George Foreman. Kevin has extensive experience in business all over the world, opening distribution outlets in over 100 countries worldwide. His success led Mark Burnett to hand pick Kevin to become an Original Shark on Shark Tank where he filmed over 175 segments.

Janet Lennox Moyer | Luminae

Lighting Designer Educator & Author of the Landscape Lighting Book | FIALD, AOLP & COLD
World-Class Lighting Designer

Janet Lennox Moyer, FIALD, COLD, Michigan Lighting Hall of Fame, recipient of many design awards, has judged lighting competitions, been published extensively and taught all over the world. She was inducted into the Michigan Lighting Hall of Fame in 2017 and honored as an IES Trailblazer and Icon in 2018. Her practice has included interior, commercial, and residential lighting, but her emphasis shifted to landscape lighting in 1983. Brooke Silber joined Jan as partner in the new firm Jan & Brooke, Luminae in February 2012. Jan wrote the internationally acclaimed The Landscape Lighting Book. Originally published in 1992 with the second edition released by John Wiley in March 2005, and the third edition, released in July 2013, which integrates the disruptive technology LED, how it is changing lighting, and what to look for in the future. She is now working on a new book about lighting challenges for Routledge, London.



Kyle Mckelvy | Oregon Outdoor Lighting

Founder, General Manager of Oregon Outdoor Lighting Design
Creating Companies & Building multi-million dollar business

Kyle, along with his wife Leah, founded Oregon Outdoor Lighting. What started with one van and a lot of hard work has now grown into a regionally recognized brand that has designed and installed over 11 million dollars in outdoor lighting. While Kyle still enjoys designing lighting systems, his true passion is building better lighting companies. Through many successes and failures, Kyle has learned the importance of creating a strong company culture, detailed systems, and that the ultimate measure of success is the happiness of your clients and your team. Kyle's focus now is to continue to invest in and grow his team as well as provide mentorship services to others who want to create multi-million-dollar outdoor lighting companies.

Reto **Mueller** | Garden Light LED

CEO of Garden Light LED
Product Innovation

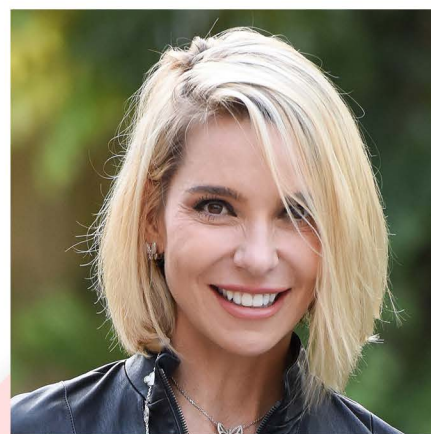


Born in Switzerland, coming from a family of manufacturing, business is in Reto's blood. His early interest in airplanes and air travel, world history, and cars, particularly Ferraris, led to a burning desire to know how things were built, could go faster, and be improved. Reto made his first million by age 23 then in 1994, lost everything, which he says was the best thing that ever happened to him. 22-year-old Tampa based Garden Light LED is a privately owned, debt-free company due to his leadership. He is one of the most sought-after lighting design experts in the field of landscape lighting in the world. He is part of every aspect of Garden Light LED from innovation, to operations and manufacturing. In 2009 he took LED lighting in the United States to the next level by bringing CNC machinery to his Florida Facility; American built by American workers. Reto embodies the meticulous sense of swiss engineering. He loves innovation and knows how to design and build products that compete with the prices of Chinese imports while offering far superior quality. His flair for design and expertise in technology are modernizing the landscape lighting industry. Reto has compiled a team of the best engineers in the industry to deliver a bullet-proof product.

Michelle **Mueller** | Garden Light LED

Chief Strategist of Garden Light LED
Creator of Dealer Congress and The 6-Step Methodology

Born and raised in Detroit, Michigan. Michelle is married to Reto Mueller and together they have four children. Michelle has a 22-year track record for driving revenue and profit growth through innovative marketing, sales and branding strategies. Her specialties include Team building and leading groups to desired organizational goals. Consistently throughout her career she has proven to design and implement profit-generating business models. Michelle is the co-owner of the 21-year old Tampa; US-based Internationally recognized LED landscape lighting manufacturing company Garden Light LED is Tampa-based designer, engineer and manufacturer of high-quality architectural and outdoor LED lighting. The company has transitioned from a reseller to an enterprise - that combines industrial and digital; design and next generation LED technology. Garden Light LED employs over 50 staff members 32% of whom are women. Michelle focuses on empowering women, regularly hiring females to work in every aspect of the predominately male centric field in which she works. Michelle encourages women to embrace this era of opportunity through strategy sessions and team leading exercises in the weekly women's confidence group she facilitates. She holds discussion on a woman's right to compete in the workplace, equal pay for equal work and encourages women to rise-up and be powerful.



Tom Ziglar | Zig Ziglar

President of Zig Ziglar Sales, Sales Leadership
Secrets of Closing the Sale

As President of Ziglar, Inc., Tom Ziglar shares not only a last name with his father, Zig Ziglar, but he also carries on his philosophy, which is simply, you can have everything in life you want if you will just help enough other people get what they want. Prior to being named CEO, Tom began his career in retail and direct sales. He joined the Zig Ziglar Corporation in 1987, learning every aspect of the business as he climbed from working in the warehouse, to sales, to seminar promotion, to sales management and then on to leadership. With the Ziglar name, Tom has had a lot to live up to. But rather than try to fill his father's shoes, Tom has created some of his own! He is boldly taking Ziglar, Inc., into the world of social communities, Twitter, blogs, and live video webcasts to present the tried and true message of hope, integrity and positive thinking to a whole new audience. He keeps Ziglar, Inc. ahead of the times with his innovative leadership.



Mark Timm | Zig Ziglar

CEO of Ziglar Sales, Serial Entrepreneur
Entrepreneurship

Mark Timm has been a serial entrepreneur and exponential thinking practitioner for nearly two decades. He has started more than a dozen companies, several of which have multiplied and been sold, and has consequently participated in several equity events. His businesses have been built with international footprints in more than a dozen countries and powered by global supply chain connections and across diverse industries from retail to wholesale and from product manufacturing to digital marketing and real estate. Mark has spoken professionally for over twenty-five years, giving thousands of speeches to over a million people in forty-eight states. In addition to his entrepreneurial efforts, he has worked with a wide range of organizations including at The White House, Kellogg's, and USA Today. His expertise in the digital marketing arena has led to him become a key advisor and mastermind member for digital influencers and entrepreneurs such as Michael Hyatt, Jeff Walker, Ryan Levesque, and Russell Brunson.



William D. Anton, PhD. | CEO Effectiveness

President & CEO, CEO Effectiveness, LLC., Author
CEO Effectiveness

William O. Anton, PhD, is a renowned clinical psychologist, psychoanalyst, and former director of the counseling center for University of South Florida. He is the founder of CEO Effectiveness, LLC (CEOE), and has a thriving practice working with top business leaders and executive coaches. Bill designed CEO E to elevate the purpose of business for the benefit of society. Bill's most recent book titled, *Ascend, forging a Path to Your Truer Self* (2015), offers an innovative way to explore the path to self-knowledge through an ingenious story line of a novel. He is also the author of *Business Success Through Self-Knowledge* (2013) and many other significant publications in professional psychology. He is senior author of, *The College Adjustment Scales*, and *The Employee Assistance Program Inventory*, both of which are widely used throughout the world. Bill is in demand as a speaker. Bill Anton PhD, also serves as the treasurer of the Sant' Yago (St. James) Educational Foundation, which has awarded more than \$2 million to deserving college students to enable them to complete their college education.



Alison Midili Smith, Ph.D | CEO Effectiveness

Executive Vice President

Optimise Leadership, and Uncover-inner Strengths

Alison Midili Smith, Ph.D. is Executive Vice President for CEO Effectiveness. Her prior experience includes serving as the Senior Vice President of Human Resources for Publix Super Markets, Inc., a Fortune 100 company with over 193,000 employees that has received numerous industry recognitions in customer service excellence and has been named as one of Fortune's "100 Best Companies to Work for" for 21 consecutive years. In her role, she served on the CEO executive team providing strategic leadership in human resources, public relations and business planning. Her areas of expertise include succession planning, corporate communication strategy, change management implementation, leadership development and creating corporate programs to perpetuate and sustain employee engagement. She received the Great Place to Work for All Leadership Award by the Great Place to Work Institute, which recognizes top women leaders across Fortune's "100 Best Companies to Work For".



Topher Morrison | Key Person of Influence

Key Person of Influence, Managing Partner

Pitch Clearly, Credibility Problem Solver

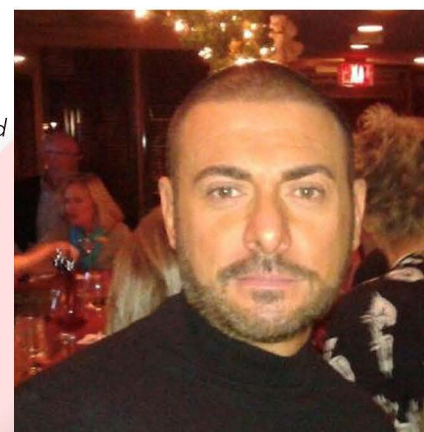
Topher's 30 year speaking career has taken him throughout the US, UK, Australia, and Singapore and earned him a global reputation as an expert in mass-communications & influence. He has spoken for top execs with American Express, Microsoft & Google, just to name a few. He is a 4-time best-selling author, and his book, *Collaboration Economy*, co-authored with John Spencer Ellis, has become the go-to book for businesses preparing for the new collaboration age. Topher Morrison is featured in the award-winning documentaries "The Compass" and "Riches." Most recently, he was accepted onto the University of Tampa's Board of Fellows, and is a founding member of the Center Circle with the Center for Women.

Luis Couttolenc | Garden Light LED

International Sales Manager & Profit Coach

Motivation, Closing the Sale

Luis received his Associates Degree of the Arts at the Televisa Center for the Arts Education in Mexico City in 1986. Spanish is his first language, yet fluent in English, he was a great asset to the Mexico Tourism Board in Miami Florida. He worked with local Airline companies to open new flight routes between Florida, the Carolinas, and Mexico. In 2007, he accepted a position as GLLED International Sales Manager and Profit coach. Luis area of expertise is in creating new strategies, technologies, and product innovations at Garden Light LED. Luis has built a community of high-end customer accounts for the company and has been the driving force behind company shifts as well as many major projects over the last 11 years. He specializes in opening new channels, leading teams, product innovation, and is a mentor for other Entrepreneurs by helping them become better in business and profitable professional leaders. His award-winning designs have been experienced throughout the United States, South America, and Canada. Luis is an expert in implementing and teaching others how to create lighting environments with LED technology. Luis has his eye on the future of the LED lighting industry which includes dimming and controls, and ground-breaking LED technology. Working with architects and specifiers, lighting designers, engineers and dealer/installers, he is a visionary, lighting design expert, project manager, and has been top salesman at GLLED.



Craig & Mary Peterson | Northwest Outdoor Lighting

Owners, Northwest Outdoor Lighting
Administrative Side of Business

Owners Mary and Craig Peterson have over 20 years in the landscape lighting design world, having performed installations for some of the most beautiful homes in the Northwest region, and have designed LED lighting systems in California, Colorado, New England, Florida, and Morocco. Northwest Outdoor Lighting designers have studied directly under one of the best landscape lighting design firms. Together they create a plan that combines creativity and innovation within their client's specific taste and home appearance. Northwest Outdoor Lighting uses some of the best products on the market today. We believe customer service is the cornerstone of our company from the initial consult to our finished project, our priority is an experience that leaves you delighted. Therefore, we guarantee complete satisfaction!"



Cory Glenn | LED Artistry

Principal, Core-Drill, Concealing Wire, Matching Finishes
Expert

Demo Matching finishes Concealing wire, Core-Drilling

Cory has built a successful business in the Tampa Bay area designing landscape and LED lighting systems since 2007. His 20-year Tile and Marble Company prepared for him for his future as a Landscape Lighting Artist. Glenn has always been an entrepreneur, even at a young age starting his own company. His business philosophy on what it takes to be successful is sheer skill, extreme focus, and a high level of devotion placed on building a loyal customer base with a referral system. Having up to thirty employees over the past 28 years in construction, the LED lighting industry is his favorite and most lucrative business yet. Three decades of utilizing experiences in many different industries have provided Cory with the fortitude to oversee extremely large projects. Achieving deadlines and providing superior product installation are characteristics that Glenn expects from himself and his employees every day.



Nels Peterson | Nordic Lighting

Lighting Designer & AOLP COLD Mentor, Nordic Lighting
Mentorship, Design Expertise

An award winning and nationally acclaimed landscape lighting designer, educator and speaker, Nels has created landscape illumination projects throughout the Midwest, Southwest and Florida. Working on projects large and small for all types of clients, Nels' 28 years of experience, talent, and trained eye have him in demand from landscape architects and design build firms all around the US. Nels was one of the founders of AOLP's (Association of Outdoor Lighting Professionals) certified outdoor lighting designer certification or COLO. The programs three years of intensive lighting design education, practice application, and peer testing has become an industry standard. Nels continues to teach new students and shares his love and enthusiasm for landscape lighting.



Sunday | February 17th, 2019

Day 1

2019
DEALER CONGRESS

3:00PM - 3:15PM **Meeting Launch - Welcome Remarks**

Reto & Michelle Mueller | Garden Light LED
Location: Main Ballroom

3:15PM - 4:15PM **Core Values: Leadership**

William D. Anton | CEO Effectiveness
Alison Midili Smith | CEO Effectiveness

4:15PM - 6:15PM **Group Rotations**

Group 1: Owning a Multi-Million Dollar Business
Kyle McKelvy | Oregon Outdoor Lighting

Group 2: Design & Installation Playground
Janet Lennox Moyer | Luminae
Cory Glenn | LED Artistry
Nels Peterson | Nordic Lighting

6:30PM - 8:00PM **Dinner**

Entries: Heavy Hors D'oeuvres
Location: Main Ballroom

8:00PM - 10:00PM **Group Rotations**

Group 1: Administrative Functions
Craig & Mary Peterson | Northwest Outdoor Lighting

Group 2: Design & Installation Playground
Janet Lennox Moyer | Luminae
Cory Glenn | LED Artistry
Nels Peterson | Nordic Lighting



Reto Mueller

Sales Mentor, Owner of
Garden Light LED
Product Innovation
Location: Main Ballroom



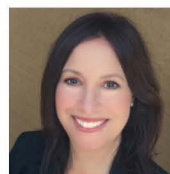
Michelle Mueller

Chief Strategist of Garden Light LED
6-Step Methodology
Location: Main Ballroom



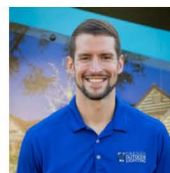
William D. Anton, PhD.

President & CEO,
CEO Effectiveness, LLC.
Author
CEO Effectiveness
Location: Main Ballroom



Alison Midili Smith, PhD.

Executive Vice President,
CEO Effectiveness, LLC.
Optimise Leadership, and
Uncover-inner Strengths
Location: Main Ballroom



Kyle McKelvy

Founder, General Manager of
Oregon Outdoor Lighting Design
Creating Companies & Building
Multi-Million Dollar Business
Location: Main Ballroom



Janet Lennox Moyer

Lighting Designer Educator &
Author the Landscape Lighting
Book | FIALD, AOLP & COLD
World-Class Lighting Designer
Location: Design Playground
(Outside of Grand Hyatt)



Cory Glenn

Principal LED Artistry
Demo, Concealing wire,
Core-Drilling, Matching finishes
Location: Installation Playground
(Outside of Grand Hyatt)



Nels Peterson

Lighting Designer & AOLP COLD
Nordic Lighting
Mentorship, Design Expertise
Location: Design and Installation
Playground
(Outside of Grand Hyatt)



Craig & Mary Peterson

Owners
Northwest Outdoor Lighting
Administrative Side of Business
Location: Main Ballroom

Monday | February 18th, 2019

Day 2

2019
DEALER CONGRESS

8:00AM - 9:00AM

Breakfast

Location: Main Ballroom

9:10AM - 9:20AM

Welcome Day Two

Reto & Michelle Mueller | Garden Light LED

9:20AM - 10:20AM

Creating Company Culture

Kyle McKelvy | Oregon Outdoor Lighting

10:30AM - 11:30AM

Composition of Design

Janet Lennox Moyer | Luminae

11:45AM - 1:00PM

Lunch

Location: Armani's, Rooftop Grand Hyatt Restaurant

3:30PM - 5:30PM

Group Rotations

Group 1: Design & Installation Playground

Janet Lennox Moyer | Luminae

Cory Glenn | LED Artistry

Nels Peterson | Nordic Lighting

Group 2: Owning a Multi-Million Dollar Business

Kyle McKelvy | Oregon Outdoor Lighting

5:30PM - 6:00PM

Freshen Up for Dinner

Lookin' Sharp

Location: OysterCatchers

8:00PM - 10:00PM

Group Rotations

Group 1: Design & Installation Playground

Janet Lennox Moyer | Luminae

Cory Glenn | LED Artistry

Nels Peterson | Nordic Lighting

Group 2: Administrative Functions

Craig & Mary Peterson | Northwest Outdoor Lighting



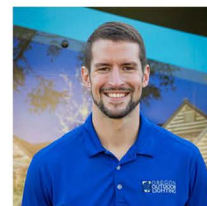
Reto Mueller

Sales Mentor, Owner of Garden Light LED
Product Innovation
Location: Main Ballroom



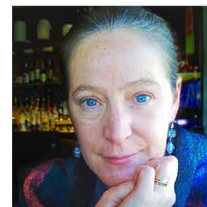
Michelle Mueller

Chief Strategist of Garden Light LED
6 Step Methodology
Location: Main Ballroom



Kyle McKelvy

Founder, General Manager of Oregon Outdoor Lighting Design
Creating Companies & Building Multi-Million Dollar Business
Location: Main Ballroom



Janet Lennox Moyer

Lighting Designer Educator & Author the Landscape Lighting Book | FIALD, AOLP & COLD
World-Class Lighting Designer
Location: Design Playground (Outside of Grand Hyatt)



Cory Glenn

Principal LED Artistry
Demo, Matching finishes Concealing wire, Core-Drilling
Location: Installation Playground (Outside of Grand Hyatt)



Nels Peterson

Lighting Designer & AOLP COLD Nordic Lighting
Mentorship, Design Expertise
Location: Design and Installation (Outside of Grand Hyatt)



Craig & Mary Peterson

Owners
Northwest Outdoor Lighting
Administrative Side of Business
Location: Main Ballroom

Tuesday | February 19th, 2019

Day 3

2019
DEALER CONGRESS

8:00AM - 9:00AM

Breakfast

Location: Main Ballroom

9:10AM - 9:20AM

Welcome Day Three

Reto & Michelle Mueller | Garden Light LED

9:20AM - 10:15AM

The Path to the Ultimate Entrepreneur

Michelle Mueller | Garden Light LED

10:15AM - 11:30AM

Impromptu - Sales Theatre

Luis Couttolenc | Garden Light LED

11:45AM - 1:00PM

Lunch

Location: Armani's Rooftop, Grand Hyatt Restaurant

1:00PM - 2:00PM

Pitch & Clarity

Topher Morrison | Key Person of Influence

2:10PM - 4:10PM

Secrets to Selling - Interactive

Kevin Harrington
Tom Ziglar & Matt Timm | Zig Ziglar

5:30PM - 6:00PM

Meeting Adjourned

THANK YOU FOR JOINING US!

*Optional: Garden Light LED Factory Tour
AOLP Certification Thursday, February 28th, 2019
Location: To Be Determined



Reto Mueller

Owner of Garden Light LED
Product Innovation &
Sales Mentor
Location: Main Ballroom



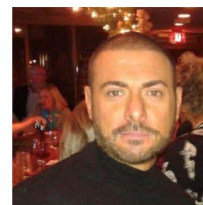
Michelle Mueller

Chief Strategist of Garden Light LED
6-Step Methodology
Location: Main Ballroom



Topher Morrison

Key Person of Influence,
Managing Partner
Pitch Clearly, Credibility
Problem Solver
Location: Main Ballroom



Luis Couttolenc

Architectural Design & Profit
Coach, Garden Light LED
Motivation, Closing the Sale
Location: Main Ballroom



Kevin Harrington

Infomercial Inventor,
Co-Founder ERA & EO
The Secrets of Closing The Sale
Digital Marketing
Location: Main Ballroom



Tom Ziglar

Zig Ziglar Sales, Sales
Leadership, President
The Secrets of Closing the Sale
Location: Main Ballroom



Mark Timm

CEO of Ziglar Sales,
Serial Entrepreneur,
Entrepreneurship
Location: Main Ballroom

2019 Garden Light LED Dealer Congress

Rise of The American Entrepreneur

Goal: Build 20 Million Dollar Generating Partners by YE 2020

GOLD
\$3,995

SILVER
\$1,995

BRONZE
\$1,595

Set-Up for Success Package – Visual Experience Kit

Reto Mueller - \$6,000 Value (*Video)

35 Fixtures, 300-Watt Transformer

125 Ft. 10/2 Quick Connect Cable & Stanley Case



Presentation Kit: Includes Top-Selling Fixtures, Wires, Battery, Quick Connects & Rolling Case



The Grand Hyatt – Tampa Bay

2-Night Stay in A Deluxe Room (Discounted Rate Available for extended Stay)

Complimentary Shuttle: To and from Tampa International Airport



72-Hours Immersion with Million Dollar LED Lighting Entrepreneurs

Meeting Space in The Grand Ballroom

Live DJ



6-Step Methodology Workbook

Core, Train, Brand, Digital, Scale, Execute

6 Months of Ongoing Monthly Training



Flip The Switch – Signed by Author; **Michelle Charles Mueller**

How To Create A Multi-Million Dollar Business in The Lighting Industry

Strategic Business Growth Strategies

CEO Effectiveness by **William D. Anton Ph.D. & Alison Smith, Ph.D.**

Topher Morrison - Managing Director of Key Person of Influence

Perfecting Your Pitch

Introduction to Manufacturer Reps, Architects, Specifiers & Lighting Designers in Local Market

Attract & Hire the Right People for Your Team

Infrastructure Module for Maximizing Profit Margins with **Craig & Mary Peterson** Northwest Outdoor Lighting



Workshop; How to Create a Culture to Build a Multi-Million Dollar Business

Kyle McKelvy of Oregon Outdoor Lighting

Opportunity to Participate in a Multi-Million Dollar Mentor Program



Sales Training – Secrets of Closing the Sale **Zig Ziglar**

Tom Ziglar, Kevin Harrington, Mark Timm



Advanced Hands-On Design & Installation Workshop

One-to-one with **Janet Lennox Moyer** - Globally Recognized Lighting Designer

Core Drilling, Concealing Wires & Progressive Installation Training



Audio-Visual Recordings of Speakers & Workshops



Million Dollar LED Lighting Million Playbook

Bruce Kenison, *Garden Light LED* National Sales Director



All Inclusive Meals;

Two Breakfasts; Buffet (Grand Ballroom)

Two Lunches at Armani's

Heavy Hors d'oeuvres

Fine Dining Experience at Oystercatchers



Gift Bag



Tour of Garden Light LED Production Facility



AOLP CLVLT Certification Available (February 20th)

(Must specify & make hotel arrangements in advance)



Event Give-A-Way's;

3 IPAD's Loaded with Lighting Application Photographs (\$500 Value)

1 Free Gold Presentation kit (\$2,500 Value)

2 The Landscape Lighting Book by Janet Lennox Moyer

2 Leadership Through Self Knowledge by William D. Anton, Ph.D.



\$2000
in product
VALUE

Garden Light LED

Silver - Presentation Kit



VISIONARY V3
50W 60° BR



DECK LIGHT DL
15W 130° WHT



MINI SPOT LIGHT MS
20W 25° AB



SATURN S1 HALO
20W 40° BR

GREEN



OWL MICRO II
15W 130° BLK



VISIONARY V2
35W 40° BLK



X-LIGHT
SS



SUPER SATURN S3
50W 40° SS
BLUE



WELL LIGHT WL
35W 25° BR
ROYAL BLUE



MINI WELL LIGHT MWL
20W FLOOD BLK



MICRO MAX MM
15W 130° BLK



WALL WASHER WW
75W FLOOD AB



MINI WELL LIGHT HP
20W 40° SS

Includes all Top Selling fixtures above as well as a charger with wire, battery, gator clip set in a custom high quality hard shell rolling product display case.

\$4500
in product
VALUE

Garden Light LED Gold - Presentation Kit



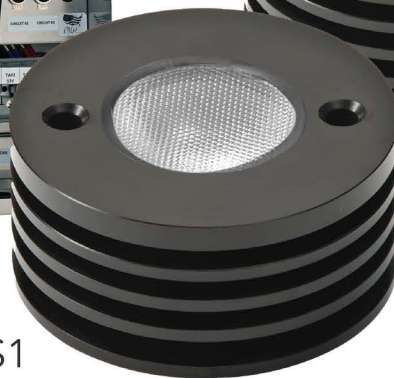
300 WATT Transformer



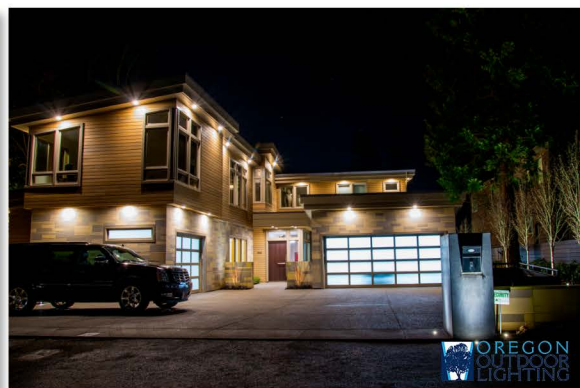
25 Super Saturns S2



15 Super Saturn S1



Includes all Top Selling fixtures above as well as a 125ft cable, 300 Watt Transformer, 25 - Super Saturns and 15 - S1 Super Saturn series set in a custom high quality hard shell rolling product display case.



"You Don't Have To Buy A Franchise To Build A Great Business" Garden Light LED is committed to growing the businesses of our customer, offer the rarest opportunity to work one-on-one with top people in the industry. Garden Light LED is home to the outdoor lighting industry's award winning mechanical and electrical engineers with more than 40 years of experience as innovators in the field, creating the LED lighting frontier. Our engineers' technical expertise and commitment to originality and ingenuity allows us to produce a superior quality LED product line that is more efficient and more powerful than any other fixtures on the market.

Mission. Values. Vision.

At Garden Light LED, we believe in:

Passion and Determination

We are dedicated to being leaders in the industry and to technical superiority.

Uncompromising Integrity

We pride ourselves on operating with integrity.

A Customer Focus

We are responsive, straightforward, and committed in all our dealings with customers.

Growth and Learning

We relentlessly pursue excellence and apply innovative thinking and creativity to our daily activities.

Results Through Teamwork

We effectively collaborate with others in our aim to discover more efficient ways to serve our customers.

Respect and Quality of Life For Our Employees

We support our employees' commitment to family and personal life and encourage contributions to the well being of the communities in which they live.

How to Register for Dealer Congress 2019:

Call: 800.511.2099

Online: www.gardenlightled.com/dealer-congress

