

2008 Tech-Day Course Descriptions *Sponsored by Advantage Stone & Hardscapes, Inc.*

How to Succeed using Natural Thin Cut Stone Veneer – Steve Bell, SEMCO Distributing

One of the “Hottest” trends in the stone industry is the shift to “Thin Cut” Natural Stone Veneers. This product offers all the great qualities of real stone plus the advantages of lighter weight and ease of installation. You will learn how this product is made and how to specify this product for different applications. In addition, Steve will be doing a hands on demonstration of proper installation practices for Thin Cut Veneer and a side-by-side comparison of productivity improvements you can expect to gain with Thin Cut over Full Size Traditional Stone Veneer. This session has both Commercial and Residential application. Architects, Designers and Contractors will receive useful information that can be put into practice immediately to improve service quality and profitability.

How to Sell Finished Limestone in Your Projects – Jeff Bauman & Roger Hostetler
Indiana Limestone Company

Developers, Builders, Pool & Landscape Contractors and Masonry Contractors are looking for ways to differentiate themselves in today’s competitive market. Architects and Designers have the same need with the added pressure of balancing project cost and value (both perceived and real). The use of Limestone in architectural applications has for centuries been the hallmark of “Quality”. Jeff and Roger will show you how to incorporate this sought after stone into your projects while keeping your costs contained. As the largest limestone quarrier and fabricator in America, Indiana Limestone Company and Advantage Stone & Hardscapes have teamed up to provide the Memphis area with high quality limestone products at reasonable prices. Using standard cuts and finished products in your designs can save a lot of money. You don’t want to miss this session!

Increase your Paver business this year with 45mm product – Darryl Sapp & Chad Payton
Belgard Hardscapes

If you could reduce your material cost by 30%, be more competitive, win more projects and make more money – You would want to hear about it, right? In this session, you’ll learn how to do this with the new 45mm interlocking concrete pavers. Chad Payton has years of experience in the hardscape business and had the largest hardscape contracting business in North Carolina until recently when he sold his business and joined the Belgard team. Builders, Pool Contractors, Landscape and Hardscape Contractors will learn how to “Up-Sell” paver patios and courtyards, walk-ways, pool decks and more in a price sensitive market. If your focus is in the Re-Hab and Remodel market, you’ll see how **the 45mm product is the perfect product for overlay applications.**

Growing Your Pond and Water Feature Business Profitably – Jason Radeke
Aquascape Inc.

Water in the landscape continues to be what commercial and residential customers crave most of all. This session will help you organize your business to offer these products and

services in a profitable and professional way. Jason will expose trends in the business that you need to be aware of now. You will also see and hear about the newest products that address our customers desires and improve your ability to design, sell and build high quality water features. ***We expect to see the pond and water feature business increase dramatically in 2008 – be sure to attend this session so you can “ride the wave” profitably.***

Finished Limestone–Proper Installation Techniques - Roger Hostetler & Local Craftsmen

Proper treatment and installation of any stone will enhance its beauty and durability. This session is designed to demonstrate the proper way to set and finish architectural stone and pre-cast concrete. Local Craftsmen with years of experience will be showing you how it's done. Questions and Answers are encouraged in this hands on session,

Ten Reasons why Paver Installations Fail

Chad Payton
Belgard Hardscapes

Pavers have been in service for hundreds of years around the world and are proven performers as a flexible paving system. So why do they sometimes fail? More importantly, what needs to be done to prevent these failures! Chad will expose the application and installation issues that can cause potential failures and show you how to avoid these pitfalls in your projects. Architects and Contractors will want to get this information. The use of Pavers in both commercial and residential projects is increasing every year, you'll want to attend this session to keep you on the cutting edge of this growing market opportunity.

Hands – On Pondless Construction Techniques – Jason Radeke & James Hogan, CAC
Aquascape, Inc. & Dreamscapes

This is where the EPDM Rubber Liner meets the road! You'll hear about and see the proper techniques to install a pondless water feature as well as the latest products and components available. Bring your design and installation questions with you as this is an interactive session.

Product Expo

You'll have opportunity to see, touch and gather information on the latest hardscape products available. Manufacturer and Quarry representatives will be on hand to answer your questions. If you can't make the classes, be sure to come for the Product Expo from 11:00 a.m. to 1:00 p.m.

THANKS FOR ATTENDING TECH-DAY 2008

PLEASE BE SURE TO RSVP (ASAP)
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