



CALIFORNIA
LANDSCAPE
CONTRACTORS
ASSOCIATION

EAST BAY CHAPTER

DOWN ECONOMY "COMPUTERIZED" ESTIMATING WORKSHOP

Learn the secrets of contractors continuing to prosper in the face of a down economy and low consumer confidence. Take advantage of a special one-day estimating workshop designed to help you quickly improve your estimating methods and financial systems to weather the storm. The backbones of the workshop are the popular tools and methods that Jim Huston has been teaching for over twenty years to hundreds of associations and thousands of Green Industry contractors.

The benefits of attending are:

- You will receive free copies of the MS Excel worksheets that fully analyze a company and point out opportunities for fast improvement:
 - A budget program for preparing your annual budgets
 - A bid evaluation worksheet for calculating crew rates, service rates, etc.
 - A Bid Board software for tracking all of your bids
- You will prepare your 2012 budget and future annual budgets.
- You will learn how to calculate your true costs more accurately.
- You will learn what to charge for your services and products.
- You will learn your break-even point(s) and know when to say when.
- You will computerize your estimating and job costs.
- You will have the tools to make you more survivable in the current economy.
- You will calculate costs specific to your individual company.
- You will receive 90 days of free bid reviews following the workshop.
- You will receive a 90 day free trial use of The Bid Suite software.

This workshop should help you BID MORE, WIN MORE and MAKE MORE!

Date	Friday, January 20th
Time	8am to 4pm
Location	Hilton Pleasanton at The Club 7050 Johnson Drive, Pleasanton, CA
Cost	By January 2: \$135.00 for CLCA members, \$145.00 for non-members After January 2: The cost to attend is an additional \$20
Includes	Continental breakfast and catered lunch.
Payment	CLCA East Bay 655 English Oak Ct., Brentwood, CA 94513
RSVP Deadline	January 2, 2012
Contact	Laura Leuer lleuer@comcast.net or 510-207-4350

ATTENDEES WILL NEED:

- A LAPTOP COMPUTER WITH MS EXCEL AND A CD DRIVE
- A calculator (with extension cord if necessary)
- Note pad, pens and pencils
- State unemployment rate *
- Workers' compensation insurance (WCI) rates/policy *
- General liability insurance rates/policy *
- Medical insurance costs
- Most recent year-end Profit & Loss (P&L) statement *
- Current year P&L (if available) *

*Approximate numbers provided by Jim Huston for start-up companies.