



Please Join us November 15th, From 8:30 –11:30 AM  
for a FREE Informative Seminar

**Legislative Update:  
How the New Laws Regarding the Reduction of  
Phosphates and Nitrates in Lawn Fertilizer  
Application Will Effect Your Company and How you  
can Adapt and Thrive in this New Legislative  
Landscape**

Our speakers will be: Barrett Ersek, CEO and Founder of Holganix whom has over 25 years experience in the lawn care business. Dave Thompson, VP Operations of Holganix whom has over 20 years experience in the fertilization business. Steve Lang, VP Research and Development for Holganix whom has seven degrees spanning microbiology, chemistry, agronomy, and plant pathology along with 24 years of working experience in the field of Agronomy & Horticultural as it relates to lawn and ornamental plant care.

(Please visit the reverse side for the seminar outline.)

**Where:** Aquarius Supply, Inc.  
1120 Goffle Road  
Hawthorne, NJ 07506  
(973) 423-0222

**When:** Monday, November 15th 2010  
8: 30 AM—11: 30 AM

**Register:**

**Name:** \_\_\_\_\_, **Company** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Cell:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Name of Participants:** \_\_\_\_\_

**Fax Registrations to (973) 238-0912 or Email: Dave Lynch at Davel@aquariussupply.com**

# Holganix Seminar Outline

- Current update on what new laws The Department of Nutrient Management is enforcing regarding the regulation of the amount of nitrates, phosphates, and pesticides that can be applied per 1,000 square foot of turf grass.
  - Fighting the new laws is fruitless. “Adapt and Change or Die”
  - Organic trends within our industry
  - Go Organic with your company
  - How to differentiate your business
  - How To get more customers
  - **How to MAKE MORE MONEY AND THRIVE**
  - All of this while having a positive impact on :
    - The environment
    - Your customers
    - Your community
    - Your industry
    - Your bottom line
  - Q & A with 3 industry experts:
  - Barrett Ersek – Built and sold two multimillion dollar lawn care service businesses
  - Stephen Lange – Research and Development Scientist for Holganix
  - Dave Thompson—VP Operations, 20 yrs. experience in Fertilization business
- After Hours Schedule if you want to hang around:

⇒ Hands on application Training.

⇒ Mechanics of the spray equipment and easy update of current equipment.

***Green Grass for a Blue Planet***  
***www.holganix.com***

