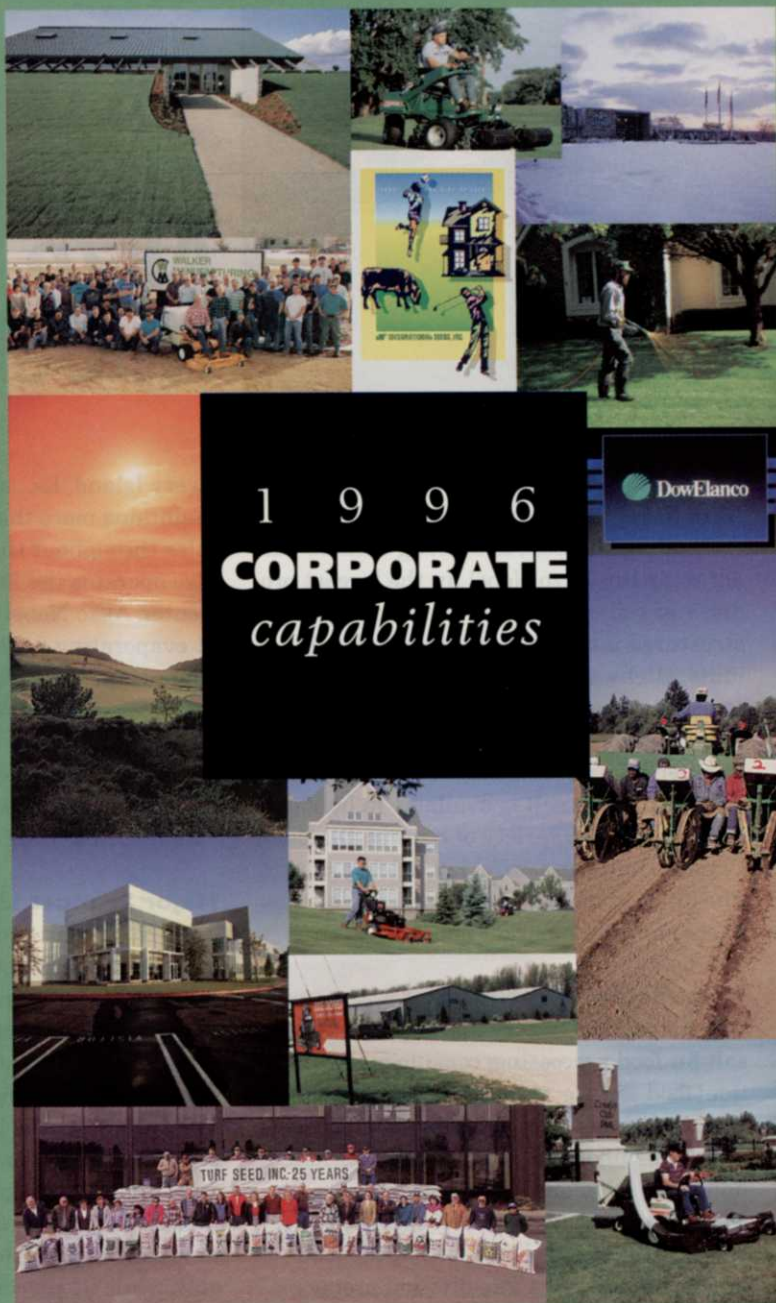


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**L A N D S C A P E**



**M A N A G E M E N T**

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# Akzo Nobel Salt

## **Product Focus:**

Akzo Nobel Salt is the largest producer of rock salt in the U.S., and, along with its parent company, Akzo Nobel nv, the largest producer of salt of all kinds. The company is structured into two operating sub-business units: Highway/Chemical and Industrial/Grocery. The Highway/Chemical unit manufactures rock salt for professional, commercial and residential snow and ice control. Deicing salt is available in bulk and is packaged in a variety of sizes as Diamond Crystal Halite and JiffyMelt deicing salts. The division also produces specialty blends to accommodate market needs.

## **Manufacturing Facilities:**

The Industrial/Grocery unit manufactures salt for food processing; consumer consumption; food service; residential, commercial and municipal water softening; and agriculture. Consumer salt products are marketed under the Diamond Crystal brand name while the company's exclusive Alberger Natural Flake Salt is utilized in the food processing industry. The division produces more than 400 products including: Diamond Crystal and Salt Sense table salts; Diamond Crystal Popcorn, Kosher and Canning and Pickling salts; Diamond Crystal Sun Gems water softener kits; and Champions Choice agricultural salt products.

## **Tech Support / Training:**

The company operates rock salt mines at

Avery Island, La., and Cleveland, Ohio, and maintains more than 90 deicing salt stockpiles throughout the country. The company also operates the Retsof (N.Y.) Distribution Center. Akzo Nobel Salt manufactures salt at evaporating facilities in Akron, Ohio; St. Clair, Mich.; and Watkins Glen, N.Y., and produces solar salt at facilities located at Great Salt Lake in Utah and Bonaire in the Netherlands Antilles. The company also maintains salt packaging facilities in 11 locations across the country.

## **Major Product Lines:**

Akzo Nobel Salt is dedicated to providing customers with superior customer service and, for the last three years, the company's customers have been surveyed by Watson Wyatt Worldwide to determine how well customer service objectives are being met. The survey results indicate a consistently high level of customer satisfaction for 1994, 1995 and 1996. A total of 84 percent of customers responding to the survey commented that their expectations are being met favorably, while 94 percent said the company is performing as well as or better than the competition. Akzo Nobel Salt intends to continue surveying customers in an effort to strive for continuous improvement.

### **Akzo Nobel Salt**

Abington Exec. Park  
P.O. Box 352  
Clarks Summit, PA 18411  
(717) 587-5131

#### **Staff:**

Harry A. Burns III,  
president/CEO

G. Richard Thompson,  
senior vice president, chief  
administrative officer

William H. Ayers,  
vice president, sales and  
marketing industrial/grocery

Jerry Erzen, vice president,  
production industrial/grocery

J. Roger Dickerson,  
vice president, managing total  
quality

Robert H. Jones,  
vice president, sales and  
marketing highway/chemical

Alan R. Peslak, vice president,  
finance

Robert J. Steele,  
vice president, production  
highway/chemical

# American Cyanamid Company

## Product Focus:

The Specialty Products Department of American Cyanamid Company's Agricultural Products Division researches and develops special-use chemical products and markets them throughout the United States. The department's herbicides, plant growth regulators and insecticides are used in forestry, professional turf management, consumer lawn and garden, industrial vegetation management, horticultural and greenhouse industries, professional pest control and public health markets.

American Cyanamid is committed to the development of products that are effective, convenient and respectful of the environment. Along with others in the turfgrass and golf course industries, the company believes it has a responsibility to protect the environment, improve the aesthetics of America's communities and provide enhanced recreational opportunities for all. The company is committed to helping secure a superior habitat for people and wildlife through the manufacture and marketing of environmentally-sensitive products.

## Description of manufacturing facilities:

American Cyanamid has a number of manufacturing facilities worldwide. Many of the company's products are manufactured at a 2,000-acre complex in Hannibal, Missouri. In addition to using state-of-the-art technology, this plant is a model for safety and environmental responsibility, emphasizing strong programs in recycling and reuse in all production areas to minimize waste.

The plant's integrated environmental systems provide management control levels that are designed to meet or exceed industry standards for air, water, solid and hazardous wastes. Pollution prevention and waste reduction efforts are an important part of on-



going programs in all production areas. Cyanamid manufacturing plants also participate in the Chemical Manufacturers Association's Responsible Care Program.

## Description of technical support, sales, training and/or customer service:

The Specialty Products Department is fully-supported by a dedicated staff of research, sales, marketing, technical, service, logistic telemarketing and support professionals. The sales force is among the best-trained in the industry. Cyanamid's Technical Service Group in Princeton, New Jersey supports sales representatives in their effort to keep lawn care operators, golf course superintendent and custom applicators informed about the performance and environmental aspects of Cyanamid products.

## Major product lines:

American Cyanamid produces and markets leadership products such as pendimethalin technical, the most widely used preemergent herbicide for turfgrass weed control in the United States. Pendulum herbicide, for pre-emergent control of annual grasses and many broadleaf weeds in turfgrass and for over-the-top control in more than 260 labeled ornamental plants, available in 60 WDG and 3.3 EC formulations; Image herbicide, available to professional applicators for postemergent use on hard-to-control weeds like nutsedge in warm-season turf. Cycocel plant growth regulator, used by greenhouse horticulturists, primarily on poinsettias, azaleas and geraniums; and Amdro fire ant insecticide, America's leading fire ant bait.

## American Cyanamid Company

Specialty Products  
Department  
One Cyanamid Plaza  
Wayne, New Jersey 07470  
(800) 545-9525

**Fax number:**  
(201) 831-3858

(American Cyanamid will be moving to new offices in Parsippany, New Jersey by the end of 1996.)



## Dixie Chopper

### **Product Focus:**

To design and manufacture commercial zero turning radius riding mowers providing price, performance and reliability to the commercial lawn cutter. Basically, to provide a machine that can be used all day everyday and "doesn't break when you use it."

### **Manufacturing facilities:**

61,000 sq. ft. of manufacturing and assembly—from 2,000 sq. ft. in 1980. State-of-the-art, computer numerically controlled (CNC) machining capabilities and robotic welder.

Approximately 50 assembly and manufacturing employees and 15 in-house sales and support.

### **Tech Support / Training:**

Unequaled tech support—i.e. your mower breaks and the local dealer can't fix it—we'll come fix it ourselves. Twenty independent manufacturers reps nationwide calling on independent outdoor power equipment dealers.

### **Major Product Lines:**

Dixie Chopper Zero Turning Radius mowers—13 different models to cover any application. Models range in price from \$5995 to \$12,000 with 42-, 50-, 60-, and 72-inch cut and 20, 22, 25 and 40 horsepower.

### **Magic Circle Corporation**

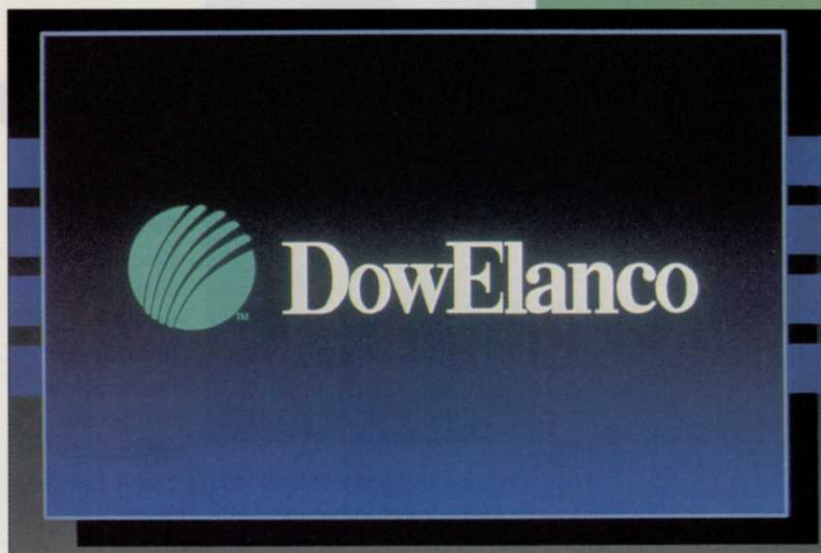
6302 E. County Road 100  
North  
Coatesville, IN 46121  
(317) 246-6845

**Fax number:**  
(317) 246-6146

**E-mail address:**  
mcircle@  
indy.tdsnet.com

### **Staff:**

Arthur L. Evans,  
president/CEO  
Warren Evans,  
sales manager



# DowElanco

## **Product Focus:**

DowElanco products manage pests that destroy personal, public and corporate properties; food, timber resources and clothing fiber. Products are manufactured and refined to meet customer needs through innovative research and service excellence. DowElanco is committed to continuous improvement, cost consciousness and total waste elimination in all phases of product production. Its scientists are dedicated to discovering and developing new technologies that can be integrated with conventional technologies to provide the greatest benefits to customers.

## **Description of Manufacturing Facility/Facilities:**

Corporate headquarters is located on a 325-acre site in Indianapolis, Indiana. The Research and Development Building contains more than 612,000 sq. ft. and 15 individual greenhouses which contain more than 62,000 sq. ft. Together, they comprise the world's largest single plant-breeding and agricultural research center under one roof. Approximately 400 scientists and other employees work in the Research and Development Building and approximately 1,000 employees work at the corporate headquarters, with 3,000 people working for DowElanco worldwide.

## **Description of Technical Support, Sales, Training and/or Customer Service:**

DowElanco is dedicated to global leadership in consistently satisfying customer needs by providing improved solutions in crop production and specialty products. Because DowElanco discovers, develops, manufactures and markets value-added products and consistently meets customers' needs, DowElanco is viewed as a long-term business partner. In fact, DowElanco has more than 20 sales and technical service professionals devoted solely to servicing the turf and ornamental business.

## **Major Product Lines:**

DowElanco manufactures a variety of products for insect, weed and fungal pests for agriculture, lawn care operators, pest management companies, nurseries, golf course superintendents, consumers, and rights-of-way and utilities. Major products include Dursban insecticide; Team, Gallery, Surflan, Confront and Snapshot herbicides; and Rubigan fungicide.

## **DowElanco**

9330 Zionsville Rd.  
Indianapolis, IN 46268-1054  
(800) 352-6776

## **Fax number:**

(800) 905-7326

## **Date founded:**

1989 (joint venture of the Agricultural Products Department of the Dow Chemical Co. and the Plant Science Business of Eli Lilly & Co.)

## **President/CEO:**

John L. Hagaman



## Echo, Inc.

### **Product Focus:**

Response to customer needs.  
Innovation.  
Perfection of hand-held equipment for

green industry professionals. Those are the driving forces behind Echo, Inc.

The Echo attitude is illustrated by its history with two of its many product lines: the power blower and string trimmer. Echo has offered both products since the 1970s, and pioneered the hand-held blower and the ultra-light (under 15 cc) string trimmer.

Professionals obviously respect Echo products. In a recent reader survey by Landscape management, Echo was the name brand most preferred by green industry professionals in blowers and trimmers, and was second in chain saws.

### **Manufacturing Facilities:**

Echo products sold in North America—and in more than 40 other countries—come largely from Lake Zurich, Ill., in northwest suburban Chicago. Opened in 1986, the plant has more than 400,000 sq. ft. and employs more than 500 people. The plant's one millionth power blower whooshed off the assembly line in 1992.

The Lake Zurich facility integrates engineering, manufacturing and assembly, along with administration. A state-of-the-art test lab was recently added to assure Echo's compliance with emission standards set by California, other states and the Federal government.

### **Tech support/Training:**

Echo meets customer needs through a system of 19 North American distributors and about 6,000 dealers. The distributors understand the needs in their region, while the

dealers are best able to work one-on-one with end users to select and service the end users.

Dealers who handle Echo do so by choice. Each independent Echo dealer must regularly attend service training schools and meet high standards for technical skill, parts inventory and product support to continue selling Echo products.

Standing behind these dealers and their customers is a large staff of technical experts and engineers at Lake Zurich and the distributors to assure that each person who owns or uses an Echo tool is more than satisfied.

### **Major Product Lines:**

There are more than 80 individual Echo models in a broad array of product families. Echo's ignition systems—ProFire and SAIS2—combine with easy-pull starters and advanced carburetors to give all Echo users easy-starting, strong-running, low-maintenance equipment.

String trimmers range from 21.2 cc to 37.4 cc, with models to suit anyone from the homeowner who trims grass to the professional logger who clears underbrush.

Power blower line ranges from the 8.5 pound hand-held PB-1000 up to the backpack style PB-6000, which offers air speed delivery at 195 mph and 405 cubic feet per minute.

The Echo blower has evolved into the innovative Shred 'N' Vac, a vacuum that reduces litter as much as 12-to-1, and converts into a power blower.

Echo meets the needs of chain saw users with one of the industry's longest and finest product lines.

Construction crews rely on the CSG-6700 cutoff saw to speed the work.

As a final step to serving customers, Echo also provides an extensive array of personal protective equipment to help assure that users can keep enjoying their Echo products for years to come.

**Echo, Inc.**  
400 Oakwood Rd.  
Lake Zurich, IL 60047  
(847) 540-8400  
**fax number:**  
(847) 540-8413

# The Grasshopper Company



## **Product Focus:**

Grasshopper products are designed for easy operation, maximum comfort, durability, productivity and versatility. A Quik-D-Tatch Mounting System (patent pending) lets you change deck sizes or add attachments in minutes without tools. Combo Mulching Deck converts to mulch, bag or discharge with the same deck.

## **Manufacturing facilities:**

The family-owned manufacturing facility was founded in 1958.

Grasshopper employs skilled workers and high-tech equipment including computer-aided design system, CNC fabrication and machining; soon to exceed 200,000 sq. ft. of manufacturing, testing and warehouse space in Moundridge, Kansas.

## **Technical Support / Training:**

Grasshopper products are retailed and serviced by an extensive dealer network throughout the world. Sales personnel with in-depth product knowledge and factory-trained service technicians receive ongoing technical support in sales and service from the factory.

## **Major product lines:**

Grasshopper zero-radius outfront riding rotary mowers with engine choices from 14 to 28-hp, liquid-cooled or air-cooled, gas or diesel.

Year-round attachments include high-efficiency Quik-D-Tatch Vac collection systems; heavy-duty, solid-tine AERA-vator; dozer blades, rotary brooms; snowthrowers and tine-rake dethatchers.

Options available include ROPS, sunshade canopy and winter enclosure.

## **One Grasshopper Trail**

P.O. Box 637  
Moundridge, KS 67107  
(316) 345-8621

**Fax number:**  
(316) 345-2301

**Web address:**  
<http://www.grasshopper-mower.com>

**E-mail address:**  
grasshp2midusa.net



# International Seeds

## Product focus:

International Seeds, Inc., is a leading wholesale breeder, producer and marketer of improved cool- and warm-season turfgrass varieties. Its staff works exclusively with selected seed growers and a worldwide distributor network to provide value-added products and service of the highest quality.

Available today to golf course professionals, architects and contractors are varieties that require less fertilizers, provide natural insect resistance and supply superior quality turf. In addition, International's staff can provide valuable species information to augment the "signature look" or design of your choice.

International Seeds' turf products are recognized around the world for their quality and have been used at many of the world's most prestigious golf and sporting events.

## Description of research facilities:

International Seeds maintains a fully equipped, 57-acre research and breeding station from which has come some of today's best-known and most widely used grass seed varieties.

By owning its own facility, International Seeds is better able to respond to the needs of its customers. Its staff researchers are able to take immediate advantage of advances in breeding technology.

The International Seeds research facility is also the location of various turf trials, including the National Turfgrass Evaluation Program.

Staff researchers also work closely with research scientists from major land grant universities and at trial sites throughout North America, South America, Asia, Europe, Africa and Oceania.

## Description of technical support, sales, training and/or customer service:

International Seeds' sales and marketing staff, as well as its distributor network, is composed of highly experienced professionals prepared to assist customers as needed either by telephone, in person or through a variety of written literature.

These resources are in place to assist customers in the proper selection of cool- and warm-season turfgrasses throughout the world for turf area construction, renovation and restoration.

The International Seeds team knows that assisting customers in the proper selection of a turfgrass can have a major impact on the ultimate turf performance and maintenance expense profile.

In the era of environmental stewardship, assisting our customer with proper turfgrass selections contributes positively to habitat enhancement, wildlife and water conservation, waste management and energy efficiency.

## Major product lines:

Cool-season turfgrasses: Top Hat, R2, Essence, Gator, Derby Supreme, Regal, Ph.D. (perennial ryegrasses); Viper, Cobra, CEO (creeping bentgrasses); Sabre II, Sabre (*Poa trivialis*); Longfellow, Enjoy (chewings fescues); Cindy (strong creeping red fescue); Eureka, Valda (hard fescues).

Houndog 5, Era, Houndog (turf-type tall fescues); Fortuna, Cardiff, Merit (Kentucky bluegrasses).

Cool-season turfgrass mixtures, permanent turf and overseeding: Ph.D. with Sabre; Dixie Green Overseeding Blend; Showboat Custom Ryegrass Blend; Anvil Fine Fescue Mixture; Major League Turfgrass Mixture (sun, sun & shade, shade or utility).

Warm-Season turfgrasses: Mirage, Pyramid (bermudagrasses); Sunrise (zoysiagrass).

## International Seeds

P.O. Box 168, Halsey, OR  
97348  
(541) 369-2251

## Customer Toll-Free:

(800) 445-2251

## Fax number:

(541) 369-2640

## E-Mail address:

intlseed@intlseed.com

## Date founded:

1972

## Staff:

Rich Underwood, president  
Brad Dozler, vice president,  
sales  
Craig Edminster, director of  
research



# Kubota

## Product focus:

Incorporated in California in 1972, Kubota Tractor Corporation (KTC) has since become a leading U.S. marketer and distributor of under-40 hp compact tractors by consistently marketing high-quality products that meet the needs of today's customers. Kubota Tractor Corporation markets a complete line of tractors from 12.5 to 91 PTO horsepower, along with a complete line of performance-matched implements, compact construction equipment, pumps and generators, consumer lawn and garden equipment, and commercial turf products.

## Description of manufacturing facility/facilities:

KTC is affiliated with the Kubota Corporation of Osaka, Japan, which introduced the first Kubota tractor to the United States in 1968. Kubota Corporation has affiliates and subsidiaries that manufacture and/or market in 11 countries around the world, and Kubota Corporation products are sold in more than 130 countries. In the United States, Kubota Tractor Corporation, Kubota Credit Corporation (KCC) and Kubota Manufacturing of America (KMA) support authorized Kubota dealers and customers. Kubota Manufacturing of America is located in Gainesville, Ga. Production started in 1989, making loaders for Kubota B- and L-Series tractors. Backhoe production began in 1990. And, in 1995, the new T-Series lawn tractor, the first Kubota tractor manufactured in the United States, started rolling off the assembly line.

Based in Torrance, Calif., KTC has facilities throughout the United States. Division offices are located in Columbus, Ohio; Atlanta, Ga.; Dallas, Texas; and Stockton, Calif. The Engine Division is located in Schaumburg, Ill. Nearly 1,200 dealers comprise Kubota Tractor Corporation's coast-to-coast network.

## Description of technical support, sales, training and/or customer service:

Kubota Tractor Corporation supplements



its high-quality, dependable products with the service, parts, training and financing necessary to ensure customer satisfaction. Service personnel in the dealerships are provided with annual training on new products, and additional in-shop service training is available through printed materials and video-based programs. Kubota also provides dealers with a computerized parts ordering system which links dealerships to an inventory of more than 60,000 part numbers strategically located in four warehouses across the country. Kubota Credit Corporation offers flexible programs such as low A.P.R. financing, equity financing, tailored customer repayment plans, rental purchase plans and leasing options.

## Major product lines:

Kubota's residential and commercial mowing equipment consists of the newly introduced F-60 Series front mower, T-Series lawn tractors, G-Series garden tractors and GF-Series front mowers, along with a variety of implements. Designed to deliver top performance, Kubota's tractor and implement line-up features the B-Series tractors, Grand L Series and L-Series products, M-Series tractors and the newest edition to the M-Series family, the M-Series Turf Special. Kubota's compact construction equipment line boasts the powerful KX-Series excavators, newly introduced R20-Series wheel loaders, L35 tractor-loader-backhoe and an impressive array of related implements and attachments. Ideal for a range of indoor and outdoor construction and emergency-power applications, Kubota offers customers an extensive line of gas and diesel generators and pumps.

## Kubota Tractor Corp.

3401 Del Amo Blvd.  
Torrance, CA 90503  
(310) 370-3370

## Staff:

Mr. S. Majima, president  
Mr. Robin Killian, senior vice president of sales  
Mr. Michael Heitman, director of marketing



## PBI/Gordon Corp.

### **PBI/Gordon Corp.**

P.O. Box 014090  
Kansas City, MO 64101-0900  
Telephone: (816) 421-4070  
Fax: (816) 474-0462

### **Date founded:**

1947

### **Staff:**

### **President/CEO:**

Richard E. Martin

### **Vice Presidents:**

Jim Armbruster,  
regulatory affairs

Richard D. Benjamin,  
operations

William R. Broucker,  
marketing

Donald A. Chew,  
finance

Al Mullican,  
professional sales

John VanHaften,  
research & development

Don Wilson,  
consumer sales

### **Product Focus:**

Gordon's Trimec Broadleaf Herbicides were the first products formulated specifically for the professional turf management industry, and have set the standard for premium broadleaf weed control. The company's research staff and formulation chemists at Gordon's laboratories have excelled in developing new uses and improved products from existing chemistries, making them more compatible with the needs of the ultimate user.

### **Description of Manufacturing Facility/Facilities:**

Formed through the merger of Gordon Chemical Co. and Private Brands, Inc. (hence, the "PBI"), private label manufacturing has been an important facet of the company's operations since 1947. The company's two Midwest plants produce liquid, powdered and granular products. Professional product development and manufacturing is not a secondary operation for PBI/Gordon—it's our only business.

### **Description of Technical Support, Sales, Training and/or Customer Service:**

Gordon's customer service and technical personnel are always ready to help a user obtain optimum results from the company's products. Strategically located in the Midwest, our distribution center is capable of physically handling orders of any size with same or next-day service.

### **Major Product Lines:**

Unlike many companies that serve the turf and ornamental industry but have a primary focus on the agricultural market, PBI/Gordon's primary product line is Gordon's Professional Turf and Ornamental Products. The company's marketing, research, formulation and manufacturing systems are focused on finding, testing and producing the highest quality turf products available.

# Ransomes America Corporation



## **Product Focus:**

Ransomes America Corporation manufactures a full range of Ransomes, Cushman and Ryan turf and professional lawn care equipment. The products are available internationally through an extensive network of dealers and distributors.

The product line includes: the Ransomes E-Plex, the industry's first all-electric greens mower; the Ransomes Bob-Cat ZT 200 series of zero-turning radius rotary mowers; Ryan LA IV, LA V and LA 28 aerators, and the industry-leading Cushman Turf Truckster.

## **Manufacturing Facilities:**

Ransomes America corporation has manufacturing facilities in Lincoln, Neb. (headquarters), Johnson Creek, Wisc., and Edgewater, Fla. Parent company Ransomes plc is based in Ipswich, England.

## **Tech Support/Training:**

Ransomes America Corporation offers yearly sales and product training to its dealers and distributors on all products. Service training schools are held at the company's Lincoln headquarters for dealer service technicians. Customer service and technical support is available at (402) 474-8570. Company territory managers are the primary sales contact for dealers and distributors.

## **Major Product Lines:**

Ransomes riding and walk-behind mowers (reel and rotary); Cushman utility vehicles and fifth-wheel implements; Ryan aerators, overseeders, power rakes and sod cutters. Also, Cushman Groom Master bunker rake/sports field groomer.

## **Ransomes America**

### **Corporation**

P.O. Box 82409  
Lincoln, NE 68501-2409  
(800) 228-4444

### **Fax number:**

(402) 474-8522

# Tee-2-Green

## Product Focus:

Tee-2-Green is a registered trademark of Tee-2-Green Corp., founded in 1973 to market Penncross creeping bentgrass produced by the Penncross Creeping Bentgrass Association, in agreement with Penn State University. The growers association and Tee-2-Green have maintained the high production standards set forth in 1955 by Professor Bert Musser, then assisted by Dr. Joe Duich. As Dr. Duich later released Penneagle and PennLinks, the varieties became the "Penn Pals," and set high standards for tees, fairways and putting greens worldwide.

The Penn "A" and "G" series, plus Seaside II, developed by Dr. Duich, were introduced in 1995 and are the new generation of creeping bents. The "A" and "G" series are finer and denser than other commercial varieties, and demand close mowing. Seaside II is salt tolerant and was developed exclusively for fairway use.

## Manufacturing Facility:

All of the Penn bentgrass varieties are grown and certified in Oregon and meet higher standards than any other creeping bentgrass produced anywhere in the world. Seed is conditioned in the individual grower's cleaner, and stored in one of Tee-2-Green's warehouses. Shipments are carefully palletized and shrink-wrapped to avoid contamination. Pure Seed Testing, Inc., West and East facilities maintain ongoing research and evaluation of all the "Penn Pals" varieties. Demand for the new generation of Penn bents results in increased planting. The above photo shows planting in a Penn A-1 production field.

## Technical Support, Education:

Tee-2-Green supports distributors and golf course superintendents through advertising, tech sheets and publications, plus trade show and seminar participation. Technical representatives Russ Hayworth in Arizona and Rick Elyea in Ohio work with golf course architects and distributors to help spec the right bentgrass for their courses.



Tee-2-Green supports education through scholarships for Penn State University turfgrass students, and through The Annual Musser Golf Tournament which awards scholarships to graduate students involved in turfgrass research.

## Major Product Lines:

Tee-2-Green markets only premium bentgrasses for turf maintenance professionals.

Penncross, introduced in 1955, remains the best-selling bentgrass year after year.

Penneagle, introduced in 1979, is an excellent choice for fairways, and consistently tops fairway trials.

PennLinks, introduced in 1986, rapidly became the new choice for true putting.

Pennway: Economical fairway and winter overseeding blend

PennTrio: Certified creeping bentgrass blend with 1/3 each Penncross, Penneagle and PennLinks

Penn A-1, Penn A-2, Penn A-4, Penn G-1, Penn G-2 and Penn G-6, the new "Penn Pals," are typically lower growing and well-adapted to a cutting height of 1/4-inch. They are dense, fine leafed and have an upright growth habit.

Seaside II is salt tolerant, and was developed exclusively for fairway use.

## Tee-2-Green

P.O. Box 250  
Hubbard, OR 97032  
(800) 547-0255,  
(503) 651-2130

## Fax number:

(503) 651-2351

## Date founded:

1973

## Staff:

Bill L. Rose, president  
Charlotte Flowers, general manager  
Dr. Joe Duich, consultant  
Russ Hayworth, consultant  
Rick Elyea, consultant



# The Toro Company

## **Product Focus:**

The Toro Company offers one of the broadest lines of outdoor power equipment available for landscape professionals worldwide. Toro listens to contractor needs and translates them into innovative products designed to achieve the highest level of productivity. A Toro product signifies superior engineering, guaranteed service and a commitment to operator safety.

## **Description of Manufacturing Facility:**

Toro's Tomah, Wisc. manufacturing plant, the main manufacturing facility for commercial products, has achieved the prestigious ISO 9002 certification for international quality consistency. This certification is tangible proof that Toro has a documented system and the long-term commitment to provide the level of process consistency and quality that customers expect.

## **Description of Technical Support:**

Toro is supported by an exclusive network of highly-trained and knowledgeable distributors and dealers. This distribution network offers superb parts availability and convenient after-sale services. Every Toro product comes with owners and parts manuals. Also available are instructional videos for training employees in operating procedures and safety precautions.

## **Major Product Lines:**

Toro offers a wide variety of product lines including: ProLine hydro- and gear-drive mid-size mowers, Z Master zero radius tractors, Groundsmaster outfront riding rotary mowers, Workman utility vehicles, as well as debris management and aeration equipment. All backed by Toro's exclusive technologies that increase productivity, operator safety and versatility.

### **The Toro Company**

8111 Lyndale Ave. S.  
Bloomington, MN 55420-  
1196

(612) 888-8801

**Fax number:**

(612) 887-8258



# Turf Merchants, Inc.

## Product Focus:

TMI sources from private breeding programs the latest in improved turfgrass seeds. Our major focus is on improved turfgrasses for the professional markets of golf, landscaping and landscape architecture. These include creeping bentgrasses, turf-type tall fescues, perennial ryegrasses, and Kentucky bluegrasses. TMI also offers domestically-produced warm-season grasses such as bermudagrass and zoysiagrass. From its own conventional breeding program, to university sources such as Rutgers University and Texas A&M, TMI is looking forward to offering the latest technologically advanced varieties available anywhere.

## Manufacturing Facilities:

Turf Merchants, Inc. is located in the heart of Oregon: southern Willamette Valley, where over 65 percent of the world's supply of grass seed is grown.

Natural rainfall and expertise in production make the quality of Oregon grass seed the best in the world. TMI operates from three satellite warehouses located strategically around the valley with points north, south and west. This makes customer response an industry standard, with promptness and accuracy in shipments that are unparalleled. TMI has the ability to blend,

process and ship simultaneously from any of these locations where over 30 million pounds of seed are processed each year.

## Tech Support / Training:

TMI has a variety of technical support through extensive trial systems, product literature and data bases. Results from turf trials in dozens of locations make the process of selling a simplified matter when comparative data is essential. Color slides of the production process and research add an additional dimension to the support available.

## Major Product Lines:

Turf-type perennial ryegrasses including Affinity, Manhattan 3, Rodeo II, Allaire II, Patriot II, Evening Shade, Nomad (spreading type), Pennfine II, and VIP II.

Turf-type tall fescues include Bonsai 3, Twilight II, Taurus, Turf Gem II, Adventure II, Micro, Earthsave, Avanti II.

Kentucky bluegrasses are Gnome, Cobalt, Sodnet, Rugby, Viva and Trueblue.

Creeping bentgrasses are Backspin and Trueline.

Zen zoysiagrass and Del Sol bermudagrass round out the warm-season lines.

## Turf Merchants Inc.

33390 Tangent Loop  
Tangent, OR 97389  
(541) 926-8649

**Fax number:**  
(541) 926-4435

## Staff:

Steven P. Tubbs, president  
Nancy Aerni, vice president  
John Cochran, vice president  
Frank Gill, vice president  
Robin Mankle, secretary/  
treasurer



# Turf-Seed, Inc.

## **Technical Support, Education:**

Turf-Seed sets the pace in providing information to distributors and consumers through technical publications, Turf-Seed Trends newsletter, variety and blend tech sheets, vis-a-vis trade show and seminar participation, plus the first and largest independent field day in the United States. This annual event, now in its 15th year, is held alternately at the Pure Seed Testing West 110-acre research farm near Hubbard, Oregon, or Pure Seed Testing near Rolesville, North Carolina. The Oregon event, held the third Thursday in June during even-numbered years, focuses on cool-season grasses, while the North Carolina event is Friday preceding ASTA, and features tall fescue, bermudagrass and zoysia, and addresses humidity-induced disease pressures. For information, call (503) 651-2130.

## **Major Product Lines:**

Perennial regrass: Alliance Brand blend; BrightStar, Catalina, Charger, Citation III, Manhattan 3, Navajo, QuickStart, Sunrye (246). Tall fescue: Confederate blend, MowLess blend, Triathalawn blend; Apache II, Coronado, Eldorado, Monarch, Olympic II, Safari, Silverado, Tomahawk, 5LMR Galaxy Brand blend. Kentucky bluegrass: Blacksburg, BlueStar, Challenger, Columbia, Livingston, Marquis, Midnight, Unique, Voyager. Poa trivialis: Winterplay. Fine fescue: Aurora, Discovery hard fescues; Shademaster II creeping red fescue; Seabreeze slender creeper; Shadow, Tiffany chewings fescue; Bighorn sheeps fescue. Creeping bentgrass: PennTrio blend, Pennway blend; Penncross, Penneagle, PennLinks, Penn A-4, Penn G-6, Seaside II. Wildflowers: Bloomers wildflower mixture, Baby Bloomers wildflower mixture, DeBlooms annual wildflower mixture.

## **Product Focus:**

Turf-Seed, Inc. was founded in 1970 by Bill Rose, president, to market only premium quality turfgrass cultivars and blends, foragegrass cultivar and mixtures, plus wildflower mixtures through an established distributor network. Golf courses, sod production farms, athletic field managers, parks departments and homeowners rely on Turf-Seed's Research/Production/Marketing (RPM) program. Turf-Seed's industry-wide reputation for top-performing proprietary varieties developed by Pure Seed Testing, Inc., production by Roselawn Seed and select contract growers, plus systematic marketing managed by Tom Stanley complete the RPM cycle.

## **Manufacturing Facility:**

Turf-Seed, Inc. is located near Hubbard, Oregon, in the center of the fertile Willamette Valley, "grass seed capital of the world." Most of the production comes from this region, with its ideal growing conditions. Crops are cleaned by growers or nearby seed conditioning plants where blue tags are attached, and delivered to the Turf-Seed warehouses. Blends and mixtures are made at this Turf-Seed facility on two blending lines. Turf-Seed's corporate offices are attached to the warehouse for efficient marketing communication and shipping coordination. Employees enjoy breaks and lunch on the grassed picnic area in the back.

## **Turf-Seed Inc.**

P.O. Box 250  
Hubbard, OR 97032  
(800) 247-6910  
(503) 651-2130

## **Fax number:**

(503) 651-2351

## **Date founded:**

1970

## **Staff:**

Bill L. Rose, president  
Gordon Zielinski, executive vice president  
Darcy Loscutt, general manager  
Tom Stanley, marketing director  
Duane Klundt, customer service  
Russ Hayworth, southwest marketing  
Vanessa Jensen, southeast marketing  
Rick Elyea, golf course consulting



# Walker Manufacturing

## **Product Focus:**

Walker Manufacturing designs, develops and manufactures a line of compact, mid-size commercial riding mowers and attachments. The mowers are targeted for use in landscaped areas with combinations of trimming and open space where quick maneuverability and fitting in tight spots increase productivity.

## **Description of Manufacturing Facility/Facilities:**

The company's factory is at Fort Collins, Colo., situated on 25 acres. It has 100,000 sq. ft. of manufacturing area and 16,000 sq. ft. of offices and research and development. The manufacturing operation includes parts fabrication, welding, painting and assembly. Fifteen acres of irrigated turf-grass around the facility provides on-site test mowing area. The current facility will allow growth to produce up to 25 units per day.

## **Description of Technical Support, Sales, Training and/or Customer Service:**

The factory customer service staff is available for technical support to dealers and end-customers. A dealer program is administered by 33 independent territorial distributors across the U.S.

## **Major Product Lines:**

Walker makes mid-size commercial riding mowers and attachments. Five tractor models have gasoline or diesel engines from 11 to 25 hp. Nine interchangeable mower decks with cutting widths from 36 to 62 inches are offered, each with grass collection, side discharge or mulching available. Six front-mounted implements are also marketed: two snowblowers, a rotary boom, a dozer blade, a dethatcher and an edger.

## **Walker Manufacturing**

5925 E. Harmony Rd.  
Fort Collins, CO 80525  
(970) 221-5614

**Fax number:**  
(970) 221-5619

**Date founded:**  
1957

## **Staff:**

Bob Walker, president  
(marketing/finance)

Dean Walker, vice president  
(engineering/manufacturing)

Max Walker, vice president  
(chairman)

Bob Tomasek, customer  
service/warranty





# Landscape Management

ested parties the opportunity to purchase classified advertising, back issues of magazines, LM's qualified mailing list and rights to reproduce articles.

Free subscriptions for qualified individuals or companies can be obtained through the magazine's circulation department located in Duluth, Minn.

## **Product Focus:**

Landscape Management is the second-oldest national monthly trade magazine serving "green industry" professionals.

More than 51,000 qualified subscribers include landscape contractors, golf course superintendents, athletic field/grounds managers and lawn care companies, all of whom are involved in maintaining landscapes and grounds. The magazine is also mailed to selected tree service companies, landscape architects, extension agents, horticultural consultants, irrigation contractors, sod growers, turfseed growers, dealers, distributors and manufacturers.

## **Major Product Lines:**

Landscape Management, which will celebrate its 35th anniversary in 1997, publishes 12 regular monthly issues each year. Besides the full-run section, the magazine publishes two special demographic sections that are mailed only to a selected portion of its total audience: "Golf and Grounds" (which goes to golf course superintendents, athletic field and grounds managers) and "Lawn and Landscape" (which mails to lawn care companies and landscape contractors).

During the spring of each year, LM includes, within its regular monthly issues, the highly popular "guides" to fertilization, weed control, insect control and disease control—developed and written by the nation's finest turf and ornamental experts. These comprehensive articles are divided into cool-season and warm-season sections to recognize differences in climates and adapted species affected.

In July, LM publishes a digest-sized reference book called the "Seed Pocket Guide" which contains regional and national results of the annual National Turfgrass Evaluation Program.

In December, the regular monthly issue is called the "Green Book and Directory," a listing of important suppliers (by product category), dealers/distributors, other contacts within the green industry, and a wealth of other year-long reference material.

## **Description of Facility:**

Landscape Management is one of 55 trade magazines published by Advanstar Communications, whose home office is located on a 22-acre parcel of wooded land in Middleburg Heights, Ohio. The building, which is fitted into the side of a gently-sloping hill, is of a distinctly environmentally-friendly design.

LM production offices are located in Duluth, Minn. Additional sales offices are located in Kenosha, Wisc., and Eugene, Ore.

Advanstar also has major publishing and expositions offices in Duluth, Minn.; Eugene, Ore.; Santa Ana, Calif.; New York City; Chester, England; and Chicago.

## **Description of Technical Support, Sales, Training and/or Customer Service:**

Advanstar Marketing Services in the Cleveland headquarters office offers inter-

## **Landscape Management**

7500 Old Oak Blvd.  
Cleveland, OH 44130  
(216) 243-8100

**fax number:**  
(216) 891-2675

**E-mail address:**  
75553.502@compuserve.com

**Web address:**  
<http://www.advanstar.com>

### **Staff:**

John D. Payne, publisher  
Tom Galligan, national sales manager  
Kerry Jacobson, southeastern sales manager  
John Kiesewetter, western sales manager  
Jerry Roche, editor-in-chief  
Ron Hall, senior editor  
Terry McIver, managing editor