



Registration For ECONOMIC GARDENING CERTIFICATION COURSE

Thank you for your interest In the Economic Gardening certification course. Here is information about the course and registration procedures.

- The course is offered four times a year.
- The course is divided up into nine chapters with multiple lessons in each chapter. You can go through the course at your own pace and schedule. Each chapter contains:
 - An overview of the lessons
 - Videos, voice over PowerPoints, case studies and exercises
 - Related documents in your notebook
 - A five-question quiz at the end of the chapter
 - The course outline is attached.
- Chris Gibbons, co-creator of Economic Gardening, will be available to answer questions and go into deeper detail on subject matter via Zoom video conferencing on Fridays (9:00 a.m. MDT).
- To enroll in the course
 - Fill out the attached **registration form**
 - Sign the attached **Non-Disclosure Agreement**
 - **NDA note:** *The course uses case studies from actual engagements. We have authorization to use this information for training purposes, but it is important to keep company information confidential, and not pass it on to anyone.*
 - Make a check in the amount of \$1,600 payable to **National Center for Economic Gardening**. Student rate is \$800 with student ID.
 - Mail to:
 - National Center for Economic Gardening
 - POB 2583,
 - Evergreen, CO 80437-2583
 - When we receive the registration, NDA and payment, we will forward
 - The **link** to the course material
 - The **course notebook** with over 200 pages of handouts, key points, case studies, samples, and other enrichment material.
 - The **Zoom link** for office hours



REGISTRATION

Economic Gardening Training and Certification Class Winter 2021

Name:

Title:

Organization:

Mailing Address:

Email:

Work Phone / Mobile Phone / Text:

Fee: \$1,600. Make check to **National Center for Economic Gardening**

Mail or email the registration, NDA and check to:

**National Center for Economic Gardening
PO Box 2583
Evergreen, CO 80437-2583.**

Or

Email: cgibbons@economicgardening.org



NON-DISCLOSURE AGREEMENT

This Non-disclosure Agreement (“agreement”) is made effective as of _____ (“the effective date”) by and between the National Center for Economic Gardening, LLC, (NCEG), a Colorado corporation, and _____, an individual, the Recipient (“Recipient”) of confidential information.

NCEG has requested and the Recipient agrees that the Recipient will protect the confidential material and information of various businesses which may be disclosed at an Economic Gardening Training and Certification class between NCEG and the Recipient. Therefore, the parties agree as follows:

- I. **CONFIDENTIAL INFORMATION.** The term confidential information means any information or material which is presented in Economic Gardening certification training class and is proprietary to a business owner whether or not owned or developed by the business owner, which is not generally known other than by the business owner, in which the Recipient may obtain through participation in an Economic Gardening certification training class, regardless of whether specifically identified as confidential or proprietary. Confidential information shall include any information provided by the business owner concerning their business, technology and information of the business owner and any third party with which the business owner deals, including without limitation, business records and plans, trade secrets, technical data, product ideas, contracts, financial information, pricing structure, discounts, computer programs and listings, source code and/or object code, copyrights and intellectual property, inventions, sales leads, strategic alliances, partners, and customer and client lists. The nature of the information in the manner of disclosure are such that a reasonable person would understand it to be confidential.
 - a. Confidential information does not include:
 - 1) matters of public knowledge that result from disclosure by the business owner
 - 2) information rightly received by the Recipient from a third party without a duty of confidentiality
 - 3) information independently developed by the Recipient
 - 4) information disclosed by operation of law
 - 5) information disclosed by the Recipient with the prior written consent of the business owner
 - 6) and any other information that both parties agree in writing is not confidential

- II. **PROTECTION OF CONFIDENTIAL INFORMATION.** The Recipient understands and acknowledges that confidential information has been developed or obtained by the

business owner by the investment of significant time, effort and expense, and that the confidential information is a valuable, special and unique asset of the business owner which provides the business owner with a significant competitive advantage and needs to be protected from improper disclosure. In consideration for the receipt by the Recipient of the confidential information, the Recipient agrees as follows

- a. **No disclosure.** Recipient will hold the confidential information in confidence and will not disclose the confidential information to any person or entity without the prior written consent of the business owner.
- b. **No copying/modifying.** The Recipient will not copy or modify any confidential information without the prior written consent of the business owner
- c. **See unauthorized use.** The Recipient shall promptly advise the business owner if the Recipient becomes aware of any possible unauthorized disclosure or use of the confidential information.
- d. **Application to employees.** The Recipient shall not disclose any confidential information to any employees of the Recipient except those employees who are required to have the confidential information in order to perform their job duties in connection with the limited purposes of this agreement. Each permitted employee to whom confidential information is disclosed shall sign a nondisclosure agreement substantially the same as this agreement at the request of the business owner.

III. UNAUTHORIZED DISCLOSURE OF INFORMATION – INJUNCTION. If it appears that the Recipient has disclosed (or has threatened to disclose) confidential information in violation of this agreement, NCEG shall be entitled to an injunction to restrain the Recipient from disclosing the confidential information in whole or in part. NCEG shall not be prohibited by this provision from pursuing other remedies including a claim for losses and damages.

IV. RETURN OF CONFIDENTIAL INFORMATION. Upon the written request of NCEG, the Recipient shall return to NCEG all written materials containing the confidential information. The Recipient shall also deliver to NCEG written statements signed by the Recipient certifying that all materials have been returned within five days of receipt of the request.

V. RELATIONSHIP OF PARTIES. Neither party has an obligation under this agreement to purchase any service or item from other party or commercially offer any products using or incorporating the confidential information. This agreement does not create any agency partnership or joint venture.

VI. NO WARRANTY. The Recipients acknowledge and agree that confidential information is provided on an “as is” basis. NCEG makes no warranties expressed or implied with respect to the confidential information and hereby expressly disclaims any and all implied warranties of merchantability and fitness for a particular purpose. In no event shall NCEG be liable for any direct, indirect, special or consequential damages in connection with or arising out of the performance or use of any portion of the confidential information. NCEG does not represent or warrant that any product or business plans disclosed to the Recipient will be

marketed or carried out as disclosed or at all. Any actions taken by the Recipient in response to the disclosure of the confidential information shall be solely at the risk of the Recipient.

- VII. LIMITED LICENSE TO USE.** The Recipient shall not acquire any intellectual property rights under this agreement except the limited right to use as set forth above. The Recipient acknowledges that as between NCEG and the Recipient the confidential information and all related copyrights and other intellectual property rights are (and at all times will be) the property of NCEG even if suggestions comments and/or ideas made by the Recipient are incorporated into the confidential information or related materials during the period of this agreement.
- VIII. IDEMNIFY EACH PARTY.** Each party agrees to defend, indemnify and hold harmless the other party and its officers, directors, agents, affiliates, distributors, representatives and employees from any and all third-party claims, demands, liabilities, costs, and expenses including reasonable attorney's fees, costs and expenses resulting from the indemnifying parties material breach of any duty, representation or warranty under this agreement.
- IX. ATTORNEY'S FEES.** In any legal action between the parties concerning this agreement, the prevailing party shall be entitled to recover reasonable attorney's fees and costs.
- X. TERM.** The obligations of this agreement shall survive five years from the effective date or until NCEG sends the Recipient written notice releasing the Recipient from this agreement. After that the Recipient must continue to protect the confidential information that was received during the term of this agreement from unauthorized use or disclosure indefinitely.
- XI. GENERAL PROVISIONS.** This agreement sets forth the entire understanding of the parties regarding confidentiality. Any amendments must be in writing and signed by both parties. This agreement shall be construed under the laws of the state of Colorado. This agreement shall not be assignable by either party. Neither party may delegate its duties under this agreement without the prior written consent of the other party. The confidentiality provisions of this agreement shall remain in full force and effect at all times in accordance with the terms of the agreement. If any provision of this agreement is to be held invalid illegal or unenforceable, the remaining portion of this agreement shall remain in full force and effect and construed so as to best effectuate the original intent and purpose of this agreement.
- XII. SIGNATORIES.** This agreement shall be executed by on behalf of and delivered in the manner prescribed by the laws of the date first written above.

Chris Gibbons, Founder
National Center for Economic Gardening

Recipient
(Name, title, Organization)



Economic Gardening Certification

COURSE OUTLINE

CHAPTER 1 WELCOME

- Welcome
- Logistics
- Defining the Edges
- Quiz

CHAPTER 2 BACK STORY

- Overview
- Back Story
- Frameworks
- Commodity Trap
- Article on Economic Gardening
- 3 Systems
- Commodity Trap #2
- Website / book
- Quiz

CHAPTER 3 CORE STRATEGY

- Overview
- Video
- Fire and Flavor case study
- Corporate Housing case study
- Quiz

CHAPTER 4 MARKET DYNAMICS

- Overview
- Video
- Business Model
- Case Study
- Quiz

CHAPTER 5 TEMPERAMENT

- Overview
- Video
- Apples exercise
- What Do You See? exercise
- Plan a Vacation exercise
- ENTJ
- ESTJ
- GM case study
- Bracelet Values study
- Quiz

CHAPTER 6 INNOVATION

- Overview
- Video
- Complexity Principles
- Management Styles
- Quiz

CHAPTER 7 QUALIFIED SALES LEADS

- Overview
- Video
- High Probability Sales Calls
- Signals of Volatility
- Quiz

CHAPTER 8 TOOLS

- Overview
- Video
- Samplers
- Quiz

CHAPTER 9 RUNNING A PROGRAM

- Overview
- Mechanics
- Best Practices
- Capstone
- Quiz / FINAL EXAM