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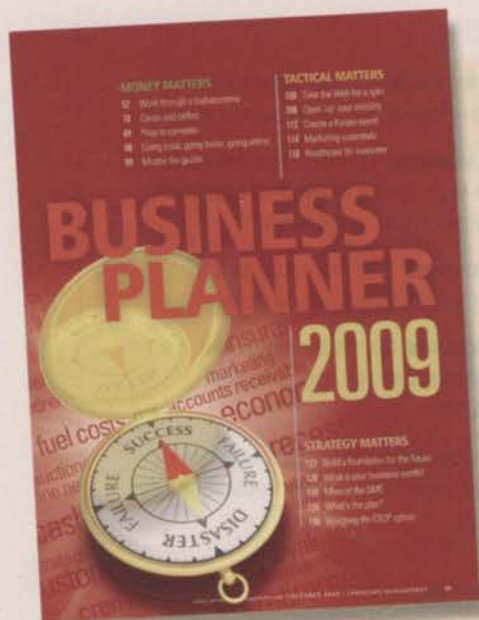
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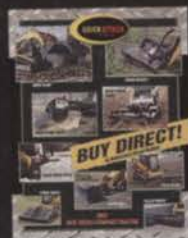
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Democracy in action

The Capitol Steps troupe captivated attendees of RISE's recent annual meeting with satirical skits featuring impersonators of political powerhouses such as Hillary and Bill Clinton.

» Overheard

"I'm going to tell you the truth, which is not a given in this town."

— Dane Strother of Strother, Duffy & Strother, delivering a snapshot of how political campaigns take shape at RISE's recent annual meeting in Washington.

» Readers respond

Are you concerned about the salt price increase for the plow season?

27% What salt increase?

52%

Yes, it's going to affect our business a lot.

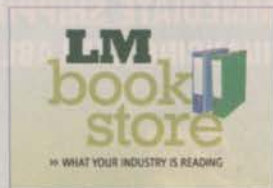
15% Yes, it's going to affect our business a little.

6% Eh, let the lots become ice rinks.

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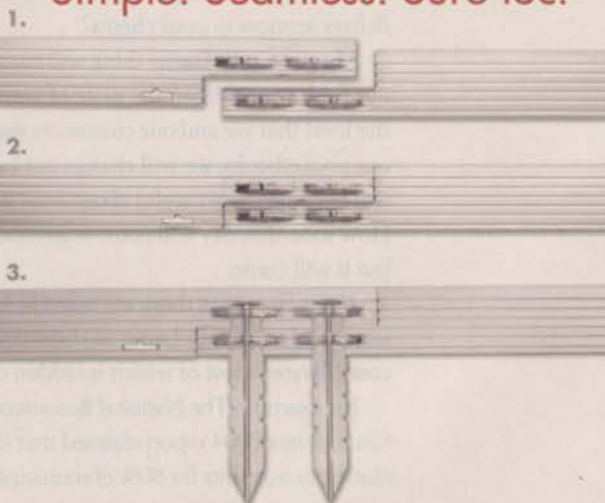


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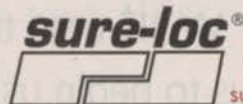


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Water tied to energy costs

BY RON HALL / Editor-at-Large

When gasoline prices surged I started looking for ways to save money on fuel. I began cutting out unnecessary trips, setting my car's cruise control to 60 mph instead of 65 mph on freeways, using a credit card that rebates a small percentage of the cost of fuel and keeping my car's tires inflated to the proper pressure. But mostly, I quit driving as much, especially in my neighborhood. Instead, I walk or ride my bicycle.

I wish I could say I do these things out of my concern over diminishing oil supplies, global warming or some other noble cause, but that would be a lie.

How many of you have changed your driving habits, or have adjusted how your employees deliver services to your clients?

My guess is the same thing will happen with our fresh water. When the price of water rises to the level that we and our customers start feeling in our pocketbooks, we will change our behavior. We will become more careful about how we use water. How soon that day will come is anybody's guess, but it will come.

Apart from this, there are many links between water and energy, and most of them deal with the cost of water, most of which is hidden or subsidized.

For example, The National Resources Defense Council, in a 2004 report claimed that the use of electricity accounts for 80% of municipal water processing and distribution costs. It also reported that the California State Water Project is the largest single user of energy in the state, and consumes more than

25% of the electricity used in New Mexico. Much of this energy is generated by fossil fuels, which are non-renewable, of course.

By contrast, scientists say the amount of water on earth remains relatively stable and is continually recharged through a process known as the hydrologic cycle. Moisture falls to the earth in the form of rain, snow or hail and is returned to the atmosphere through evaporation (most of it from oceans) and the transpiration of plants.

Although the amount of fresh water remains relatively constant, only an incredibly small volume is available for humankind's day-to-day activities. Our fresh water reservoir is being drained by the world's population boom and our use/misuse behavior.

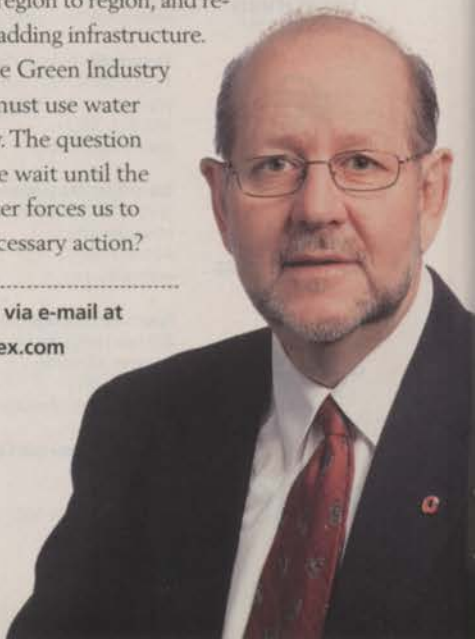
The World Water Council reports that the tripling of the world population during the 20th century resulted in a six-fold increase in the use of renewable water resources. This trend is expected to continue.

Providing an adequate supply of fresh water to maintain our U.S. lifestyle and allow continued development will entail enormous costs, including energy expenses. We will pay dearly for upgrading systems to recycle water, adding capacity, moving water from region to region, and repairing and adding infrastructure.

We in the Green Industry realize we must use water more wisely. The question is — Will we wait until the price of water forces us to take this necessary action?

Contact Ron via e-mail at rhall@questex.com

Will we wait until the price of water forces us to begin using it more wisely?



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In the Know

BUSINESS

NEWS YOU CAN USE

Drive value from Day 1 to bolster customer loyalty

BY MARTY WHITFORD / Editor-at-Large

COLUMBUS, OH — When should you start working on renewals? Six months before each contract expires, three months out, or with one month to go?

The correct answer is none of the above, according to Drew St. John II of the Wilson-Oyler Group.

"You should begin work on renewals the moment you sign that first contract," he said. "Everything you say and do, and don't say and do, from Day 1 either puts you closer to a renewal or further away."

Partner Bruce Wilson echoed the sentiment to a crowd of about 50 Green Industry professionals attending the Wilson-Oyler Success Series seminar held in Columbus Aug. 28.

"It's not really about how well you maintain their flowers," Wilson added. "It's about how well you embed yourself and your team, solutions and services into your clients' businesses."

Presented by Husqvarna, with *Landscape Management* serving as the

exclusive media sponsor, the seminar — "Developing World-Class Account Managers & Enhancing the Total Customer Experience" — covered:

1. The role of account managers;
2. Selling and retaining customers;
3. Renewal strategies;
4. Quality and productivity; and
5. Identifying and ending bad habits.

"You need a 90%-plus renewal rate to be a competent, growing, profitable, successful company," St. John said.

The next tour stops for Wilson-Oyler's Success Series are: Newton, MA — Sept. 18; Louisville, KY — Oct. 22; San Francisco — Nov. 20; and Charlotte, NC — Dec. 11. For more details, visit www.wilson-oyler.com.

"There were plenty of take-aways for me and our company," said seminar attendee Keith Peri, a field supervisor with Turfscapes of Twinsburg, OH. "One take-away was not trying to squeeze everything into spring. That is like scheduling overtime. Why not schedule edging and mulching for early summer?"

"Another gem I brought home was that we need listen closely to customers' needs from the onset, and be sure our plans and work reflect their true needs," Peri said.



Wilson-Oyler's Drew St. John, above, and Husqvarna's Rick Cuddihe, left, offer tips on improving customer service and retention.



[CLIPPINGS]

Cat approves B20 biodiesel

PEORIA, IL — The growth of biodiesel as a fuel source and the move to higher percentage blends makes approval of this fuel source a strategic market advantage for OEMs and end users. Caterpillar approved the use the 20% dilution of biodiesel with standard diesel — across its range of compact and mid-range engines.

Davey Tree helps hurricane victims

KENT, OH — Thousands of Davey Tree's line clearance employees are working in areas along the Gulf Coast devastated by Hurricane Ike. Additional Davey Tree crews worked tirelessly to help clean up and restore power throughout the Midwest and East Coast, where Ike's high winds caused further damage.

LidoChem adds dealer to supply T&O market

HAZLET, NJ — LidoChem's Performance Nutrition Division named Landscape Supply as a dealer in Virginia to help serve golf course superintendents, turf and ornamentals landscapers and turf managers. Landscape Supply, a Virginia based company specializes in serving the agronomic needs of customers in golf, sports turf, nursery, landscaping, lawn care, grounds, growers, erosion control and home lawn owners. Landscape Supply staffs highly trained specialists, each capable of consultation and design to suit specific needs.

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Rain Bird summit addresses sustainability

TEMPE, AZ — The tall trees lining the concrete walkways and the cookie-cutter parcels of spongy turfgrass make it difficult to envision the Arizona State University (ASU) campus as being in a desert. But the 642-acre campus is, indeed, in a desert. And while the Sonoran Desert is often referred to as the wettest desert in the world, water is a huge concern here and throughout central Arizona because of continuing population growth and development.

These conditions made the ASU campus a perfect setting for the 9th Intelligent Use of Water Summit here. The Rain Bird Corporation, the event's sponsor, assembled an expert panel that did not confine its remarks to regional issues. Partnering with ASU's one-year-old School of Sustainability, the two-hour Summit addressed water issues extending far beyond Phoenix. Indeed, the panelists stated that Arizona's experiences in regard to water conservation might serve as a model elsewhere in the world.

Presenters included:

- ▶ **Doug Bennett**, Water Conservation Manager, Southern Nevada Water Authority,
- ▶ **Jim Holway**, Professor of practice in Civil and Environmental Engineering at ASU's School of Sustainability,
- ▶ **Richard G. Little**, director, The Keston Institute for Public Finance & Infrastructure Policy, University of Southern California; and
- ▶ **Charles L. Redman**, director School of Sustainability ASU.

"Rapid urbanization and a diminished

Policies, practices and partnerships were among the key solutions discussed at the 9th Annual Intelligent Use of Water Summit.

water supply has made central Arizona the 'canary in the coal mine' when it comes to water-scarcity issues," Redman said. "It is an issue that is fraught with complexity and the solution needs to be one that properly balances the limited usable fresh water supply with the needs of a growing society."

"Clearly, we need to implement policies that will guide the future growth of society in relation to the available water supply," added panelist Holway.

When asked about the need to implement realistic pricing scenarios for water use, Little answered, "Water consumption monitoring programs ultimately achieve neither cost-effectiveness nor meaningful water savings, while appropriate water pricing offers an opportunity to augment various conservation programs as a way of encouraging water conservation. Until we can bolster the link between the value of water and the price paid for consumption, it will be very difficult to drive significant change in consumer behavior."

Las Vegas water conservation manager Bennett issued a plea for a broad-based approach to water management: "No agency in Arizona is going to change completely the water use in Arizona. There has to be collaborative partnerships with customers, businesses and commercial interests."

[CLIPPINGS]

Yanmar offers new warranty

ADAIRSVILLE, GA — The construction equipment division of Yanmar North America has increased the warranty to 3 years or 3,000 hours on its line of excavators, loaders and backhoes. This warranty covers all elements of the machinery. Jack Green, Yanmar's North American Service and Warranty Manager, says the extended warranty is in keeping with the company's "value without compromise" philosophy.

NTEA division seeks comment

FARMINGTON HILLS, MI — The Mid-Size Bus Manufacturers Association, an Affiliate Division of the National Truck Equipment Association, announces a period of public comment for MSBMA Recommended Practice 002 — Mid-Size Bus Air Conditioning System Performance Test. Submission deadline is Nov. 21. To view the draft of the Recommended Practice and access the comment form, go to: www.ntea.com/content.aspx?id=11062.

EAB detected in Wisconsin

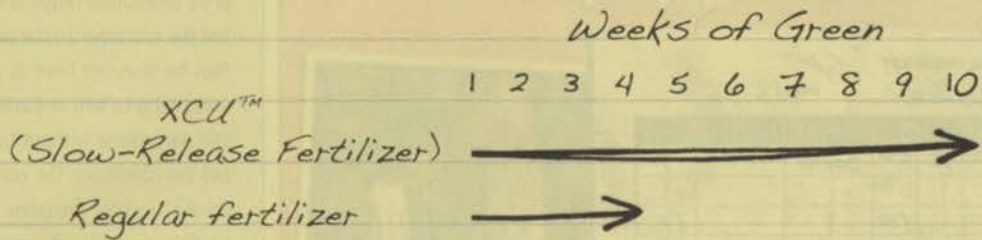
Forest health specialists investigating a report of dying ash trees in a private woodlot in Ozaukee County found what they had feared — the first signs of an Emerald Ash Borer (EAB) invasion in Wisconsin. The EAB also has been detected in Washington County, not far from the first confirmed case in neighboring Ozaukee County. Three adult beetles were found stuck to a purple EAB trap located in Fireman's Park in the village of Newburg.

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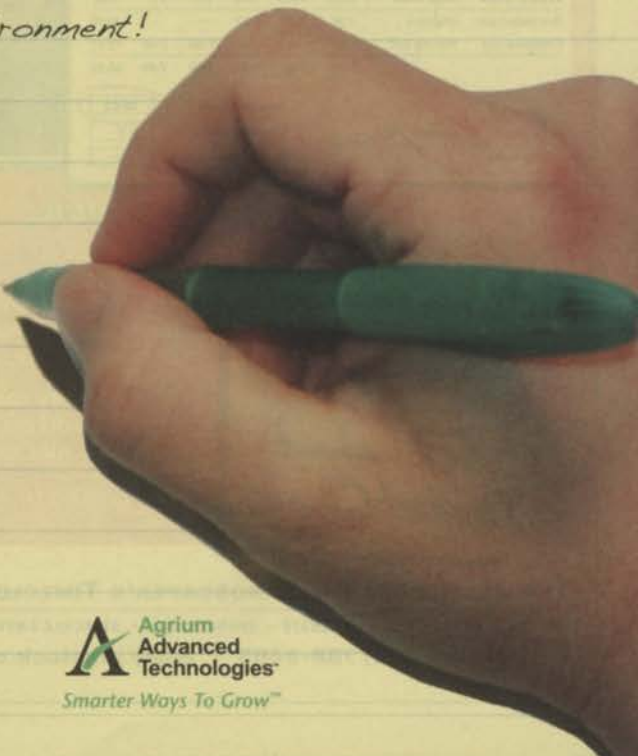


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Note to Self
Ask my distributor for a blend with at least 75% slow-release fertilizer. Insist on XCU!



LEGALLY Speaking

BY KENNETH D. MORRIS, ESQ., L.L.C.



Q I want to run a sweepstakes where potential customers can enter to win a free year's worth of lawn care. What should I know before I begin?

A Many state and federal laws and regulations have been put in place to protect consumers. Check your state Attorney General's Web site to find out about the laws typically enforced. Laws and regulations also exist at the federal level. If you retain a telemarketer, know the Federal Trade Commission's Telemarketing Sales Rule seeks to protect customers from fraudulent telemarketing schemes. Every telemarketing call involving prize promotion requires telemarketers to tell the customer (i) the odds of winning, (ii) that he does not have to pay a fee or buy something to win or participate, (iii) how he can participate without buying anything, and (iv) the conditions the consumer will have to meet to receive the prize. If the odds cannot be determined in advance, you need to make sure the promotion states the factors, which will be used to calculate the odds. Guidelines to construct your sweepstakes: (1) legitimate sweepstakes do not require the consumer to pay or buy something, (2) the sponsor needs to be identified prominently and an address or toll-free number provided if it is a telemarketing sweepstakes so consumers can request removal from your mailing list, (3) bona fide offers clearly disclose the terms and conditions of the promotion, including entry rules, odds of winning, etc., (4) how to construct the sweepstakes so as not to be deceptive or fraudulent, and (5) to avoid high-pressure sales pitches or unscrupulous tactics. Seek an attorney's review of your sweepstakes before it is published to ensure it complies with all applicable state and federal rules and regulations.

Tired of losing money on every payroll?

EMPLOYEE TIMESHEET

NAME: Bill Kemp DATE: 13-17

DAY	START	LUNCH	END	JOB SITE	WORK DONE	HOURS
MON	7:00	1/2	3:30	Brentwood		8
TUE			3:30			8
WED			4:00	7		8 1/2
THU			4:00	Crestview		8 1/2
FRI			4:00			8 1/2
Employee Signature: <u>Bill Kemp</u>						TOTAL HOURS: <u>41 1/2</u>



Reality?

Employee Time Card

Displays the total time worked by each employee



Mountain View
LANDSCAPE

Bill Kemp

Time card for: Monday, October 13, 2008 - Friday, October 17, 2008

Jobsite Name	Cost Code	Mon	Tues	Wed	Thu	Fri	Total
Brentwood Job	Irrigation	7:38	7:35	7:53	-	-	23:06
Crestview Job	Placing Sod	-	-	-	7:58	7:49	15:47
		7:38	7:35	7:53	7:58	7:49	38:53

Bill Kemp
Bill Kemp

Regular Hours 38:53
Overtime Hours - 0 -
Double Time Hours - 0 -



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Kenneth D. Morris, a Philadelphia-based attorney with more than 30 years corporate and law firm experience, offers information on industry legal issues in each issue of LM. Contact him via www.kenmorrislaw.com.

Note: The above should not be interpreted as offering legal advice in any jurisdiction where such practice is not authorized. Engage competent counsel familiar with your jurisdiction when legal issues arise.

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Syngenta aligns with John Deere Landscapes

Syngenta Professional Products signed a Distributor Agreement and an Agency Agreement with John Deere Landscapes for Syngenta's products beginning Oct. 1,

the start of Syngenta's 2008-2009 market year. The agreements with John Deere Landscapes bring together two leaders in the industry to meet the long-

term needs of end-use customers.

"This agreement allows us to increase the availability of Syngenta products and services in the golf and lawn care markets," says Steve Spain, head of Syngenta Lawn and Garden. "Our philosophy and direction on brand and value aligns nicely with John Deere Landscapes national presence and brand strategy."

Established in 2001, John Deere Landscapes currently operates more than 630 branches in the United States. "John Deere Landscapes is proud and excited about adding the Syngenta

"Our philosophy and direction align nicely."

— Steve Spain, Syngenta

Professional Products portfolio to our national offerings," says Frank Bates, director of product line marketing of John Deere Landscapes. "In order for our customers to view John Deere Landscapes as their distributor of choice, it makes perfect sense to team up with one of our industry's market leaders."

Spain says Syngenta believes this relationship will allow the company to meet its overall strategic plan "by finding more ways to reach our end-use customer with the solutions they need to be successful."

Syngenta is a global agribusiness committed to sustainable agriculture through innovative research and technology. The company is a leader in crop protection, and ranks third in the high-value commercial seeds market. Syngenta's sales in 2007 were approximately \$9.2 billion. The firm employs more than 21,000 people across more than 90 countries, and is listed on the Swiss Exchange and New York Stock Exchange.

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BEFORE



Problem Almost everyone loves roses and wants them on their properties to enjoy the brightly colored blossoms. Unfortunately, this client did not find these roses particularly attractive and did not want to pay extra for related fungicide treatments. What would you do?

Every day you see horticultural problems. Sometimes the solution is obvious, but others are much more difficult to solve. Brickman Group Senior Horticulture Specialist H. Bruce Hellerick tackles these issues each month in Problem Solver. He can be reached at Hellerick@Brickman-Group.com

Solution

The problem with a majority of the Hybrid Tea Roses is that they are very susceptible to several foliar diseases — in particular, Black Spot. As its name indicates the black spot disease infects, damages and causes the foliage to drop creating a rather thin and unappealing rose plant. To solve this problem, we recommended installing landscape-type rose cultivars such as the Knock-Out Rose series and Scarlet Meidiland, which are much more resistant to many of the foliar diseases and do not need any fungicide applications. The client was thrilled to have masses of rose blossoms all season long and we were thrilled we did not have to spray fungicides to combat Black Spot disease.



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In the Know

Sylvia Hoehns Wright
and Doug Hensel won
\$1,000 for their entry.

Virginia couple wins Project EverGreen eco award

With a tagline the "Wright Plant at the Wright Time," Sylvia Hoehns Wright and Doug Hensel created the winning campaign in the "Turning America from Eco-Weak to Eco-Chic" contest sponsored by Hines Horticulture, Project EverGreen and *Today's Garden Center* magazine. The purpose of the campaign was to educate and remind customers about the ecological benefits of green spaces by creating an in-store display and promotional materials with tangible steps for customers to become "eco-chic."

Wright, of The Wright Scoop, and Hensel, president of the Great Big Greenhouse, kicked off their efforts with an eco-chic display at GBG, Midlothian, VA. Next, the team launched an eco-

education campaign to get customers involved through efforts including:

- ▶ Writing a column for their hometown Web site, Richmond.com;
- ▶ Conducting seminars at the Great Big Greenhouse;
- ▶ Promoting the effort through their newsletters; and
- ▶ Local public relations efforts to announce the program.

"Sylvia and Doug's entry embodies every aspect of the consumer education campaign we hoped to inspire," said Den Gardner, executive director of Project EverGreen. "Their eco-chic display is a permanent fixture that changes as seasonal plants vary in bloom and texture. The judges were impressed with their

ongoing efforts to teach their customers."

Wright and Hensel's "Eco-Chic" campaign targets both experienced or novice homeowners and strives to help them create landscapes and gardens with a "waste not and want not" ecological commitment. The permanent display showcases the environmental contributions plants can make in any style of garden, and helps homeowners select plants using these criteria as well as based on their structure, texture and color.

The pair also took home a \$1,000 cash grand prize courtesy of Hines Horticulture. For more information about Project EverGreen and to view photos of the winning entry, visit www.projectevergreen.com.

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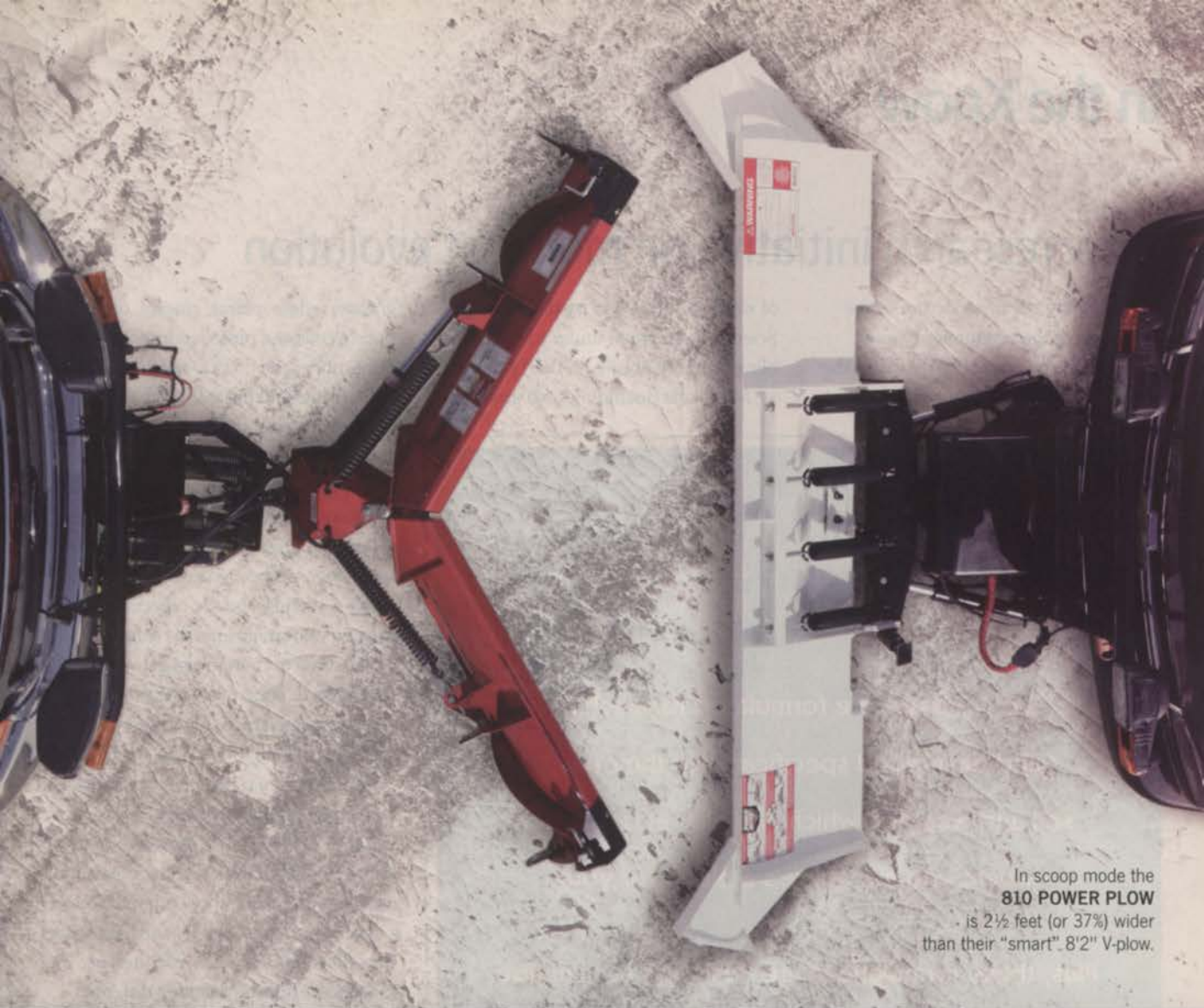


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New research initiative on monocot evolution

A major new effort to document the evolution of the economically most important group of plants on earth, the monocots, will be supported by a grant

of nearly \$2.9 million by the National Science Foundation under its Assembling the Tree of Life (AToL) Program. Monocots (including such groups as

grasses, sedges, palms, ginger, orchids, pondweeds and philodendrons) comprise more than 65,000 species of flowering plants and provide the basis for the great majority of the human diet. Monocots also account for much of the commerce in cut flowers and horticultural bulbs such as crocuses, irises, hyacinths, tulips, and lilies. They dominate grasslands, seagrass beds, bamboo thickets, many wetlands, and are especially common on extremely infertile soils.

A consortium of investigators at seven North American institutions — including Cornell, New York Botanical Garden, Penn State, University of British Columbia, University of Georgia, University of Missouri and University of Wisconsin-Madison — as well as more than 30 collaborators worldwide plan to use a revolutionary approach to develop a definitive family tree for the monocots over the next five years, and then use it to infer relationships among different groups and their evolutionary history across the globe.

For the first time, hundreds of whole chloroplast genomes (the circles of DNA inside the green organelles that conduct photosynthesis) will be sequenced and analyzed. Almost all previous studies using DNA to infer plant relationships have relied on sequences of only one or a few genes or spacers between genes. The new AToL approach, which will depend on collecting 600 monocot species around the world, will provide sequences for more than 100 chloroplast genes and, in many cases, the spacers between them, providing an avalanche of new data with which to assess evolutionary relationships. The plan is that all of the evolutionary history that can be wrung from the chloroplasts will be captured by this pioneering effort.

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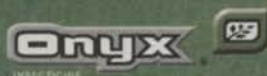
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In the Know

It's in da BAG

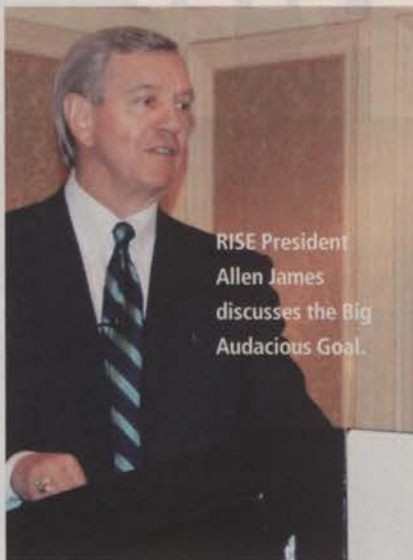
BY MARTY WHITFORD / Editor-at-Large

WASHINGTON — The best defense is a good offense, whether you're clashing on the gridiron or battling in the business world for the right to use tried-and-tested chemical tools needed to help protect a healthy and vital environment from the consequences of ineffective pest and plant management.

"Everyone's concerned about what will happen with the November elections. We can expect a much closer look at the environment, whichever candidate wins," said Allen James, president of RISE (Responsible Industry for a Sound Environment), speaking at the organization's 18th annual meeting.

Held last month at the Ritz-Carlton in Washington, the joint meeting with CropLife America was themed "No Red, No Blue, Just Green States — Owning our rightful place in the green movement."

"I don't remember a dicier or scarier time since I've been out of college," said David Crow, president of D.C. Legislative & Regulatory Services (DCLRS).



RISE President Allen James discusses the Big Audacious Goal.

Protecting our turf, planet

Proactively protecting pesticides' traditional "turf" — which is under increasing threat on federal, state and local levels — is precisely why RISE now is asking its voting manufacturer, distributor and formulator members to approve a significant dues increase beginning mid-2009 despite today's stormy economic times.

"Our Big Audacious Goal (BAG) — owning our rightful place in the green movement — requires a commitment of extraordinary human and financial resources," James said.

James told *Landscape Management* that RISE currently collects about \$2 million in membership dues annually and hopes to increase that by \$800,000 so it can combine it with an already-earmarked \$200,000 to build a \$1 million-a-year war chest for its BAG campaign.

The organization also is stepping up its grassroots efforts launched in 2006. RISE has added nearly 400 to its grassroots army this year.

"We are at a critical juncture, a true tipping point for our industry and our association," James said. "If you think we're headed in the wrong direction, our RISE Governing Board needs to know how you feel as soon as possible. But I believe we're headed in the right direction, going on the offensive in ways we have not been able to in quite some time."

Wins & losses

The Green Industry can mark as a major loss its increasing Northern exposure, James noted.

"The activists plain outworked outworked us up there," James said of mounting pesticide bans and usage restrictions in Canada. "We cannot allow this to happen in the U.S."

continued on page 29

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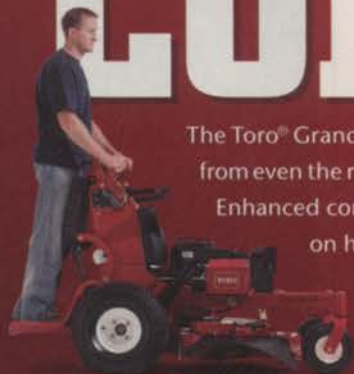
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In the Know

continued from page 27

Karen Reardon, RISE's director of communications and grassroots, said the association tracked more than 450 state pesticide bills this year. In the win column, RISE helped defeat 35 of 36 fertilizer bills. Fertilizer preemption laws exists in 17 states and RISE is working on defending, strengthening and expanding the protection.

Forty-one states offer pesticide preemption laws, but such protection is under constant attack in California and elsewhere. RISE defeated an attempt to undermine preemption in California earlier this year, but the activists likely will come knocking again in 2009.

"If they undo preemption there, I predict at least eight other states, including New York, Wisconsin and Florida, will fall shortly thereafter," James said.

Matthew Harding, RISE's Law Committee Chair and Bayer CropScience's General Counselor, said little losses — even if they're temporary — add up.

"We're seeing a lot of lawsuits resulting in courts imposing certain interim measures such as we can't use certain pesticides in certain areas where endangered species are located. It's kind of like 'death by 1,000 cuts.'"

Right of passage

Crow said threats and opportunities abound.

"There's a risk of anti-pesticide and anti-fertilizer amendments being added to almost any legislation," Crow said. "We have to watch this stuff 24 x 7. It's the low-hanging fruit of environmental law.

"We're an easy target right now," Crow added, "but if we do our jobs right, we can get our products placed on the green credit side of the ledger."

James concurred.

"We have to do a better job proactively promoting our products as the un-



DCLRS President David Crow urges RISE members to get active.

derpinnings of sustainability," he added.

It's not the best time to be asking suppliers and distributors for more money, but if RISE members don't rise to the occasion now with BAG, things could get a lot worse in a hurry, Crow said.

"Everything we've been able to achieve will become much harder to maintain in the very near future," Crow said. "The timing of RISE's Big Audacious Goal could not be better."

FMC Corp.'s Dan Rosenbaum, vice-chair of RISE's Governing Board, agreed.

"In the growing green movement, there's a widely accepted myth that 'natural' is always better and 'synthetic' is bad," Rosenbaum said. "These misconceptions pose very real threats to our businesses."

Roland Rhodes of Rhodes Chemical said he's 100% behind BAG.

"If RISE was asking to double or triple our dues, I'd start squawking, but they're not," Rhodes said. "We've been sitting here basically twiddling our thumbs since the onset of the green era."

It's about unity of purpose, James added.

"It's time to stand and pull together like never before," he said. "If any of you stand aside, we will be weakened, but you will be weakened more."

"We can never lose track of the fact that hanging together is the only way to avoid hanging," added Jay Vroom, President of CropLife America.

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In the Know

People & companies



Dow AgroSciences named **Andy Kaler** to the position of sales representative and **Mike Birtsas** as product communications manager on its turf and ornamental team. Kaler replaces **Marney Dorsey**, who remains a sales representative serving lawn care, nursery and golf customers.

BASF Turf & Ornamentals announced the appointment

of **Randy Lusher** as Sales Specialist for Illinois and Wisconsin. Lusher will help distributors, nursery and greenhouse growers, and lawn care operators select science-based solutions to grow healthy plants and turf.



Strata Systems Inc. appointed **Joe Nagy** to serve as Regional Sales Manager for the company's North Central Territory.

PROFILE Products LLC announced **Michael Robeson, P.E.**, the company's manager

of technical services, has earned Certified Professional in Erosion and Sediment Control status. Additionally, **Marc S. Theisen**, vice president of erosion control solutions, was accredited as a Certified Professional in Storm Water Quality.

Sean Clifford, GreenUp Division sales manager for **Massey Services**, earned has been designated as a Certified Irrigation Contractor and WaterSense Partner with the U.S. Environmental Protection Agency (EPA).

Hortica Insurance & Employee Benefits announced



that former chairman of the board **M. James Leider**

will re-assume the role of chairman until the company's Feb. 24, 2009, policyholders meeting. He replaces **Todd Bachman**, who was killed in Beijing in August. Leider had served as chairman of the board from October 1997 to February 2008.

Dixie Chopper founder and its only previous president **Art Evans** announced the appointment of **Gary A. Morgan** as president and chief executive officer of **Magic Circle Corp.**, the manufacturer of Dixie Chopper lawn mowers.

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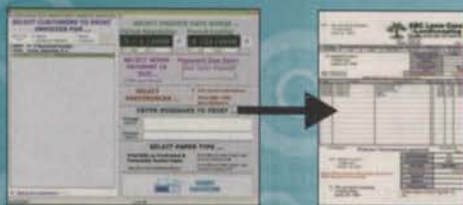
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Arizona's irrigation wins, losses
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Water manager credentials hot
- 40** Small tools, big savings
Weather, soil sensors take root

A look down stream

PART THREE — A SPECIAL REPORT

Better management of our water resources requires professional training, consumer education and increased adoption of irrigation technology.

The Intelligent Use of Water

EVERY DAY, WE MAKE CHOICES — choices that directly affect our families, our communities and the world as a whole. There are no greater choices than those that affect the environment. As stewards of the environment, we have to answer the question, “Are we leaving a better world for future generations than the one we inherited?”



We are the people of Rain Bird. We understand the role water plays in a healthy, sustainable environment. We take the challenges of using water effectively, efficiently and responsibly very seriously. That's why our over-arching philosophy, *The Intelligent Use of Water™*, guides everything we do.

As diligent advocates for this precious resource, we encourage each other to address the social, economic and environmental issues that influence how we use water in the maintenance of public and private green-spaces. *The Intelligent Use of Water* is dynamic and action-oriented extending beyond words on paper and coming to life in four distinct ways:

► **Thought Leadership.** Rain Bird brings together some of the world's leading experts on water, irrigation and conservation to openly discuss and debate water-related issues. We share new ideas and enliven existing processes to lead the charge for more responsible water use.

► **Educational Tools.** We help others understand the importance of preserving and conserving nature's most precious resource.

From our well-documented white papers to the curricula we've developed with leading educators, Rain Bird constantly seeks out new ways to build a better understanding of water's economic and environmental roles.

► **Strategic Partnerships.** Rain Bird collaborates with like-minded individuals and organizations to effect immediate and future change. Our partnership with Landscape Management to bring you this *Water Wise* series is just one example of how Rain Bird teams up with organizations around the world who

share our interest in effective, efficient and responsible water management.

► **Innovative Products and Technologies.** We strive to maximize every drop of water used to maintain our valued landscapes. From pressure-regulating spray heads and efficient nozzles to cutting-edge controllers and state-of-the-art drip irrigation systems, Rain Bird's products use less water to maintain beautiful green-spaces. We strive to develop products and systems that apply water more effectively and efficiently than ever before.

The Intelligent Use of Water reflects Rain Bird's dedication to water stewardship; it is woven into the very fabric of our organization. Our values drive our actions.

We hope that you have benefited from the three-part *Water Wise* series in *Landscape Management* and that it has inspired you to join us in becoming better stewards of water – our Earth's most precious resource.



BY RON HALL /
EDITOR-AT-LARGE

Lessons from the Sonoran

What's being learned in Arizona (the good and the not-so-good) can serve as a model for landscape irrigation policy elsewhere.



It's 106 F. and not a single cloud softens the blue Arizona sky. Jo Miller, a slender, quietly friendly woman, who has made plants and plant care her life's work, is walking me through the City of Glendale (AZ) Xeriscape Botanical Garden. Portions of the garden contain patches of dappled shade. We will both gladly retreat to air-conditioned comfort of the adjacent Glendale library soon enough.

The tranquil, four-acre garden contains nearly 400 species of low-water-use plants. It's late summer and the plants, including the cacti, appear to be slumbering in the heat. The plants in the garden show mostly pale green and gray.

Editor's note: This is the final package in our three-part Water Wise series. To access the entire series, visit www.landscapemanagement.net.

"Come back in the spring," Miller says. "The blossoms on some of these plants are incredible."

Botanical gardens and arboreta dot Arizona. They provide the plant material and expert instructors to educate the public, including Green Industry professionals, about desert-adapted plants. Several have made education central to their missions. Landscape irrigation is a key component of this training.

Miller heads up the water conservation programs at the Glendale Xeriscape Botanical Garden. Working as a landscape designer for 20 years before joining the Garden six years ago, one of Miller's goals is to help landscapers, commercial properties and homeowner associations (HOAs) become better water managers.

"We have a lot of newcomers to our city, homeowners and landscapers, so there's always a lot to do," says Miller, who spends much of each day helping landscapers establish and maintain water budgets for the properties they maintain. She also works with HOAs, providing water audits and offering incentives for them to reduce the percentage of turfgrass in their landscapes.

These efforts have helped reduce per-capita water use in the city by more than 14% in the past 20 years.

But even Miller admits the city and central Arizona

The Glendale Xeriscape Botanical Garden in Arizona is home to nearly 400 species of low-water-use plants.

PHOTO BY: RON HALL



are not where they need to be at regarding conserving water. This includes landscape irrigation, which is an estimated 60% to 70% of outdoor water use in central Arizona. The daily per-capita worker use in Phoenix is estimated at 224 gal. — compared to the national average of 101 gal.

A precious resource

The 120,000-sq.-mile Sonoran Desert — much of it in Arizona — is just one ecosystem in the vast U.S. Southwest, which shares a common challenge to its continued economic vitality and growth: water. More accurately, it's about concerns over a scarcity of water as the region continues to grow.

Jo Miller



That's not to say there isn't enough water there now. Continuing development suggests that the rapidly growing valley can meet its needs. For now, at least. Evidence of that isn't hard to find.

A 20-minute drive south of Glendale's desert garden brings you to Goodyear, AZ. This booming community (most of central Arizona's growth is not in Phoenix, Tempe or Scottsdale but in the suburbs scattered in further reaches of the valley) is building a baseball spring training complex, with multiple irrigated turfgrass playing fields. The baseball park is part of a 100-acre, \$108-million recreational sports complex, a key element of the deal that convinced the MLB Cleveland Indians

Giving plants more water than they need makes them grow more than they should, and requires more mowing and pruning.

to trade Florida this coming spring for the desert.

Then there's the resort and convention center that Gaylord Entertainment announced for a 100-parcel of land in

Mesa, 30 miles from downtown Phoenix. The hotel, planned by the company that owns the Opryland Hotel in Nashville and resorts in three other states, is expected to have at least 1,250 rooms. That would make it the largest in the valley. Construction could start as early as next year.

For now, the growing resort and sports tourism industries, not to mention central Arizona's four million residents, seem to be comfortable with their water situation. But the region's water future is anything but certain, says Jim Holway, one of a panel of presenters at the recent Rain Bird Intel-

WATER-WASTING TURFGRASS?

Grasslands are among the largest ecosystems in the world. Their area is estimated at 40.5% of the earth's landmass, excluding Greenland and Antarctica, according to the Food and Agriculture Organization of the United Nations. They include the North American Tallgrass Prairie and Russian Steppe, where climatic conditions, including sparse rainfall, restrict tree growth.

Grasses are adapted to these semi-arid regions, and they also protect these fragile environments as they capture precipitation, prevent erosion

and recharge aquifers.

Then why is grass — and turfgrass in particular — labeled as a water hog, and its presence on landscapes restricted or discouraged in communities, most commonly those in the arid U.S. Southwest?

The answer, apart from the region's tightly managed fresh water, involves consumer lifestyle expectations and poor design and maintenance choices as much (or perhaps more) than the resource demands of grasses themselves.

The grasses that covered our prairies were native grasses, and adapted to our

drylands. By contrast, the grasses that currently dominate our landscapes are introduced species. The popular cool-season lawn grasses — bluegrass, ryegrass and fescue — were brought from Europe by settlers, primarily for pasture.

Many of our warm-season turfgrass species are not native, either. Bermudagrass was introduced from Africa, while zoysiagrass and centipede grass are native to Asia.

Each of these species has different water and nutrient needs. In fact, there are measurable differences even within each species. These differences become apparent and are reported in the turfgrass

trials conducted by the National Turfgrass Evaluation Program (NTEP) at selected sites across the U.S. and Canada. The results of these trials show significant variation regarding drought tolerance among varieties of Kentucky bluegrass and turf-type tall fescue, for example. (You can access this data at www.ntep.org.)

Finding a solution

Turfgrass breeders are aware of issues surrounding water scarcity — as the NTEP trials attest, and also evidenced by other breeding advances.

"We need to have a vision... We have to work together. We have to get rid of the near-sightedness. We have to get rid of the short-sightedness."

— Jim Holway



Intelligent Use of Water Summit in Tempe, AZ.

Holway, a professor in the School of Sustainability at Arizona State University, says much of the state's future water needs will be met by increasing the reuse of available water and by reallocating it from one user group to another, mostly from agriculture to consumers. He warns there will come a day when population growth in central Arizona will outstrip its ability to meet its water needs.

The state's population is expected to grow an additional 4.2 million by 2032, while its supply of water from the local rivers and streams, the Colorado River and aquifers is finite.

"If we could cut down our exterior water use we could save a lot of water," he says. "It's about choices. We could cut all of that out and we could have three times as many people here and

have no exterior landscape. But is that the quality of life we want?

"We need to have a vision," he adds. "We have to work together. We have to get rid of the near-sightedness. We have to get rid of the short-sightedness."

Jim Trogg, a Phoenix-area native and director of water management for Four Peaks Landscape, Tempe, says he's seen a noticeable climate shift in the region.

"I remember summer monsoons, and they don't happen anymore," he says, speaking earlier this year at the American Society of Irrigation Consultants Conference. "The heat island effect in the valley is definitely a factor."

Trogg, an engagingly open man with

smiling eyes, says he takes a "holistic approach" to water management. His Tempe-based employer sees it as a needed, but also as a profitable service opportunity.

Much of Trogg's workday consists of monitoring the automated irrigation systems for his company's HOA and master-planned community clients.

"When I come into the office in the morning, I log onto a specific (central control) system on a property we manage and review what has happened during the irrigation cycles the previous 24 hours," explains Trogg. "The system gives me the feedback to manage it.

"If the system operated outside of



for golf courses, sports fields and home lawns. The hybridization of native Texas bluegrass with Kentucky bluegrass and the ongoing work with native, drought-resistant varieties of perennial buffalograss are other encouraging developments.

But in water-scarce regions of the country, homeowners too often make unwise choices when it comes to turfgrass selection, placement and maintenance, including irrigation. These choices strain the capabilities of water agencies, especially during periods of peak demand. This has prompted

water officials in many communities to offer incentives to homeowners, multi-family complexes and businesses to limit the amount of turfgrass in their landscapes.

The Southern Nevada Water Authority (SNWA), which includes Las Vegas, has rebated 110 million sq. ft. of lawn conversions, saving more than 6 billion gal. of fresh water annually, says Doug Bennett, conservation officer for the SNWA.

Scottsdale and Mesa in Arizona and other communities in the state, as well as California and elsewhere in the Southwest, also offer financial incentives for homeowners to

replace irrigated turfgrass with desert-adapted landscapes. More recently, cities and water agencies in Southern California have begun offering financial incentives for homeowners and businesses to replace their turfgrass with synthetic turf.

Irrigated turfgrass is in the crosshairs of water agencies throughout the Southwest. While it's unlikely communities elsewhere will go to the same lengths to reduce its presence in landscapes, many will seek wiser use of irrigation water in maintaining it. As an industry and society, we're growing more green about protecting our turf.

— RH

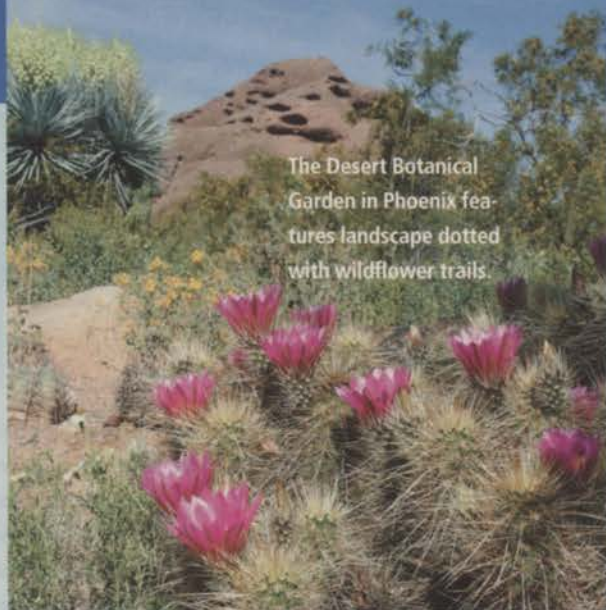
For example, seashore paspalum, which thrives on saline soils and can be irrigated with brackish water, is an increasingly popular warm-season, perennial turfgrass

XERISCAPE, NOT ZERO-SCAPE

Xeriscape and the xeriscape logo are registered trademarks of Denver Water. Since being introduced on Colorado's Front Range in 1978, the term and its seven guiding principles have spread over the United States, including Florida, which generally gets 50-plus in. of rain annually.

Here are xeriscape's seven precepts:

- 1. Design intelligent landscapes.** Start water smart.
- 2. Improve the soil.** Amend poor soils — too sandy or those with too much clay — with organic matter to retain soil moisture and improve plant nutrient uptake.
- 3. Turf areas only where they're practical and needed,** including the selection of grasses best suited for these needs
- 4. Select and group plants appropriately.** Xeriscape is not about using just cacti or other desert plants. There are many plants that do well in a semi-arid climate or without supplement irrigation. Put the right plants in the right places.
- 5. Mulch to minimize evaporation.** Mulch also cools plant roots and helps control water runoff and soil erosion.
- 6. Irrigate efficiently.** Some basic suggestions include watering in the evening or morning hours, keeping water close to the



The Desert Botanical Garden in Phoenix features landscape dotted with wildflower trails.

ground, applying the correct amount of water on each different plant zone, repairing systems as needed and adjusting watering schedules to match seasonal plant water needs.

7. Provide ongoing maintenance. Proper cultural practices, such as pruning, mowing, aerating, pest management and dead-heading perennials, will provide landscapes that remain healthy and require less water.

To learn more about xeriscape, visit www.xeriscape.org.

what we've defined as a normal parameter, it will give me an alarm," he continues. "I interpret the information, and relay that to the people on that site so they can find out what is going on."

Trogg says he feels a sense of stewardship through his job responsibilities: "I'm giving back to the region where I live."

Training for the future

The Desert Botanical Garden in Phoenix is an accredited museum that attracts more than 300,000 visitors annually. Its mission is to "advance excellence in education, research, exhibition and conservation of desert plants of the world, with emphasis on the Southwestern United States." It also conducts one of the most ambitious xeric (desert) landscape education programs in the nation.

Rebecca Senior is coordinator of its landscapers school, a nine-month

As landscape plants mature and grow, their water needs change. Re-examine landscapes annually to make sure they're receiving the proper amount of water.

certification program that trains people on best practices in the selection and care of desert-adapted plants. Efficient water use is one of the topics that receives special attention during the 30-week program, which is guided by the Garden's horticulture department.

About 100 people, including 30 or more landscape professionals, sign up and graduate from the school each year. The program is in its 12th year. It focuses on skills development rather than extensive classroom training, says Senior.

It's a tough school. Students can only miss one session in each 10-week semester, and they must obtain a grade of at least 70% on their final

exams to earn their certifications from the Garden.

"When people leave our school, we want them to be confident about selecting plants and taking care of them," says Senior. "We approach the subject of water efficiency through plant selection. We focus on teaching our students the importance of using the right plants. These are plants that use the least amount of resources, including water."

Additionally, students get specific training in irrigation during the final 10 weeks of the school, culminating when the students design and install landscapes in five Habitat for Humanity homes.

"We believe that when we train landscapers, they will, in turn, educate a larger part of the community," says Senior, noting that being a "desert-certified landscaper" is another another valuable

Jim Trogg



A CLOSER LOOK

In Arizona, agriculture leads water consumption:

Agriculture	74%
Municipal	20%
Industrial	6%

Phoenix homeowners use twice as much water as the city's businesses:

Residential	66%
Non-residential	34%

Landscape/turf irrigation is the main driver of Phoenix residents' water consumption:

Landscape	60%
Indoor	35%
Pools	14%

Sources: USGS, University of Arizona

credential that landscapers can acquire.

The Arizona Municipal Water Users Association (AMWUA) offers SmartScape, a training and certification program for nursery and landscape professionals that emphasizes wise water use in each of its eight 2.5-hour workshops. The AMWUA has been offering the program since 1994, according to Program Coordinator Jo Cook.

The AMWUA is a partnership of nine Maricopa County municipalities — Avondale, Chandler, Gilbert, Glendale, Mesa, Peoria, Phoenix, Scottsdale and Goodyear — to protect and manage their water resources while maintaining their citizens' quality of life, she says. Professionals completing the program get a certificate, and their names appear on the AMWUA Web site.

Cook's philosophy about her program's location is both simple and shared by many:

"Arizona is a wonderful place for plants," she says. **LM**

Certification gaining momentum

Credentials empower contractors to market their status as trained and knowledgeable water managers

BY JANET AIRD / CONTRIBUTOR

Jay Tripathi, co-owner of Gardenworks, Healdsburg, CA, was one of the first landscapers in the state to become a Certified Water Manager under the California Landscape Contractors Association (CLCA) Water Management Certification Program.

"There are a lot of benefits to being certified," says Tripathi, who was certified in the summer of 2007. "Since we started, generally we're saving 30% to 50% of the water we used to use on projects."

The training also has helped Gardenworks launch a monthly water management service separate from its main landscaping business.

CLCA, a nonprofit trade organization of 3,500 residential and commercial landscapers, launched the program in July 2007 at the request of a task force authorized by the state, with the goal of improving the efficiency of landscape irrigation.

"The task force wanted a new certification program," says Larry Rohlfs, assistant executive director of the CLCA, who implemented the program along with volunteers and a program manager. "We looked at other programs to see what was missing, and this is what we came up with."

It's strictly for landscape water managers, he says. So far, approximately 25 have been certified. "Soon they'll be in every corner of California."

INVEST TIME TO BECOME A WATERSENSE PARTNER

As the U.S. EPA WaterSense program grows and expands, more and more landscape, irrigation and water management professionals are jumping on board. Becoming a WaterSense partner isn't that difficult and the benefits can be significant.

You're eligible if you can submit proof of up-to-date certification from the Irrigation Association's (IA's) Certified Irrigation Contractor, Certified Irrigation Designer, Certified Landscape Irrigation Auditor or the North Coast Water Conservation Group's Qualified Water Efficient Landscaper.

The final step is completing and signing the WaterSense Certified Professionals Partnership Agreement.

When you become a WaterSense Partner your name is listed (by state and market) on the WaterSense Web site, you get to use the program's logo and can access and share with customers and prospects special educational and marketing material.

To learn more, visit www.epa.gov/watersense.

Certification benefits

"We believe the cost of water soon rise," Rohlfs says. "But even with the present cost of water, in most of California our program would save clients a lot of water over a two-year period. Hopefully they'll pass some of the savings on to the water managers."

One problem, he says, is that many property owners have a hard time looking ahead two years. They also have trouble distinguishing between good and

bad water managers and often just hire the one who makes the lowest bid.

Certification helps with that, says Bob Stidham of GreenScapes Landscape Company, Columbus, Ohio. He's been a Certified Irrigation Contractor with the Irrigation Association (IA) since 2006.

"I try to market to clients that I'm certified through IA," he says. "Architects are looking for it now. They're spec'ing it in their bids. When you have your certification, people treat you more respectfully."

Both IA and CLCA help in the marketing by listing certified individuals on their Web sites.

Another benefit is the education participants receive. "Irrigation systems are complex," says Andy Smith, executive affairs director of IA, and who has been certified since 1989. You can have the right tools and equipment and may not be able to operate them, or you may have to work with inefficient systems. "Certification courses teach, train and certify competence."

With sprinklers, water in the evening or one to three hours before sunrise to lessen evaporation and to get more water to plant roots.

Programs vary

The organizations have very different irrigation certification programs. IA's more than 2,000 members include irrigation manufacturers, dealers, distributors, designers, consultants, contractors and end users in all 50 states, as well as Canada, Japan, Bermuda and

"I try to market to clients that I'm certified through IA. When you have your certification, people treat you more respectfully."

— Bob Stidham

countries in Europe, Africa and the Middle East.

From a turf prospective, IA has four certifications, Smith says. The most popular is **Certified Landscape Irrigation Auditor**. Participants learn to detect strengths and weaknesses of irrigation systems, make recommendations about maintenance, perform water audits and develop irrigation base schedules.

Certified Irrigation Contractors learn to write contracts and subcontracts to install, repair and maintain irrigation systems. "It's helped," Stidham says. "They go over business practices and financial information, too."

Certified Water Conservation Managers learn to evaluate, operate, manage and improve irrigation systems as well as discuss the systems with clients, especially as they relate to scheduling, maintenance and water conservation.

Certified Irrigation Designers learn to establish specifications and designs for the construction of irrigation projects. "We drill down to the details," Smith says. "It's truly an achievement when you get through it."

To stay certified, they must earn annual Continuing Education Units. They may be audited by IA, also.

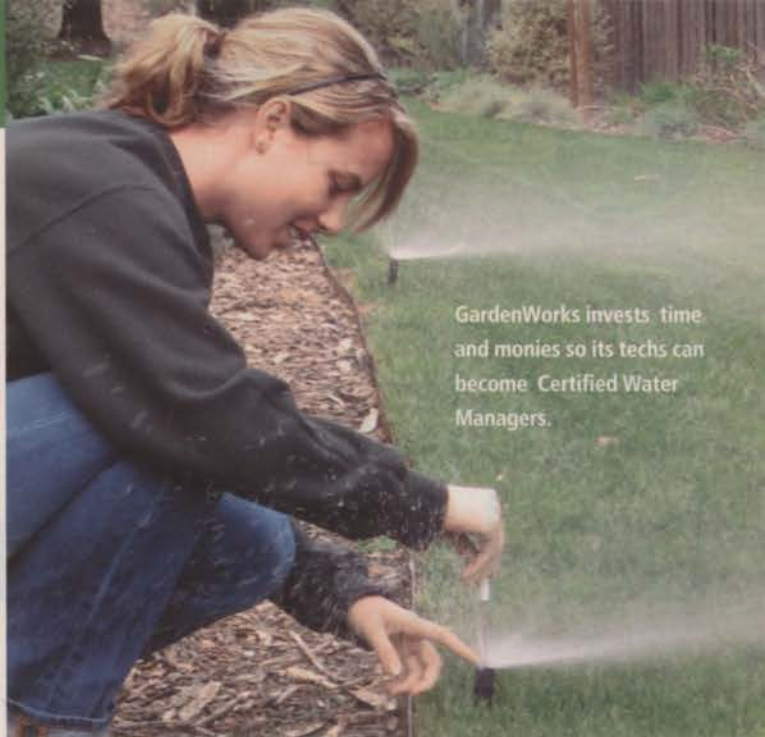
CLCA's program focuses on water managers, who are in charge of scheduling irrigation, Rohlfes says. "The person in charge of the controller can waste a lot of water."

Although there is a written test, the program puts performance before education, he says. "We wanted something appropriate for the guy who goes out there and is in charge of the controllers. They can know how to do it, but not be able to do it."

Winter dormant Bermudagrass requires watering just once every three to four weeks, especially if there are occasional rains.

Applicants first have to pass a written test. It's based on a free study guide that can be downloaded from CLCA's Web site and can be taken in Spanish. They then take part in online training sessions, which include how to develop a water budget, schedule irrigation, read monthly reports and communicate with clients.

Within six months of passing the test, each participant must implement what he's learned on at least one site of his choice. The individual is given a water budget based on scientific research and commonly accepted information, Rohlfes says, and has to meet it on that site for one year. To remain certified, the individual has to show he's continuing to meet the budget



GardenWorks invests time and monies so its techs can become Certified Water Managers.

CERTIFICATION VS. LICENSING

Certification is a professional credential that states you have voluntarily completed a course of study, passed an exam and met specified criteria. It's usually issued by private organizations.

The goal of certification is to increase your competency, and then inform others about it. It also provides consumers with more information about you.

Licensing usually is required by a state or local government and gives permission to do a job. You must have a license and uphold its rules otherwise you can run afoul of the law. Licenses restrict entry and control activities and professions.

While there are regional and state certification programs as well as a national one from the Irrigation Association (IA), only six states have irrigation licensing laws. According to the IA, they are Connecticut, New Jersey, Rhode Island, Louisiana, Texas and South Dakota.

with at least one project each year.

Certification benefits the environment, too. "We don't have a water problem in the landscape industry," Smith says. "We have a water management problem. Ultimately, we need to find ways to get individual competence in the field up. Individual competence is the most important ingredient to efficient irrigation." **LM**

— The author is a freelance writer who lives in Altadena, CA. Contact her at info@landscapemanagement.net



Small tools, big H₂O savings

Being equipped to sense weather and soil-moisture levels makes systems smarter. BY LORNE HAVERUK / CONTRIBUTOR

Climatologists predict warmer temperatures worldwide, which will affect weather and rainfall patterns on every inhabited continent. This will put more pressure on fresh water resources that are already stretched to their limits in many parts of the world.

These changes will affect regions of the United States that have rarely, until recently, experienced water shortages.

More tightly managed water will impact the lifestyle Americans have come to expect, including colorful landscapes, lush lawns and, of course, readily available cheap water.

Outdoor use of fresh water will come under increasing pressure because of urbanization and population growth. Irrigators will face bigger challenges keeping clients' landscapes alive and beautiful with more tightly managed and more costly water.

How will these challenges be met? In the most general terms, by increasing supply and reducing demand.

Yes, it will be possible to increase

fresh water resources in some regions — for the short term, anyway by acquiring rights to water now held by agriculture, building new storage capacity in the form of lakes and reservoirs, recharging aquifers and converting seawater to fresh water. All of this will be expensive. In some cases, prohibitively so.

The bigger payoff will come from reducing demand, especially during periods of peak demand. Vital to this is irrigating landscapes more efficiently.

Unfortunately, we're a long way from achieving that. As much as 50% of the water used on landscapes is wasted, according to the U.S. Environmental Protection Agency (EPA). This is because of many factors, including poor design and poor maintenance of landscapes and irrigation systems.

Also, too many systems irrigate based on automatic, pre-determined schedules rather than upon landscape plant needs. Living plant water needs are determined by weather conditions, including solar strength, wind, temperature and plant processes — not by clocks.

Properly adjusting an irrigation system each season can save as much as 50%.

Technology can help

The good news is that we can irrigate more efficiently by using new and relatively inexpensive irrigation management tools.

Available both in wireless and hard-wired versions, rain sensors prevent sprinklers from coming on during or after precipitation. Most employ disks that absorb water and expand proportionally to the amount of rain that falls. As the disks expand, they activate a switch that interrupts the circuit from the controller to the solenoid valves.

All automatic irrigation systems should have rain sensors, either during initial installation or as a retrofit. Florida, New Jersey, Minnesota and Connecticut require the use of rain sensors in all new irrigation systems.



Systems that typically aren't "blown out" for the winter but could still get a freeze also should be fitted with freeze sensors to keep them from operating during a cold snap.

A wind sensor shuts down irrigation when the wind blows, depending on how sensitive it's set. Once the wind speed drops, it automatically resumes irrigating. Efficient irrigation means putting water where it's needed and not into the street or onto a neighbor's property.

A portable soil moisture sensor allows you to take soil moisture percentage by volume readings. You then can determine how much water is in the soil and available to plants. Because it's portable, the tool lets you make multiple readings in each zone to get a good feel for how wet or dry the soil really is.

No irrigation management tool will give you the results you want if you use it on a poorly designed, installed or maintained system.

An irrigation water audit is a relatively simple procedure that illuminates system shortcomings and points the way to adjustments that result in significant landscape water savings. Before starting an audit, test the system to determine its operational condition. Run each irrigation zone five to 10 minutes, and observe each site for obvious signs of over-watering. You may find broken or malfunctioning components.

Once you've made these

An automatic soil moisture system will allow you to sleep at night knowing someone (make that something) is paying attention to the irrigation systems. This moisture-sensing device will turn off the water once the soil has sufficient moisture for the landscape. And, depending upon how you have programmed the controller, it will start up the irrigation once the soil is on the drier side.

Use tools wisely

But in the end, these tools, including whatever new irrigation technology is developed, won't provide the results you're seeking if they're not used intelligently.

Turfgrass, shrubs and trees all require different amounts of irrigation. This is easier to accomplish if they are on separate valves.

In most cases, it's not the irrigation systems' fault when water is wasted. Usually, it's the people behind the systems. This includes

the people that designed and the people that maintain the systems.

As professionals we must be the people that irrigate wisely, and help educate our Green Industry colleagues and our customers.

What we really have in our hands is a solvable management challenge. This is not an unfixable water problem. **LM**

— The author provides irrigation consulting, design, project management and irrigation education through his DH Water Management. Contact him at lorne1@dhwatermgmt.com.



water-saving corrections, schedule the audit. Keep in mind that it must be conducted on a relatively wind-free day so that the information it provides is accurate.

Here's the basic procedure I suggest using:

1. Run each station and flag all sprinklers in each zone. Record operational pressure at the sprinklers, and time the rotational speed of sprinklers.
2. Place graduated catchcans about 2 ft away from each head and between the heads, as close to the center as possible. Use at least two catchcans per sprinkler. Fill in the entire zone watering area as if it was laid out on grid paper. Space

the cans evenly.

3. Run the test for five passes of each rotating sprinkler so an average of 25 ml of water is caught in each catch device. This is three to five minutes per zone, depending upon the size of the sprinkler.
4. Remember, some cans will likely collect more water than others. That's to be expected in different zones, depending upon plant moisture needs. But if the results vary considerably within a zone, investigate. Are the sprinkler nozzles different, plugged or have they

been tampered with? Are the sprinklers placed correctly and with proper spacing?

5. Use a soil probe to determine plant root depth and soil composition at each zone. Note the types of plant material and their exposure to sun, shade and wind. Are they on slopes? Which direction do they face?

Armed with data, now you can determine and make needed adjustments to the system. I use auditor computer software to develop a water-efficient schedule for the site based on an average watering month. That's the base schedule, which should be adjusted throughout the seasons.

— LH



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BUSINESS

LM'S OPERATOR OF THE MONTH

Fred Haskett »

Managing partner, US Lawns, Defiance, MO

BY JAMES E. GUYETTE

In addition to serving on *Landscape Management's* Reader Advisory Panel, Fred Haskett is a prolific author of papers and articles detailing some of the more complex aspects of horticultural issues. Reflecting on his talent for applying both practical and technical knowledge to the printed page, Haskett quips that "having deadlines to meet" is the driving force behind his creative output.

"Being asked to contribute to a trade journal and share your expertise with your peers is an honor not to be taken lightly," he adds. "I have always tried to produce the best quality information I can. Also, the advent of the word processor has made going through numerous drafts less painful."

You are director of PLANET's Lawn Care Specialty Group. What lessons have you gained from the experience? I have been given a great opportunity to sit beside some of the great leaders of our industry. To be asked to lead a group of your peers and to represent their interests has truly been an honor, as well as a fabulous learning experience. Hopefully, I have given as much as I have received.

What led you and Kelly to start your own business? When I was serving as the senior regional manager for US Lawns Corporate, we were awarded some work on a national contract that had a component

If you know of a top-notch lawn care professional who gives of him or herself to the community and the industry and is worthy of recognition, e-mail us at djacobs@questex.com, and tell us why.

in the St. Louis market. Kelly and I purchased two franchise territories to service this book of work. What started out as an equity investment has blossomed into a full-time business for the both of us.

You have contributed expert advice to Lowe's Commercial Services. Does this allow you to reach a different audience than those participating within Green Industry associations? I was able to assist them with their outreach to professional service providers. It is my strong conviction that any way in which we can improve and enhance best practices in the Green Industry benefits all of us who earn our livings in this arena.

How do you manage the time and energy it takes to be involved so intently with Green Industry activities? My industry involvement has always felt, to me, to be just another way that I can give back to the industry that has given me so much. In return, I have received more return on that investment than I ever would have expected.

How have you been able to retain your clients? Our client retention has allowed us to grow at a robust but controlled rate. We work hard to not allow ourselves to outgrow our ability to provide a quality service. We do this by basing our growth targets on specific crew-capacity standards. Some of our clients have reduced



AT A GLANCE

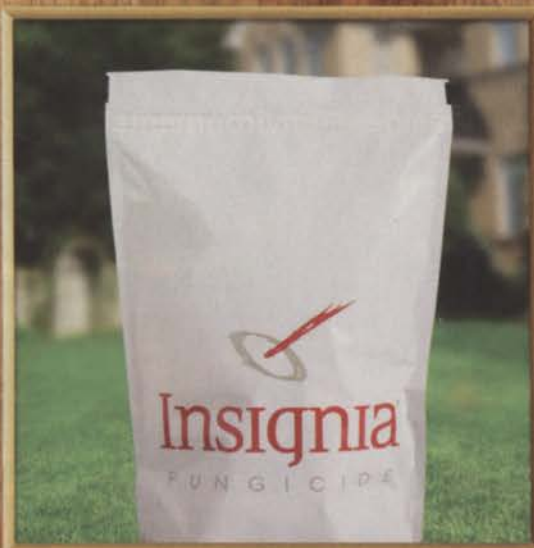
- **Founded:** US Lawns Franchise Group established in 1986; US Lawns of West County and US Lawns of St. Charles County both founded in 2003.
- **Number of outlets:** 2
- **Employees:** 31
- **Education/certifications:** The Ohio State University, landscape horticulture; Certified Turfgrass Professional, PLANET; Certified Arborist, ISA.
- **Industry involvement:** PLANET, ISA, Western Landscape & Nursery, Missouri Turf & Ornamental Council.
- **Business outlook:** "We have grown steadily and solidly over the past six years. If our government does its job, we will do ours and continue to create opportunities for our team and clients."
- **Personal highlights/hobbies:** Haskett and his wife, Kelly, reside — along with two dogs, two cats and eight koi — in Defiance, MO. They spend their leisure time sailing the Caribbean, landscaping their three-acre site, chasing their three grandchildren, intruding into their two children's lives, and trying to break 100 on the local golf course.

spending on enhancements due to the economy, but our base contract work has remained solid and steady.

What do you view as the biggest challenge going forward for the Green Industry? Ready and reliable access to a dependable, trainable and safely operating labor force.

— The author is a Cleveland-based freelance writer. Contact him at jimguyette2004@yahoo.com.

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WHAT MOM'S SAYS, GOES

Creating a place to entertain a family or host a corporate event.

The Eberhardt residence 48

Color mitigation 54

Project portfolio 56

Some landscape projects are defined by the challenges that are overcome during the process. In the case of Mom's Landscaping & Design, challenge after challenge was overcome to create an award-winning landscape that, more than a year and a host of projects later, still impresses the people who worked on it.

The Shakopee, MN-based company



The Eberhardt residence

won a Merit Award in the residential full yard installation category from the Minnesota Nursery and Landscape Association for the Eberhardt residence in Orono, MN. The project comprised the front entry of the house and the back yard. The backyard landscaping covered about 4,500 sq. ft.

"The homeowners were looking for a space where they could entertain large groups — anything from corporate functions and fundraising events to large family parties and neighborhood get-togethers," says Becca Bastyr, the designer and project manager along with the company's founder, Jim Sweeney. "They wanted this entertainment space to be sophisticated but casual, with multiple smaller spaces to accommodate small groupings of people.

"They also have three small children, so they wanted it to be somewhat child-friendly and have some cozy spaces for the immediate family, with an option to be in some kind of shelter in inclement weather," Bastyr adds.

A family-friendly environment was created despite the challenges for this Orono, MN, home. But would you expect anything less from a firm called Mom's? BY ELAINE YETZER SIMON

The project

The space had to accommodate outdoor cooking, a place to build a fire, a sunken hot tub, a water element and a new deck.

The carpentry and masonry portion of the job took about three months to complete because work was done during the winter, which slowed things down considerably, Bastyr says. The landscaping portion took a little less than two months to complete.

The challenges were varied: the Minnesota winter, vast grade differences, the number of subcontractors and the large scope of the project.

"They had a deck in the back yard,

and that was it," recalls Daniel Wellens, the landscape foreman on this job. "It was a massive project. The design was phenomenal."

Drainage woes

Bastyr said the back yard offered a greater challenge than the front yard.

"It had drainage problems before we even showed up; most of the work to be done was directly between the septic system and the drain field — and three crews would be forced to work in sync with one another," she says. "A 30-ft. drop between the threshold of the basement door and the proposed outer



A fountain highlights the front yard deck, which is made with six different materials. (Right) Granite counter tops provide a great space for preparing meals in the outdoor kitchen.



retaining wall posed a bundle of problems."

To begin the project, 48-ft. frost footings had to be poured — in January. This meant finished grade heights at specific points in the yard had to be established in the snow, Bastyr says. The shapes of the pavilion and the deck were painted in the snow to determine posts and footing locations, and grade stakes were pounded into the frozen ground.

Because of the existing drainage problems (mainly caused by the grade coming off the drain field, an unmov-

able obstacle), the correct new drainage system off the future patio had to be established at this time, on ground that did not exist.

"The grade change in the yard was significant," Wellens says. "We used 153 tons of base just to bring things up to the elevation we needed. We had to channel water and move it around some objects to get it off the site."

Crews also had to be aware of septic lines running through the property.

Bastyr says that through the rest of the winter, the masonry and carpentry crews worked to form the fireplace, the kitchen, the pavilion, the deck and the sunken hot tub so that the landscape crew could move in as soon as road restrictions lifted.

"We had no less than seven subcon-

Masonry and carpentry crews worked through the winter to form the fireplace and other features of the project.

tractors for this project, which is a coordination challenge," she adds. "We started with the excavation crew, moved on to carpentry and masonry construction in concert with work done by the electrical and gas contractors, and then moved onto the landscaping portion, which also involved the coordination with the spa folks and the irrigation contractor."

The pavilion features gas lanterns and a ceiling fan.

"It's not what you would expect to see in an outdoor pavilion," Wellens says. "It's very homey, like the inside of someone's house."



In the front yard, Wellens says the company built a basin around a fountain and installed a patio. This part of the project also involved some finagling to get the grades of the driveway and yard to match.

Multitude of materials

The elements in the yard comprised a variety of materials, such as tropical hardwood decking, wrought-iron pot-belly railing, a copper roof and rain chains on the pavilion, copper gas lanterns, a specialty granite counter top in the kitchen, a copper heat shield detail on the outer fireplace, a limestone hearth and a three-tiered limestone fountain.

Bastyr says the patio alone has six different materials, with six different thicknesses, that all lay at the same grade: pavers at 4 in. thick; irregular and patterned bluestone at 1 to 1.5 in. thick; Duluth street cobblestone at 2 to 3 in. thick; desert bronze flagstone at 1.5 to 2 in. thick; and Chilton tumbled pavers at 2 in. thick.

Extensive low-voltage lighting was installed throughout the yard.

The plant installations were designed to offer year-round interest — from interesting evergreen specimens to box-wood hedging and extensive perennial gardens, Bastyr says.

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continued from page 50

"We also used a number of flowering shrub and ornamental trees and smaller trees, such as hydrangea or flamingo willow that are in the 8- to-12-ft.-high range with either bloom interest or foliage interest," she says. "We always try to get a balanced mix of color, texture, size and form."

The homeowner also had a number of existing plants she wanted to reuse that were worked into the plan.

A job well done

Bastyr says the homeowners were very hands-on from start to finish.

"They were pretty intensely involved with quite a bit of the scope of the project, as far as picking out finishing details, asking the right questions and

Pot-bellied iron railings surround the deck while a sunken hot tub provides a quiet place for the family to relax.



choosing some of the plant material," she notes. "With a project of this size, we always prefer that the homeowner be around quite a bit because there is a lot of project management from our side, and we usually need to confer with the client quite a bit about details that come up during the entire process."


Bastyr says the project is an award winner because there were so many challenges and so many different elements that had to converge in a strict schedule and be finished to exceptionally high quality.

"It really is an impressive project, to be honest," she admits.

Wellens was so happy with the water feature, a 12-ft.-long oval with a 3-ft. bubbling basalt column with several jets, that he made a photo of it the screen saver on his cell phone.

Bastyr's satisfaction with the product continues, as well. Her favorite part, she says, is "seeing the final product come together, especially a year later when the plant material has matured and we see that the homeowners love it and use it all the time." **LM**

— The author is a Cleveland-based freelance writer. Contact her at info@landscapemanagement.net.

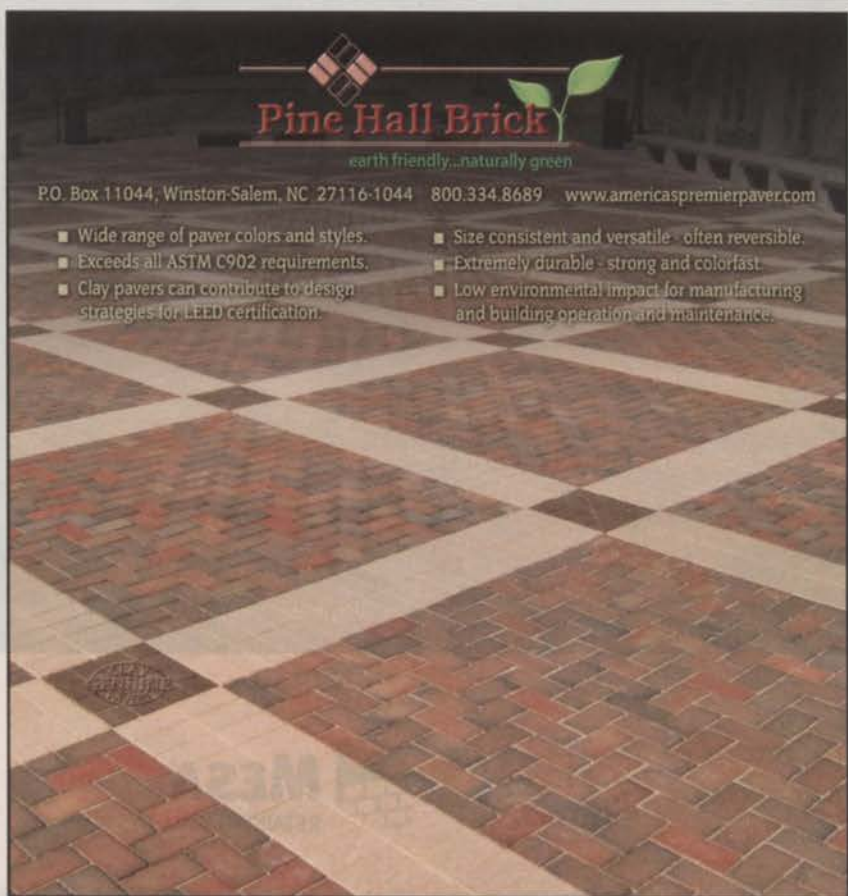


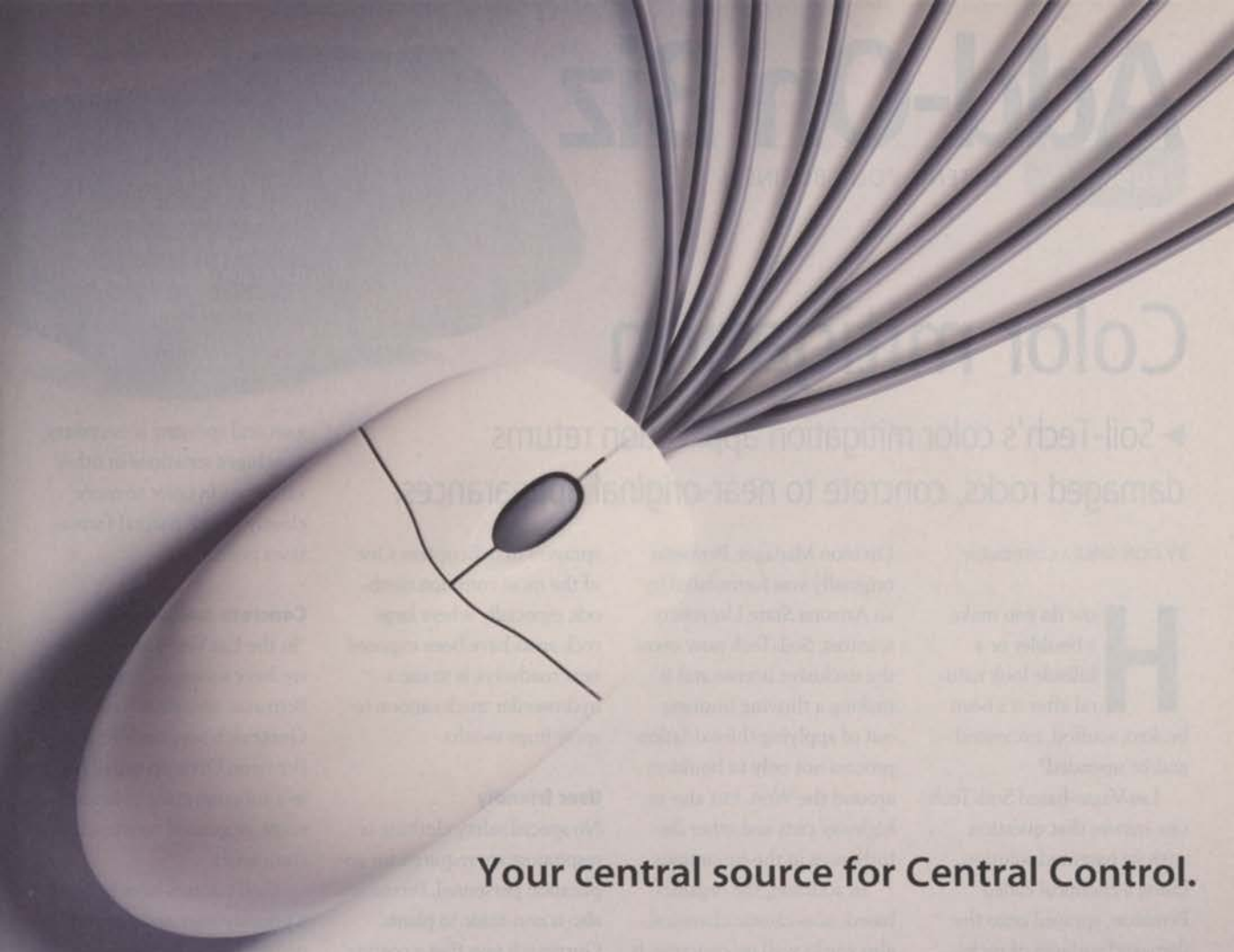
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RAIN BIRD



Soil-Tech's Permeon spray can even make out-of-the-box hardscape rocks and concrete look naturally aged.

Color mitigation

► Soil-Tech's color mitigation application returns damaged rocks, concrete to near-original appearances.

BY DON DALE / Contributor

How do you make a boulder or a hillside look natural after it's been broken, scuffed, excavated and/or upended?

Las Vegas-based Soil-Tech can answer that question with its patented solution. Using a chemical called Permeon, sprayed onto the damaged surfaces of rocks, the company's crews can oxidize boulders and in just weeks take them back thousands of years so they look like undisturbed rocks nearby.

According to Phyllis Gurgevich, Soil-Tech's Permeon

Division Manager, Permeon originally was formulated by an Arizona State University scientist. Soil-Tech now owns the exclusive license and is making a thriving business out of applying the oxidation process not only to boulders around the West, but also to highway cuts and other disturbances in the mountains.

In addition, the organic-based, non-caustic chemical also works well on concrete. It also is being applied to other landscaping features such as retaining walls, sidewalks, bridges and golf cart paths.

"It gives a rustic, colored look," Gurgevich says.

Permeon can be applied by everything from backpack

sprayers to helicopters. One of the most common methods, especially where large rock areas have been exposed near roadways, is to use a hydroseeder truck cannon to spray huge swaths.

User friendly

No special safety clothing or respirators are required for application personnel. Permeon also is non-toxic to plants. Gurgevich says that a coating might defoliate plants, but they usually return to good health, and the crews take care to avoid spraying vegetation.

Before Permeon is applied, the rocks should be clean and free of ice, Gurgevich says. The warmer it is during application, the more quickly the rocks will oxidize and return to their natural colors. This usually will happen in about two weeks in warm weather, but can take up to six weeks in cold weather.

Coloration can be varied by changing the rate of application. Depending on the original rock color, hues from gold to black can be achieved. It usually takes only one coat to mimic the original color, but sometimes

a second spraying is necessary to achieve striations or other variations in color to more closely match natural formations nearby.

Concrete compatible

"In the Las Vegas area alone, we have someone applying Permeon on a daily basis," Gurgevich says. Soil-Tech's Permeon Division usually acts as a subcontractor to landscape or general construction companies.

Golf courses have become a primary user, and not just on cart paths, Gurgevich points out.

The chemical also has been a boon in salvage areas where plants and the soil surface have been disturbed, or even removed. Once the area has been revegetated, a contractor will bring in rock mulch or gravel, and Permeon can be sprayed over that to take away the typical stark, post-construction appearance.

"We've been using it all over the United States, but it's obviously in more demand out in the arid West," Gurgevich says. **LM**

— The author is a freelance writer living in Altadena, CA, and has been covering the Green Industry for more than a decade. Contact him at info@landscapemanagement.net



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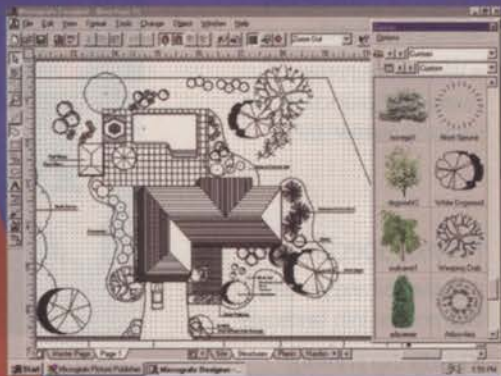
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Project Portfolio

DESIGN/BUILD

SUSTAINABILITY / LEED CERTIFICATION / HILLSIDE IRRIGATION

The design

The Nueva School is a 34-acre site, nestled in the hills overlooking San Francisco Bay. It was converted from a private estate to a private day school in 1967. The project focused on both the original mansion that still houses the kindergarten and pre-K classrooms, as well as on the newly built annex, the Hillside Learning Center.



Project Requirements

- Budget range: \$100,000-\$500,000
- Work within deadline (ribbon-cutting ceremony already scheduled)
- Work around other contractors' projects in relatively narrow spaces

Project Specifics

- Native soil and plantings incorporated into landscape
- Leadership in Energy and Environmental Design (LEED)-certified
- Irrigation system implemented



ABOVE Because all slopes required jute netting, the planting and spacing of the more than 13,000 plants required a large effort and many hands. The crew installed more than 600 linear ft of underground drainage tunnels at the bottom of planted slopes; more than 1,000 linear ft of steel edging; and approximately 100 linear ft of 3-ft-high, Versa-Lok retaining walls to preserve the existing grade around the heritage trees on-site.





ABOVE The school required all plantings be native Californian. The container plants, eight different species of native grasses, ground-covers and shrubs, were all "contract grown" nearly one year in advance of the installation. Native wildflower and grass hydroseed mix, along with jute netting on the adjacent slopes, were used for erosion control.



ABOVE Access was the most difficult challenge, thanks to the unique topography, narrow corridors and crowded worksite. Low water pressure became an issue and was reported to the general contractor, who was forced to upgrade the main service to the entire campus. The Coast Live Oak tree, center, was crane-lifted into place over the wooden arbor.

LEFT Blower trucks were used to deliver organic compost to all landscape areas — many of these areas impossible to access with anything larger than a trencher. The end result was an amended native soil 12 in. deep. Here behind the campus library, the Carex, Juncus and Yerba Buena are thriving.

Project Principals

- Joaquin Solario, project manager, Clifton Randolph, project manager, and Evan Barrows, branch manager
- Since 1988, the team of landscape experts at Menlo Park, CA-based Gachina Landscape Management has managed some of the San Francisco Bay Area's most prestigious corporate campuses, retail centers, public spaces and homeowner associations. www.gachina.com
- The Hillside Learning Center is only the second school in California to receive a rating of Gold LEED Certified. This project was recognized as one of the Top 10 green building projects in the U.S. from the American Institute of Architects (AIA). It also received the inaugural sustainable landscape award and a first-place installation award from the Central Coast Landscape Association.

AUGER 6 TREE HOLES
BRING 30" BIT

9



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& HAMMER
& BUCKET



18
INSTALL
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Business Planner 2009 pinpoints paths to success

BY DANIEL G. JACOBS / MANAGING EDITOR

Measured steps mixed with close attention to detail may leave you ahead of your competitors.

Black Monday. Twenty-one years ago this month the Dow Jones Industrial Average dropped 508 points — more than 22% in a single day.

I remember asking a friend, whom I knew had extensive investments, about his plans. He was going to cut his losses and move on. But with everything at a discount, it seemed to me the perfect time to get into the market or to deepen your portfolio. Granted, I didn't have near the same exposure, and my buddy's reaction was typical of many people in his position. Fear of the unknown is highly paralyzing.

With the stock market's more recent fluctuations (which pale in comparison at least in terms of percentage shift to 1987) and people's concerns over the state of the economy, the sentiment seems the same — gather wagons, hunker down and pray for salvation.

But for a few smart operators, times like these provide opportunity. I don't mean to suggest you seek growth with reckless abandon. But measured steps combined with attention to detail might leave you ahead of your competitors, and that is the purpose of our 2009 Business Planner (BP2009).

That heavy thud you heard earlier was the sound of this issue, Landscape Management's fifth annual Business Planner landing on your desk. (At least we hope it was that and not the sound of your accountant knocking his head against the wall.) BP2009 offers 248 pages of useful and insightful information to help steer your business to success.

Looking to sell excess and/or old equip-

ment? Ready to start thinking about retirement and want to know what your business is worth? Looking for a way to improve your accounts receivables. Trying to find a way to give your employees healthcare coverage or figure out a way to save on fuel costs? BP2009 provides related direction.

The pages ahead provide you with insight and advice from industry experts — including many of our regular columnists — and your peers. Consider it a master class in business, one to prepare you for the year to come.

We've divided our content into three easy-to-reference subject areas: Money Matters, Tactical Matters and Strategy Matters.

You might have expected gas and fertilizer prices to rise, but who at this time last year predicted their skyrocketing? Predicting the future is ridiculously difficult if not downright impossible. If you follow the tips and advice our BP2009 articles offer, it will place you on more solid footing during these turbulent times — and save you from having to buy your accountant (and maybe yourself) a helmet. ■

Contact Dan at 216/706-3754 or e-mail at djacobs@questex.com



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TAKE AWAY

Don't skimp on quality.

Get rid of dead weight — on both staff and client sides.

Review your finances.

Work through a bad economy

You know there's a recession when customers cancel services and begin mowing their own lawns. BY CHARLES SIMON

Many of us think landscape maintenance is recession-proof. It is to some extent, but it's still important to plan for possible setbacks. A big customer might fall behind on paying and put you in a cash crunch, or a group of residential customers might land in financial difficulty and cancel services. But most of our clients are OK, happy to have our services and want us to stay in business. So here are a few suggestions to work through this recession:

Quality counts

First, focus on your business by doing your work as flawlessly as possible.

Your goal is to retain every customer by doing your work perfectly, so paying special attention to detail is important. This means talking to your customers every chance you get — even calling them just to check in. Make sure your customers are happy and satisfied, and you'll reduce the chance they'll switch to someone else or try self service.

You also must be more efficient than ever.

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Living in unsound times

What recent financial headlines mean for your business

By Daniel G. Jacobs

It's a safe bet more ink has been dedicated in the past few weeks, to Treasury Secretary Henry Paulson and Federal Reserve Chairman Ben Bernanke than to pop culture icons Britney Spears and Paris Hilton. Pages of copy are dedicated to discussion of a \$700 billion plan designed to (hopefully) save Wall Street from its mortgage crisis and (again hopefully) prevent a credit crisis.

While the housing crisis has its own implications for the Green Industry (fewer new homes, more competition, price drops, etc.) a credit crisis could have huge implications for contractors.

President Bush, in his address to the nation last month put it this way: "If you own a business... you would find it harder and more expensive to get credit. More businesses would close their doors, and millions of Americans could lose their jobs."

That means struggling to pay for new equipment or materials for design/build jobs.

"We saw market turmoil reach a new level, and spill over into the rest of the economy," Paulson said in testimony to the

Senate Banking Committee last month. "We must now take further, decisive action to fundamentally and comprehensively address the root cause of this turmoil."

How important is it that Congress passes some sort of bail out package? According to Paulson,

"We must do so in order to avoid a continuing series of financial institution failures and frozen credit markets that threaten American families' financial well-being, the viability of businesses both small and large, and the very health of our economy."

So what's a contractor to do? Start by ensuring your credit record is clean. Money will still be available to those with solid credit ratings. Remember the Five Cs of credit analysis:

> **Capacity** — The ability to repay the loan. How will you repay the loan? The lender will consider the cash flow, timing of the repayment, the likelihood of repayment and your current credit status.

> **Capital** — The money you've personally invested is an indication of how much you have at risk should the business fail. Lenders and investors will expect you to have contributed from your own assets to support the business before asking them to commit any funding.

> **Collateral** — Guarantees you can provide the lender so it can recoup losses if you can't repay the loan.

> **Conditions** — What the loan will be used for. Will the money be used for working capital or new equipment? The lender likely will examine local economic conditions within your industry and in other industries that affect your business.

> **Character** — The impression you make on the potential lender. Walk in with dirty boots and torn jeans and you're less likely to walk out with a loan. Educational background and experience are other keys.





TIP 1: Stay with the work you know. Don't chase all sales leads. You may be tempted by a call from a potentially big client. Project managers are searching for ways to save, and will ask you to bid on projects that are much different than your normal accounts. Don't waste your time; if you do get the job, it means you probably bid too low and will lose money. Bid on jobs you are comfortable and have experience with.

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Make sure every worker produces a full day's work every day. Workers tend to make the work fit the day, so if a crew loses a few customers on one day's route, the tendency is to fill the day with the work that's available — or, more plainly stated, slow down to get in eight hours of work. You will be paying your workers for eight hours but billing for only six.

To combat this, talk to your workers and emphasize how important it is to make every minute count. They need to know that you are managing more carefully to save their jobs. They are hearing about lay-offs and are

genuinely concerned.

It's time to make the tough decision to dismiss any laggards now. This sends a message to the team that you will not tolerate anything but the best work. Explain that these are troubling times, and you are acting for the good of all workers. The company will make it through the recession only if everyone works hard and efficiently throughout each day.

Know when to walk away

It's also time to fire clients who won't pay reasonable rates. Raise your rates to cover the

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TIP 2: Help your customers. Some folks might be in financial distress when they call in, so be sure to offer a way to work it out. You might be able to keep such customers by offering to do just the absolute minimum (you might call it the "budget special") until they find new jobs or get back on their feet. They will appreciate your willingness to be flexible, and will reward you with their loyalty when the recession is over.

What to do when cash gets tight

➤ **Keep your eye on your bank balance each day.**

Take a moment to project a week or two ahead, and try to estimate your balance in two weeks.

➤ **Collect over-60-day past-due accounts at once.**

Stop work at their properties immediately if they don't pay. Let them know you are willing to work out a plan and will get back on the job with at least a partial payment.

➤ **Borrow from your customers.** Offer a discount if they pay for the full year of service today. You might have certain clients with deep pockets that might be willing

to pay up front. Let them know they will get "best client" attention if they pay for the full year in advance.

➤ **Tap your line of credit.** A good rule is to borrow only what you are owed by your customers, and pay off the loan as they pay you.

➤ **Ask your friends for advice.** Your business advisors and friends might have survived the business cycles of the past and can help you work out a plan. Take time to sketch out a plan, including firm dates, and stick to it.

➤ Do your best not to run out of cash. Whatever you do, keep your payroll tax deposits up-to-date. — CS

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The only customer who gets **special below-cost rates** is your mother.

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increase in fuel and other expenses by adding a surcharge. If a customer won't pay, recommend that he or she find someone else.

The only customer who gets special below-cost rates is your mother.

If you do lose a few clients, work fast and hard to get replacements. If you can't get new accounts, try suggestive selling.

It's easy to sell to your current customers because you have established relationships. Focus on landscape areas that need improvement — a water issue, for example, or a planting bed in need of an update. Do all that

you can to replace any lost revenue with new, profitable sales.

Be prepared to jump when a good potential client calls. The prospect's current landscaper might have stopped showing up. This client needs help this week, so offer to do the work for a one-time, no-obligation, fixed price.

Record your work times carefully, and bid to make money. If the client won't pay a fair rate, walk away. You must make money every day on every job.

Budget accordingly


Take some time to budget, starting with a one-week period. When you look at the budget for a week, it can highlight a problem that you can fix now.


The best example is fuel costs. When diesel

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gets expensive, the Saturday fill-up can eat up all the profit for the week.

Part of budgeting is watching whom you hire and their rates of pay. A good rule is to

hire only to fill open positions. A competitor's best worker might appear at your door asking for a job. You know this is one of the best workers in the area with many years of experience. But don't be tempted to hire people you don't need just because they are at your door.

Another way to save is to rent equipment instead of buying, at least for the short-term. You might be able to rent an extra mower to get you through the heavy spring season. It's not something you would consider doing normally, but in tough times, you must work lean. Look at it this way: If you lose a few customers, you can return the mower and the rental payments stop. You are not stuck with four years of payments for a mower that's not being used.

If you buy, watch for great deals on equipment. Your vendors are feeling the recession and might be offering their equipment at a terrific prices with excel-

continued on page 72

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Opportunities during a recession

- Sell more to your current customers.
- Let every potential customer in your service area know you're available if needed.
- Market a new service — improving curb appeal on houses for sale, for example.
- Competitors might close shop, so be ready to help out or step up.
- Watch for great deals from your equipment vendors. This could be the time to update your fleet and equipment at very low financing rates.
- Real estate might be available that would normally be bid up by developers. If they are out of the market, you might land a great property at a good price. — CS

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OVERCOME ECONOMIC OBSTACLES



continued from page 70

lent financing. You have a better chance this year to negotiate the best price.

Credit concerns

A recession is an important time to talk to your banker. The bank wants to know what is happening on the street and is keenly interested in your situation. The banker also can give you good information on the local situation. This is also a good time to make sure your line of credit is OK.

Apply for a line of credit if you don't have one already. Think of a line of credit as a short-term loan in waiting. You have filled out all of the paperwork; the bank has approved

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If you run out of cash

- > Stopping all work is hard to do, but it's critically important. It gives you a day to add everything up, both assets and liabilities, and time to clear your head. The state of the business might not be as bad as it looks, or it might be time to shut down — either way, you need time to think things through.
- > Collect any past-due accounts. Be sincere and friendly, and if you can't get the entire debt, ask for partial payments.
- > Call your lenders. Ask to pay interest only, before you fall behind.
- > Talk to your vendors. Let them know you are on top of the situation. You do not want to lose your credit with them.
- > Ask some customers to pay you weekly. Be open and frank about your situation.
- > Raise your prices and renegotiate contracts. Let your clients know you are unable to continue to serve them without raising rates.
- > Put all non-essential workers on furlough. Let them know they can collect unemployment compensation. It's important to give them a set date to return, perhaps in one week.
- > Do just basic lawn care and maintenance work. Forget string trimming, trash pickup — just mow every eight days and make the entrances look OK. But don't forget to call your customers and explain what is happening. Make sure they know this is a temporary situation while you work things out.
- > Do not fall behind on depositing payroll taxes. This is important, because the IRS is swift and unforgiving. — CS



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the loan, but you haven't asked for the cash. You can ask for the money anytime in the next 12 months. A short-term loan usually must be repaid in 12 months.

Be disciplined when you use the line of credit. Borrow the amount of money owed by a big customer and repay the loan when you get paid. You will be able to make payroll and pay your bills on time even if your customer is late paying you. Don't forget to charge a finance fee to slow-paying customers.

This recession might not be over for a while, so be sure to save a little for 2009. Even if you're able to make it though 2008 without too much trouble, be cautious and put as much as possible aside for next year.



TIP 3: Reduce services, but charge the same total fee. Your customers might not be in any financial difficulty, but they probably feel they must be more careful with their spending. For example, most retirees do not want to spend an extra penny if possible. You might need to reduce their services, but charge your new higher rates so their monthly fee stays the same. For example, a small fountain soda pop has been sold in a 12-ounce cup for 99 cents. Change the cup to 10 ounces but still charge 99 cents. Food manufacturers have been taking this approach with us for years and few consumers have balked.

Business cycles are a normal part of our lives as contractors. This cycle will play out and most of us will still be in business when it is over — and probably wiser for surviving a recession.

We are in a great industry. The grass grows each week and very few of our customers are willing or able to mow their own lawn. ■

The author is a certified landscape professional and manages an East Coast landscape operation. Contact him at cs@charlessimon.com.

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Wabash Valley Family
Sports Center

Vigo Landscaping Scores Big with Mole Business



MARTY HENDRICKS, who with childhood friend Mike Stoffer owns Vigo Landscaping in Terre Haute, Ind., has spent a lifetime in landscaping: Both men did lawn work on the side while Hendricks was working in a plastics factory and Stoffer was a school teacher. They

founded the business eight years ago when they realized they were making more on their “side job Saturdays” than they did all through the week.

Through the years, moles were occasionally an issue for their accounts, but their attitude was that nothing on the market worked — and they were simply too busy to bother investigating any further. However, last year the Vigo crew attended an industry seminar in Evansville, Ind. There, they were introduced to Talpirid Mole Bait from Bell Laboratories.

“At first I thought it was just another gimmick,” Hendricks admits. But his Tenbarge Distributors representative, Andy Oedin, talked him into at least giving it a try.

“We decided to try it out on a longtime customer, who might give us heck if it didn’t work out, but we knew we wouldn’t lose them,” Stoffer recalls. “We used it, and had great success.”

That happy customer was only the beginning, as Vigo Landscaping “jumped in with both feet” in 2007. Now mole treatment is an important part of the company’s repertoire of services.

Marketing Wisely

Hendricks notes that one way Vigo Landscaping has built up a mole-customer database was at the Terre Haute Home Builders Association Show in March, which drew about 100,000 attendees. The firm gave away a free mole treatment as a door prize.

“We put it on display in the booth, and just got inquiry after inquiry,” Hendricks says. “Everyone asked ‘Does that really work?’ We were able to say ‘Yes’ with confidence.

“A lot of our residential base is a result of the new





Indiana State
University



Wabash Valley Youth
Soccer Association

construction going on in our area," he adds. "People buy homes, but they're working a lot and don't have the time to take care of a problem like this. We do."

In addition to gaining new mole customers (who in turn often become loyal landscape customers), Vigo Landscaping offers mole service to the 370 existing fertilizing accounts it treats four times a year.

"Everyone gets a paper jacket advertising our mole service on their invoice, as well as door hangers describing the service," Hendricks explains, noting both marketing items are pre-addressed if customers want to call or mail for more information. "It doesn't cost us

any extra to mail, yet we get lot of response that way."

Vigo Landscaping extends the service to commercial accounts, as well as to customers of Stoffer's greenhouse, which is owned and operated by Vigo Landscaping. The facility, which is open to the public, maintains a front-window display that explains how Talpirid can save gardens from troublesome mole damage.

The Sport's the Thing

While serving both residential and traditional commercial customers, Vigo Landscaping has built a special reputation for doing athletic fields — everything from area high school baseball diamonds to football stadiums. Among the business' athletic field accounts are the Wabash Valley Family Sports Center, which hosts numerous regional and national cross-country championships; the Indiana State University's two soccer fields, two softball fields and one baseball field; and the soccer fields for the Wabash Valley Youth Soccer Association.

"It's a big account, lots of acreage," Hendricks says of the last account. "We do the caretaking of the fields, which includes about 46 acres of soccer fields — for which we do all the seeding and fertilizing."

All three accounts developed mole problems, leaving behind unsightly mounds.

"They can tunnel 30 or 40 feet a day," Hendricks says. "And they can really dig up the turf. You don't want to have another team come over to play ball and see mole holes. Plus, the tunneling leaves behind a soft area, which is a potential liability: It could throw off a baseball pitch, or one of the runners could twist an ankle."

The Vigo crew was up to the challenge, using Talpirid treatment in every instance. They also did complete renovation work, fertilizing, reseeding and basically erasing all traces of the infestations.

Five-Man Landscape Band

Vigo Landscaping consists of co-owners Marty Hendricks and Mike Stoffer, as well as Brandon Mattox, 21, and retirees Mike Holes and Barry Nicolson. Holes, a former loan officer, had always wanted to work outdoors, while Nicolson had been a factory worker for 41 years and was completely bored two weeks after retiring. Both men learned the ropes quickly; Hendricks notes that his crew is tight-knit and he wouldn't change a thing.

"Other than the mandatory AARP meetings we have once a month being a bit of a pain," he teases, "I may never hire under 55 again!"




TAKE AWAY

Debt collection requires vigilance.

Outsourcing eases the collection burden.

Don't let debt get out of hand.

Cause and collect

Improve your accounts receivables through good customer relations.

BY JUSTIN BERG

Debt collection for a small business poses many challenges. Many owners are hesitant to get aggressive in debt collection and try to avoid sending customers to collection agencies.

The concern is using a collection agency would alienate customers and leave their relationship permanently damaged. Others, simply stop serving the customer and write off the debt. Many small businesses simply lack the manpower to chase overdue debt.

To increase accounts receivable by improving debt collections, it is necessary to act early on debt resolution — as early as 30 days past due.

Early intervention, though best, is not always feasible for small businesses because it requires a near around-the-clock work force focused primarily on a company's bottom line. Landscape companies unable to pursue bad debt in-house can turn the process over to an outside source.

An effective debt collection agency works toward a company's success by acting early and treating customers respectfully. These methods improve profitability by increasing the volume of outstanding debts collected and keep customers in the process.

Debt collectors who act early in conjunction with a respectful mail-based system have greater success in collecting past-due fees. A written demand in the mail sent early, with a bold due date, gives customers a tangible and concrete request to resolve past due accounts. This kinder, less-threatening ap-

proach leaves customers feeling like they are working with an ethical company that treats them with respect.

Customers are more likely to respond to a written appeal than phone calls they often interpret as rude or abusive. It also allows your business to keep relationships with your customers friendly — an objective third party is handling the issue using their expertise. This also allows you to focus on your core business responsibilities.

Agency as a partner

Landscape companies looking to increase profitability and improve methods of collecting outstanding debt need to be particular when choosing a debt collection agency. An effective agency follows a business model that looks to retain customers and has your





company's best interests in mind.

If your business is having difficulty collecting outstanding debt from customers and is also struggling to find the manpower to chase down monies necessary to keep stay afloat, it is time to find help. Remember, even reputable companies and consumers run into financial difficulties — and it is important to get help as soon as possible. A successful agency offers methods that are imperative to helping your business see a dramatic increase in your accounts receivable while also treating your customers with respect.

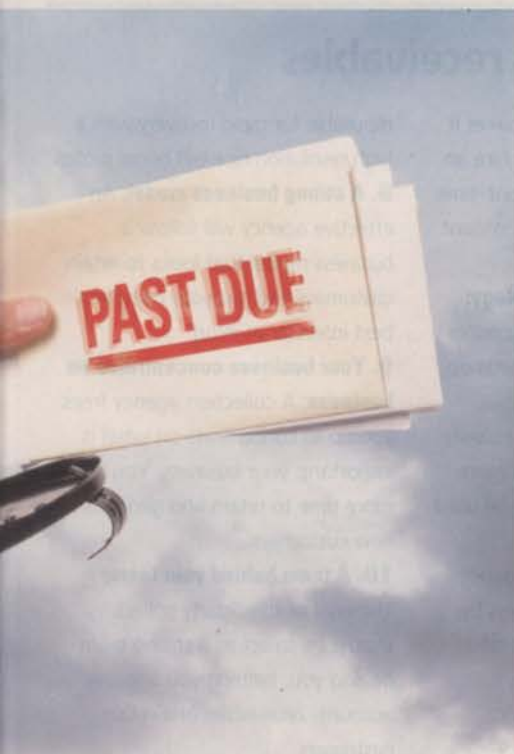
One issue most landscape businesses looking to hire a debt collector must consider immediately is whether they can even afford

to get help. In the collection industry, it's not unusual for 33% of the collected to go the agency for each account. This is too much for the average small business owner to pay.

Debt collectors who offer a flat-fee system have proven to be effective and affordable. A flat-fee agency typically charge landscape companies an average \$10 to \$15 per account, regardless of the dollar amount being collected, which in turn, means more money for the business. This system makes it affordable for more small businesses to hire collection agencies.

Another feature to consider when looking for a debt collection company is the issue of full disclosure. An agency that gives clients the

Debt collectors who act early in conjunction with a respectful mail-based system have **greater success in collecting past-due fees.**



ability to manage their accounts receivable process through a Web-based system saves time and money in managing debt collection. A Web-based system also speeds the debt recovery process and strengthens the early intervention approach.

The next level

When a customer with outstanding debt ignores written requests for payment, typically numbering five, and debt goes unpaid for more than 90 days, it is time for a business to step up measures.

Early intervention, followed by more aggressive approach when requests for payment are ignored, is proven effective. After 90 days, a collection agency should begin phone calls to ensure customers are aware of the urgent need to pay their bills.

When making calls to pursue overdue payments, an agency will see more successful results when they use an educated team ad-



To increase accounts receivable by improving debt collections, it is necessary to **act early on debt resolution** — as early as 30 days past due.



hering to core values and treating clients with respect. When treated with diplomacy, more customers are likely to respond and pay overdue debt.

Increase your success

A reputable collection agency achieves success by making your company successful. Their goal is to enable your business to stay focused on customers' needs without feeling weighed down

with worry about when you will get paid. Methods with proven success include:

- > Early intervention
- > A mail-based campaign
- > A flat-fee system
- > Customer-driven technology
- > A second stage

Once you find a collections team that meets your customer service and accounts receivables needs, you may find you'll be able to collect on a substantial amount of money that would have been lost otherwise. ■

The author is a partner with American Profit Recovery, which specializes in the collection of third-party debt. Contact him at justin.berg@americanprofit.net or 877/634-8900.



10 ways to better accounts receivables

Many landscape professionals hesitate to get aggressive by bringing in a third party to collect past-due debt as they are concerned about losing customers. Here are a few methods of successful third-party debt-collection agencies that can improve the profitability of your landscape business — while keeping your customers in the process:

1. Early intervention:

A debt-collection agency should pursue accounts as early as 30 days past due.

2. A mail-based campaign:

The agency should conduct a respectful mail-based campaign to encourage consumers to resolve past-due accounts.

3. A flat-fee system: This makes it affordable for a business to hire an agency by charging a low, one-time fee regardless of the dollar amount of debt.

4. Customer-driven technology:

Allows clients to manage accounts virtually in real time and speeds up the recovery process.

5. A second stage: When requests for payments are ignored, a more aggressive approach should be used to achieve results.

6. Keep your customers: Agency should look to achieve success by making your company successful and treating your customers with dignity, diplomacy and respect.

7. Proven results: An agency

reputable for rapid recovery with a high resolution rate will boost profits.

8. A strong business model: An effective agency will follow a business model that looks to retain customers and has your company's best interests in mind.

9. Your business concentrates on business: A collection agency frees you up to concentrate on what is important: your business. You have more time to retain and generate new customers.

10. A team behind your team: The goal of third-party collectors should be to act as a strong team behind you, helping you improve accounts receivables and retain customers.

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Price to compete

Price to win work consistently in targeted market segments, or exit the sectors and find new places where you can win.

BY KEVIN KEHOE

TAKE AWAY

1. Consider the lowest reasonable prices of your competition.
2. Decide whether you should stay in the market segments in which you lag.
3. Shift costs and pricing to attain balance.

> **TABLE A: PRICING PRESSURE**

	You	Your lowest reasonable competitor (LRC)
Revenues	\$1,000,000	\$5,000,000
Materials	\$190,000 (19%)	\$950,000 (19%)
Labor	\$290,000 (29%)	\$1,600,000 (32%)
Gross profit	\$520,000 (52%)	\$2,450,000 (49%)
Overhead costs	\$440,000 (44%)	\$1,900,000 (38%)
Net profit	\$80,000 (8%)	\$550,000 (11%)
Labor markup	152%	119%
Average wage	\$12	\$12
Break-even rate	\$30.21/hour (15% higher)	\$26.25/hour

> **TABLE B: PRICING BY JOB SIZE**

	Small jobs (< \$5,000)	Mid-sized jobs (\$5,000-\$20,000)	Large jobs (> \$20,000)
Revenues	\$500,000	\$300,000	\$200,000
Materials	\$95,000 (19%)	\$36,000 (12%)	\$24,000 (12%)
Labor	\$145,000 (29%)	\$87,000 (29%)	\$58,000 (29%)
Original overhead recovery	\$220,000	\$132,000	\$88,000
New markup system	161%	152%	128%
New overhead recovery	\$233,450	\$132,240	\$74,315
Break-even rate	\$31.32	\$30.24	\$27.38
Price difference	+4%	0%	-9%

BOSS LM, sponsor of the 2008 Kehoe Benchmark Report, will present the 2008 survey's findings at the GIE+EXPO in Louisville.

Pricing to win doesn't mean having the lowest price every time. But it does mean consistently pricing products and services within reach of your lowest reasonable competitor (LRC).

Table A shows the difference in price for you and your LRC. Note that the markup on labor is overhead divided by labor cost. The LRC has a price 15% lower.

You have a better gross margin, but the LRC makes more money, and consistently wins jobs by undercutting you in the important larger-job segment. This segment is important because larger jobs generate more absolute gross-profit dollars than smaller jobs.

Your first decision is: Should I stay in the larger-job segment or exit? If you decide to stay and compete, you must have a go to market price within 6% of the LRC. Table B shows the effect of variable overhead allocation on pricing by job size.

By shifting overhead recovery to smaller jobs, where it really belongs, you can reduce large-job prices while recovering all of your overhead. In this example, the new markup of 128% on labor reduces the original large-job price by 9%, putting you within 6% of the LRC price (15% minus 9%). The prices of smaller jobs increase by 4% to compensate.

The true cost of selling includes advertising, sales salaries, vehicles and administrative expenses. It can be as much as 8% of sales. Given this, wouldn't you want these expenses to be efficiently employed, which means higher closing rates and revenue dollars per person. ■

The author is the owner-manager of Kehoe & Co. Contact him at kkehoe@earthlink.net.

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A letter to all commercial mowing professionals, dealers, distributors and manufacturers.

Dear Commercial Mowing Industry Professionals,

Over the last few years, there has been an undeniable trend in the commercial mowing industry toward stand-on products. I'd like to take this opportunity to share my insight regarding the recent growth of the stand-on market and encourage our continued mutual success.

As our industry grows, all of our businesses grow and vice versa. Our individual efforts to improve our businesses through our respective areas of expertise result in greater success for all of us. The stand-on trend is a perfect example of this phenomenon.

First off, I congratulate and commend each of you who have embraced the stand-on as the most productive mower category today. There are currently about six brands of stand-on mowers. If you've researched stand-on mowers, you certainly understand their productivity and profitability. For those of you who have not looked into them, I encourage you to do so this winter.

In my career, I've witnessed similar trends three consecutive times in the following three categories of mowers:

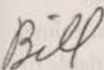
First off, I congratulate and commend each of you who have embraced the stand-on as the most productive mower category today.

1. The rise, plateau and decline of commercial intermediate **walk-behind** from the early '80s to the early '00s.
2. The rise, plateau and decline of commercial zero-radius-turning, **mid-mount riders** beginning in the late '90s and losing momentum over the past two or three years.
3. The growth of the **stand-on** market, which began around 2000 and has dramatically accelerated over the last few years in spite of industry-wide commercial mower declines.

Incremental advances in technology and the resulting productivity gains have driven this evolution of the commercial mower market. As a leader in the stand-on category, we at Wright are naturally grateful that the industry has begun to embrace standing as superior way to mow. Just as our company, partners and users have profited from this trend, I believe the entire industry will profit as more of you make the shift to stand-on mowers.

Again, I congratulate and give a hearty welcome to the newer participants in the stand-on category. I hope all is well with your businesses and families these days and that you have the finest season ever in 2009!

Sincerely,



William R. Wright, CEO
Wright Manufacturing, Inc.

In 1981, Bill Wright started with a lawn maintenance business, Lawn-Wright, which grew to mow about 500 lawns per week. In 1983, he also founded a separate manufacturing division, which led to the development of stand-on mowers. In 1993, he formed Wright Manufacturing, Inc. for the purpose of manufacturing stand-on mowers and Wright shipped their first Stander® in October 1997.



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GREEN INDUSTRY PROFESSIONALS CAN TAP ONLINE AUCTIONS TO SELL OLD AND/OR UNDER-USED EQUIPMENT.

TAKE AWAY

Consider what equipment you have in inventory that's not bringing in revenue.

Find an online auction house that will work with you to set up the sale.

Consider online auctions when a project requires certain equipment within a quick

Going once, twice, going *online*

Online auctions can help you sell older and/or under-used maintenance equipment.

BY MIKE GROVES

No matter what size business you run, a significant percentage of your total operating cost is wrapped up in equipment. How that investment is managed can make a big difference to your bottom line.

One effective option for managing the acquisition and disposal of equipment is using an online auction service. Online auctions offer many advantages that can help you better manage your equipment — and increase your related returns on investments.

An online auction can be a more-profitable equipment management tool than traditional options such as dealer trade-ins, classified listings

and traditional auctions. Sellers can achieve faster and more profitable equipment sales through online auctions because they typically offer lower transaction costs, fees and commissions. Some sellers realize up to 20% higher returns by using online auctions instead of traditional auctions. Buyers can research, shop and bid without leaving their businesses in search of equipment.

Online auctions have been around for several years. Here's a quick overview of how they work:

1 Be part of a global marketplace.

One of the biggest advantages of an online auction is that equipment is made available to potential buyers from all over the world. This means more competitive bidding and a better price for sellers.

Buyers can realize better, more-targeted results in their searches for equipment through online auctions. Finding the right piece of

continued on page 90



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continued from page 88

equipment at the right price is more feasible when buyers look beyond local dealers and regional auctions. Buyers can compare equipment separated by thousands of miles side-by-side, at the time and place most convenient to them.

For sellers, an increase in available buyers means an increase in demand. This produces more bids per lot and higher price realizations.

2 Move your equipment more quickly.

Online auctions can get nonproductive, used equipment off your books faster. An online auction company can hold auctions more frequently without the risk of inclement weather or other obstacles common to traditional auctions.

In addition, one-owner and hosted auctions can be held at the landscape professional's dis-

cretion, with a significant degree of control over price and timing. This means you can turn your equipment into cash within four to six weeks.

Online auction companies also can help businesses better match equipment purchases to changing business needs. If your business wins a bid for a project that requires you to quickly add several pieces of equipment, for example, an online auction company instantly can show you a wide range of options. However, if your business changes unexpectedly and equipment needs to be sold quickly, online auctions can move the items within a few weeks, accessing potential buyers from around the globe.

3 Reduce the cost of selling.

Sale price is only part of the profitability equation: It also costs money to sell equipment.

continued on page 92



Get Fit and *Win* a Nintendo Wii at the GIC

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Some sellers realize up to 20% higher returns by using online auctions instead of traditional auctions.

continued from page 90

However, sellers can pocket more of the sale price by going through an online auction instead of a traditional auction. This cost reduction can be realized through:

No transportation or carrying charges. Because items can be sold right from the owner's location, online auctions do not incur transportation costs. In a traditional auction, equipment must travel an average distance of 250 miles to the auction site. For a \$20,000 backhoe, this cost can easily exceed \$500.

No make-ready charges. Sellers might not be required to spend additional money cleaning

and painting equipment for auction. This saves the seller refurbishment costs, often done at a premium price.

Lower commissions. Whether charging a variable or straight commission, many traditional auction companies average about 9% commission. If you were selling a \$10,000 used skid steer loader at a 9% rate, you'd pay an additional \$900 in commission. Without the overhead costs of a physical event, online auction companies can offer lower commission rates and save the seller hundreds or even thousands of dollars in commission fees.

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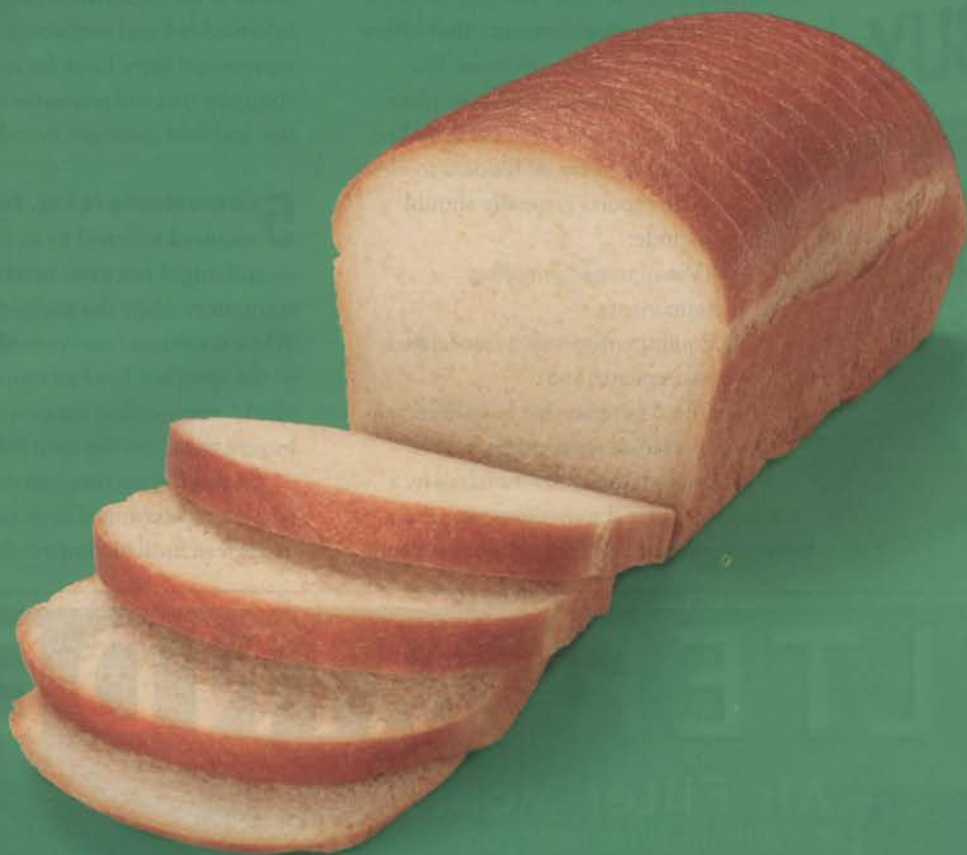
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PROVEN SOLUTIONS



Dimension 3D

continued from page 92

4 Buy with confidence. To ensure that “what you see is what you get,” look for an online auction company that offers guaranteed inspections. The inspections should take place at the sellers’ locations, and be published for all bidders to view. The reports generally should include:

- Visual inspection of key components;
- Equipment-specific wear-related measurements; and
- Oil/fluid samples that have been analyzed in a lab, as appropriate.

A thorough, guaranteed analysis by a trained professional sometimes can yield a better overall picture of the equipment condi-

tion than if the buyer were to personally inspect the equipment onsite. For the buyer, this means access to the information needed to make an informed bid, and confidence that the item is represented fairly. Look for an online auction company that will guarantee equipment condition and field questions from buyers.

5 Convenience is key. Participants are not required to travel to an online auction — and might not even need to be at their computers while the auction is in progress. While traditional auctions often limit bidding to the specified time an item is “on the block,” some online auction companies allow buyers to bid on the item beforehand.

During the auction, automated bidding with a predetermined limit can keep a bidder in the lead until bidding reaches that limit



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Getting started

Before buying or selling any equipment, determine the true cost of the equipment you have. Estimate the volume of work you expect to do this year. Then monitor each piece of equipment for its total cost. Deciding when to buy or sell equipment will become easier when you can answer these questions:

> How much revenue has this piece of equipment generated?

Track this for each piece of equipment. Start by documenting the number of hours each piece of equipment has been used, and estimate how many hours you're likely to use it over the next few months. For instance, you might have purchased a chipper for a specific project but it's now sitting idle. You might also find that other equipment has been used more than you realized and it's time to consider getting a newer model.

> How much money has been spent on this machine? Track initial cost, repairs and ongoing maintenance for each piece of equipment. Compare the amount of lost revenue from downtime to the amount of actual revenue each machine generated.

> What is your financial threshold for buying, selling or trading a piece of equipment? When a piece of equipment sits idle with no potential for income, it's a no-brainer to dispose of the equipment. Tracking revenue and expense per machine on a monthly basis will help you notice when there is a change. If the cost of operating a machine is increasing, it might be time to dispose of the equipment. However, if the equipment is producing revenue for your company, it might be time to upgrade or add a similar piece of equipment. — MG

without requiring the bidder to attend the auction. This allows you to focus on generating more work for your business. Look for an online auction company that will help coordinate paperwork, bills of sale and like-kind exchanges for income tax purposes.

Whether your equipment investment is large or small, online auctions can help you remain agile in today's marketplace. The more quickly you can turn your old and/or under-used equipment into cash — and perhaps even find the perfect piece to meet your growing needs, but that's an entirely different article — the faster you will gain a leg up on your finances and competition. ■

The author is senior vice president, North American sales, for IronPlanet, an online auction service. You can reach him at info@landscapemanagement.net.

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Muzzle the gruzzle

Reduce your fuel expenses with these tips. BY ANDREW GREEN

TAKE AWAY

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TAKE AWAY

Monitor where and when you purchase fuel.

Improve your driving habits.

Optimize your fleet operations.

Muzzle the guzzle

Reduce your fuel expenses with these tips. BY ANDREW GREESS

Of all the challenges facing the Green industry, the one we hear most frequently today is gas prices. The increase in gas prices is like an onerous tax, unpleasant and unavoidable. But there are a number of actions you can take to reduce your fuel expenditures.

Buy smarter

Implement a fuel card program. The controls and reporting these programs provide can be very helpful. You can restrict where, when and how much employees gas up and identify out-of-pattern uses.

A few cents adds up: Buy cheap gas. There are Web sites that post gas prices in given zip codes or areas. Visit www.qspray.com/landscapers for an up-to-date list.

Drive smarter

Invest in the correct vehicles for your fleet. Too large a vehicle wastes fuel. Move sales and management into smaller vehicles with better mileage. Generally speaking, newer vehicles of any size get better mileage than their older counterparts. Perform a cost benefit on the cost of the new vehicle versus the expected fuel savings.

Ensure your crews have everything they need for each job. Make sure their vehicles can hold the right tools and equipment to prevent return trips.

Keep in mind: Too much weight in a small truck negates the mileage benefit.

Does drag hurt your fuel efficiency?

One of our customers requested we design and build a pivoting rack so safety arrows could be folded down when not in use.

Watch your waste. Are employees eating lunch in idling vehicles, wasting fuel?

Operate smarter

Leverage GPS systems. You can track employee location (running personal errands, going home for lunch, etc.); driving habits (excessive idling, speeding); time (driving vehicle on weekends), etc. Some global positioning system (GPS) technologies even allow you to make vehicles inoperable between say 6 p.m. and 6 a.m.

Maintain regular service and tuning. Dirty air filters and low tire pressure can significantly hurt fuel economy.

Optimize your routes. Eliminate distant clients or trade them with other companies.

Re-evaluate letting employees take vehicles home. One of our clients determined that employees taking vehicles home used 15% more fuel. He developed incentives to encourage employees not to take vehicles home by contributing to bus passes, carpools, bicycle or scooter purchases, etc. As long as he spends less than the 15%, he is ahead and can use his "greenness" in his marketing.

Ask employees for ideas on reducing fuel expense. Create incentives for employees who reduce fuel use.

Track callbacks. Return trips require twice the fuel. Do some employees have more callbacks? Is additional training warranted?

If you have additional ideas or comments, please share them at our blog: www.sprayequipmentblog.com. ■

The author is president of Phoenix-based Quality Equipment & Spray, which designs and builds custom landscape and weed spray equipment solutions. He can be reached at andrew@qspray.com.



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BY WILLIAM AND PATTI FELDMAN

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niques — including posting your own mini-infomercials on YouTube.

Microsoft Office Live Small Business 2.0 (www.officelive.com)

This suite of Web-based software and services includes free Web site hosting, free services and several design capabilities that will guide and aid you in creating a professional-looking site. The program includes custom domain name registration with 100 business e-mail accounts, each with 5 GB of storage. Custom domains are free for a year, and \$14.95 annually after that.

The software features several business applications, including a contact management application for performing basic customer relationship management; Team Workspace, for posting documents and information



you'd like to access remotely or share with employees, customers or business partners in a password-protected environment; and Document Manager, which can serve as an online repository of documents, photos and other data.

Adobe Premiere Elements 4 (www.adobe.com)

This conversion video-editing software enables users to take digital photos and/or video clips, attach identifying keywords (tags) to them, and produce polished movies — with surprisingly speed and ease — that can be posted online.

Only about 50% of small businesses in the U.S. with fewer than 10 employees have Web sites. Yet, with eight of 10 people in this country spending as much time online as watching TV, having an active Web presence can be an important marketing tool. Indeed, many business owners and homeowners search for landscape management services only online. If you are not there, you won't get an invitation to quote.

Creating a Web site yourself no longer is a daunting process. With the help of a couple of affordable software solutions, you can easily develop and maintain a Web site and take advantage of various online marketing tech-

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TAKE AWAY

Many consumers and businesses use the Internet extensively to research service providers.

Create Web videos that position you as an expert.

Share the videos on your Web site, on sales calls and on DVD handouts.

continued from page 100

There are two easy ways to put together a video with the software — either by using a timeline or a sceneline. The sceneline method is easy and fun. The screen is divided into three work spaces:

1. A thumbnail display of the media clips (photos or videos) you want to work fill most of the right side of the screen. Getting them there is a simple drag-and-drop process. Once they are up there, you can rearrange the order or delete any scene with just a few clicks.
2. A large interactive version of the clip on which you currently are working is displayed on most of the left side of the screen.
3. The video you are making is displayed as a horizontal sceneline, which will scroll across the full width of the bottom of the screen.

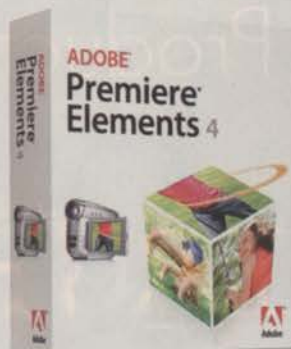
Building the video requires only dragging and dropping each scene you select from the scenes available on the upper right anywhere into the sceneline.

You edit each scene, in turn, on the upper left, trimming length, zooming in or out, and/or superimposing a title. The program supports one-click use of a broad range of transitions and effects, such as spin in, swing out, flip, swipe or dissolve between scenes, as well as the addition of lighting effects and other special effects to each scene. You can drag and drop to rearrange the order of the scenes, and can delete any scene at any time.

Sound mixing is just as easy. An onscreen mixing board features several inputs you can experiment with to achieve professional-quality narration, music and other sound effects. You can even coordinate all spoken narration with the "action."

The timeline method of video-making supports more advanced, more precise editing, such as if you want exacting coordination of music to start and stop with change of scene.

Adobe Premiere Elements 4



You, on YouTube

A recent search at www.youtube.com for "landscape tips" pulled up 298 videos. A search for "lawn care" reaped 1,520 videos, with subjects covering everything from weed control and weed identification to water-saving mulching tips and landscape lighting. Plugging "hardscape" into the search resulted in 86 videos, covering such topics as building retaining walls and using pavers.

It would seem that the concept of YouTube as a Green Industry marketing tool is still new. Most videos were posted in the last year, with the majority within just the past few months. Typically, the voiceover notes that the video is "brought to you by XYZ" with the Web site address superimposed. Length ranged from 30 seconds to several minutes.

In addition to infomercials, consider posting a video of sequential digital shots of a photogenic project over time. Whatever topic you tackle, the video will position your company as an expert in the field and the go-to professionals for service or supplies for future projects.

— W&PF

has built-in capability both for uploading the finished video directly to your company Web site, and for automatically converting the video to Adobe Flash Video format.

This is the file format YouTube uses to broadcast videos, which you can post to your free user account at www.youtube.com. Once confirmation of the upload to YouTube appears on screen, you can cut and paste the hyperlink to your video and e-mail it to customers or post it to your own Web site.

Distribution of your video can go beyond the Internet. Using Adobe Premiere Elements 4, you can also upload the videos

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With eight out of 10 people in this country spending as much time online as watching TV, **having an active Web presence can be an important marketing tool.**

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to an iPhone or other video-enabled mobile device and play the video on sales calls. You also can burn the video to DVDs or Blu-ray Discs for distribution as handouts.

For further reading ...

Although Photoshop Elements 6 includes a hard copy "getting started" guide and Premiere Elements 4 comes with a user guide, to get comfortable quickly with the programs you might want to refer to Adobe Photoshop

Elements 6.0 and Adobe Premiere Elements 4.0: Classroom in a Book.

Available from www.adobepress.com (as well as from Amazon.com and other outlets), the book offers sequential, self-paced lessons that cover the basics of both applications. It also includes a disk that has sample projects to work through each concept. ■

The authors are freelance writers from Chappaqua, NY, specializing in software and technology issues. Contact them at billfeldman@verizon.net.

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Open 'up' your visibility

In a bygone era, landscape contractors would have to join professional organizations and attend face-to-face networking events to connect with other likeminded individuals in an effort to find new projects and grow their companies.

While nobody is suggesting traditional methods of networking are obsolete, the speed at which business is conducted in the Internet

age puts a premium on quickly finding new contacts.

Web-based social networking sites, such as Facebook, have become extremely popular for individuals to link with their friends and others who work, study and live around them.

That type of concept is finding its way into the business world for Web-savvy executives.

"When you join [an online

UPworld.com connects industry professionals to an online network of potential clients and business assistance. BY KEN KRIZNER

network], you create a profile that summarizes your professional accomplishments," says MJ Gilhooley, president of Cincinnati-based Gilhooley Consulting. "Your profile helps you find and be found by former colleagues, clients and partners. You can add more connections by inviting trusted contacts to join your online network and immediately connect to you."

The most beneficial aspects of joining online communities include:

➤ Finding potential clients, service providers,

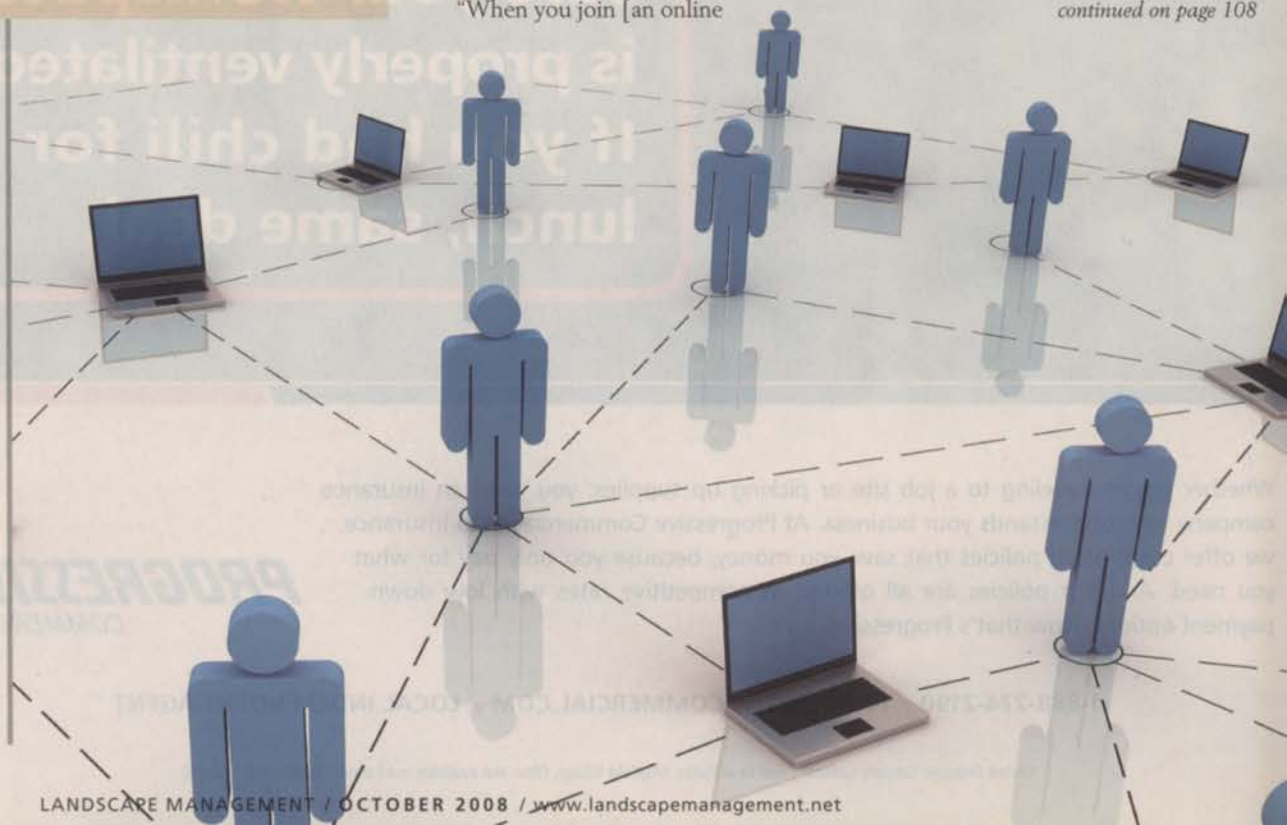
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TAKE AWAY

Face-to-face networking is still important, but online networks are becoming key to business.

An online network presence expands your potential market.

Internet communities also provide virtual platforms to discuss industry issues with colleagues.



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continued from page 106

subject experts and partners who come recommended;

- > Discovering inside connections that can help a company land jobs and close deals;
- > Posting and distributing job listings; and
- > Creating additional professional relationships.

"Your professional relationships are key to your success," Gilhooley says. "The mission of most high-profile online networks is to help you be more effective in your daily work, and open doors to opportunities using the professional relationships you already have."

custom URL address.

Targeting both small practitioners and professionals at large firms who frequently become clients of smaller members, UPworld allows professionals to build individual profiles and portfolios, network with one another and create ways to communicate about the progress of projects.

"Networking used to be hit-or-miss, and a lot of potential time was wasted," Magee says. "We expedite those connections and allow professionals to focus on whom they want to meet."

Now, clients can go online and find a landscape contractor that fits the parameters of

"I am a small business, and I like to be able to collaborate with other individuals. I'll be able to make connections to everyone I need for a project, rather than me being on my own." — *David Russo, r2P Studio*



Targeting property professionals

One such networking site for Green Industry and other professionals in the building and real estate industries is UPworld.com, which facilitates communication for the buying, developing, financing, designing and building of properties online.

"There is always a need to constantly connect with new people," says Jennifer Magee, co-founder and CEO of UPworld. "Our network allows you to very efficiently identify and contact vendors and specialty contractors relevant to your projects."

Established in April 2007, UPworld is on an impressive growth chart with more than 6,000 members, mostly in the U.S. The network tripled its membership between February and June of this year.

Membership is free, and once a member, landscape contractors get their own profiles, have the opportunity to upload images of their work onto the site and have their own

their projects.

"A client can find me at UPworld," says Howard K. Freilich, president and CEO of Blondies Treehouse, Mamaroneck, NY. "In the old days, we would have to find clients."

Blondies Treehouse joined UPworld soon after it launched, and Freilich says it immediately paid dividends because of the exposure to a wider array of potential clients.

"We have our own in-house, regional marketing department," Freilich notes. "But you can only make so many phone calls in a day and go after so many leads. [UPworld] opens up a new world for us to do business. We offer so many different products for different companies, we can list the things we do and companies can see examples of our work."

David Russo, principal of r2P Studio, a New York-based landscape architecture firm, says UPworld already is helping his young company (less than three years old) establish relation-

continued on page 110

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continued from page 108

ships that will result in future projects:

It also gives r2P Studio an advantage over the competition that has no online networking presence, Russo says.

"It is huge," he points out. "Young companies in general don't have the capital to advertise much. UPworld allows us to advertise to a broad range of potential clients at a low cost."

Easier connections

Russo says UPworld will make it easier to collaborate with professionals in other industries on projects.

"I am a small business, and I like to be able to collaborate with other individuals," he notes. "I'll be able to make connections to everyone I need for a project, rather than me being on my own. You can make connections without UPworld, but UPworld makes it a lot easier."

Freilich says if Blondies Treehouse only gets one job from UPworld, he would consider joining the site a success. But he expects to get much more out of the network.

"It will get our name, services and completed projects to a lot more professionals like architects and building owners," he says.

Magee says UPworld is an opportunity for small landscape contractors — especially those that don't have the time or resources to maintain an online presence — to showcase their work on the Web.

"You have a community of 6,000 people looking at your site," she says. "On a practical level, landscape contractors get visibility without having to incur the cost of developing their own Web sites."

Freilich says the beauty of UPworld is a new client approaching Blondies Treehouse about a project.

"It is beautiful thing to have someone who we would have never contacted us go to UPworld to see who we are, what we do, look at our list of clients and look at our projects," he notes. "Then we develop a synergy with that client. Half the sale is already made." ■

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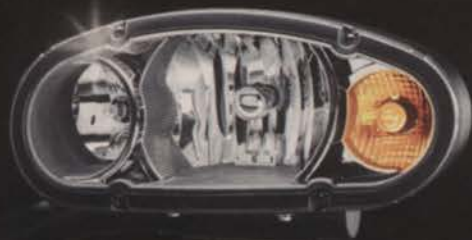
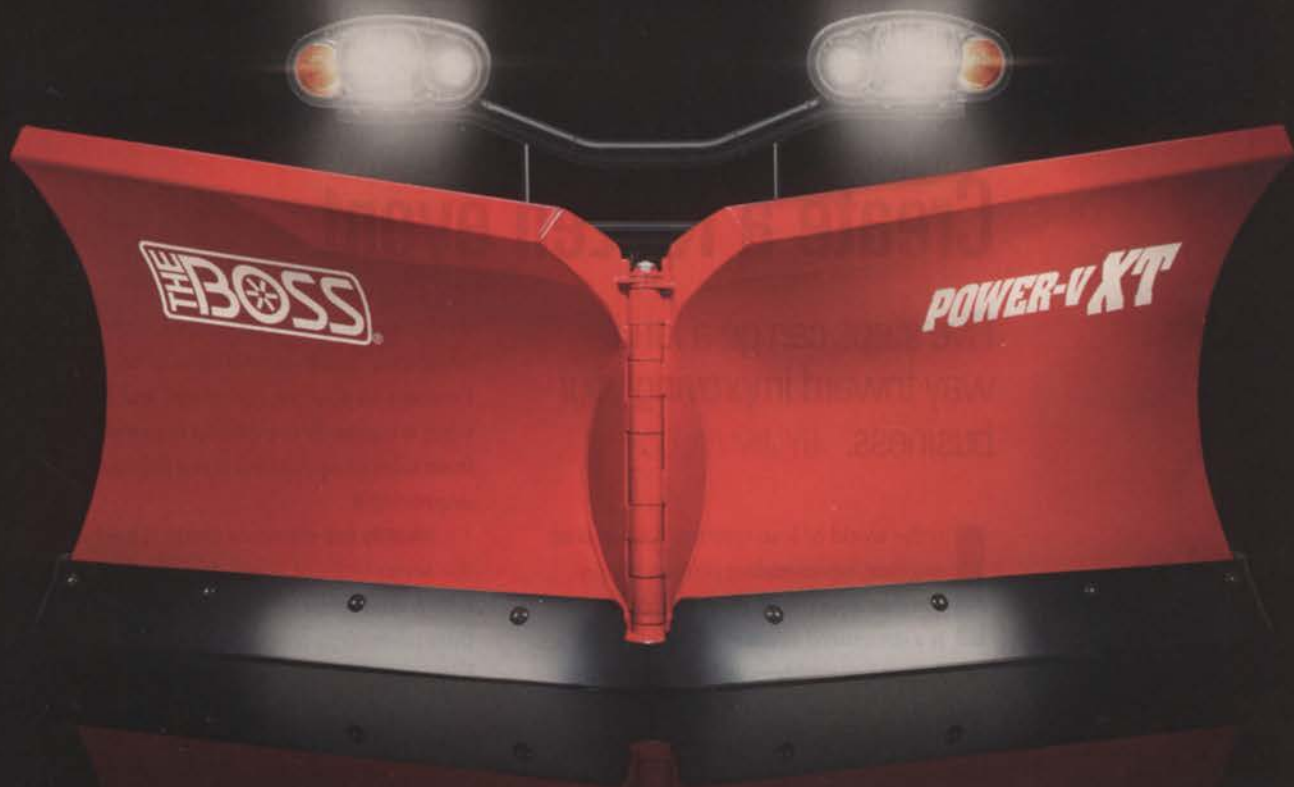
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Create a Kaizen event

Five steps can go a long way toward improving your business. BY JIM PALUCH

TAKE AWAY

Learn to sustain the positive changes.

Continually search for new and better solutions.

Make employees agents of change.

Your October challenge

Pick one process at your company, and ask a team to come up with the simplest step that can be taken to improve it. —JP

In the world of lean systems, Kaizen is an ongoing, never-ending process of continuous improvement. A Kaizen event is a structured approach to addressing a specific need or problem. It leads to a better business process and often a better bottom line.

One of the most-common frustrations leaders talk about in any organization not using the tools of lean is getting people to sustain the changes that are made in their companies. This frustration generally stems from the way the changes were made at the onset.

Old versus new

Old approaches to problem-solving usually demand finding what is perceived to be the best solution and then trying to implement that solution. Kaizen simply discovers a better solution, then encourages us to constantly search for the next solution to continue to improve.

Old-style leadership means directing people on what to do or how to change, whereas more effective leadership focuses on developing people to direct themselves. Companies that are working smarter begin to look for the simplest and smallest steps along the journey to achieving great and lasting improvements.

Unlocking the mystery of Kaizen, a term that means "improvement" in Japanese, will enable an organization to begin to foster a culture of engaged people working together to implement effective and sustainable change.

1 Document your current state. This is the act of observing and documenting the conditions presently taking place in any process or

service that has been developed, either through intentional design or evolution of trial and error. Learning to observe, document and accept what is currently happening in any process from sales to operations is the first step to improving it.

2 Identify and eliminate waste. There are seven types of waste described in lean, which enables us to first identify them and then takes steps to reduce the impact they have on a process. Having an established culture where people are not afraid to identify waste because they have the knowledge to eliminate it is essential.

3 Make changes. This might be the most powerful part of a Kaizen event, and the most gratifying. It's finally about doing something. All too often, organizations hold meetings to fix a problems, and the conversations become fragmented with people placing or denying blame. We call these "barking seals meetings." In a Kaizen event, team members roll up their sleeves and go to work "try-storming" their ideas to make a process better.

4 Write the new standard. This is the foundation to sustaining change and allowing future improvements to take place. Documenting the steps to the process in the form of a checklist, drawing or written instructions allows people to be trained consistently, progress to be monitored and helps produce future Kaizen events to make the process even better.

5 Celebrate. One often-overlooked step is celebration. Dale Carnegie wrote in his book *How to Win Friends and Influence People* that "we all wear a big invisible sign that says ... please recognize me." Celebrating allows us to recognize people for their efforts and define the beginning of a new-and-improved process. ■

The author is president of JP Horizons Inc. Contact him at www.jp horizons.com.

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Marketing essentials

No matter how much your budget tightens, make sure you keep in a vital marketing plan. BY MIKE SISTI

TAKE AWAY

1. Create a formal marketing plan.
2. Research what your competition is doing.
3. Get employee buy-in.



Throughout my travels, I've always marvelled at companies that looked at marketing as a nice-to-have. "We can't afford marketing now," they say. "We have to invest in sales."

That thinking is wrong. You can't afford not to have marketing in place to help complement and guide your sales team, whether you're a one-man show or a staff of 100 or more. By factoring marketing into your day-to-day decisions, your choices become clearer.

Depending on the size and goals of your company, your marketing objectives can look vastly different. To some people, it's a

full-color brochure; to others it is a strategy to generate more accounts. To still others, it's the average house value in the key neighborhoods they'd like to target.

The fact is, marketing should include all of the above. The key is to develop a plan and make it clear to every individual in your company.

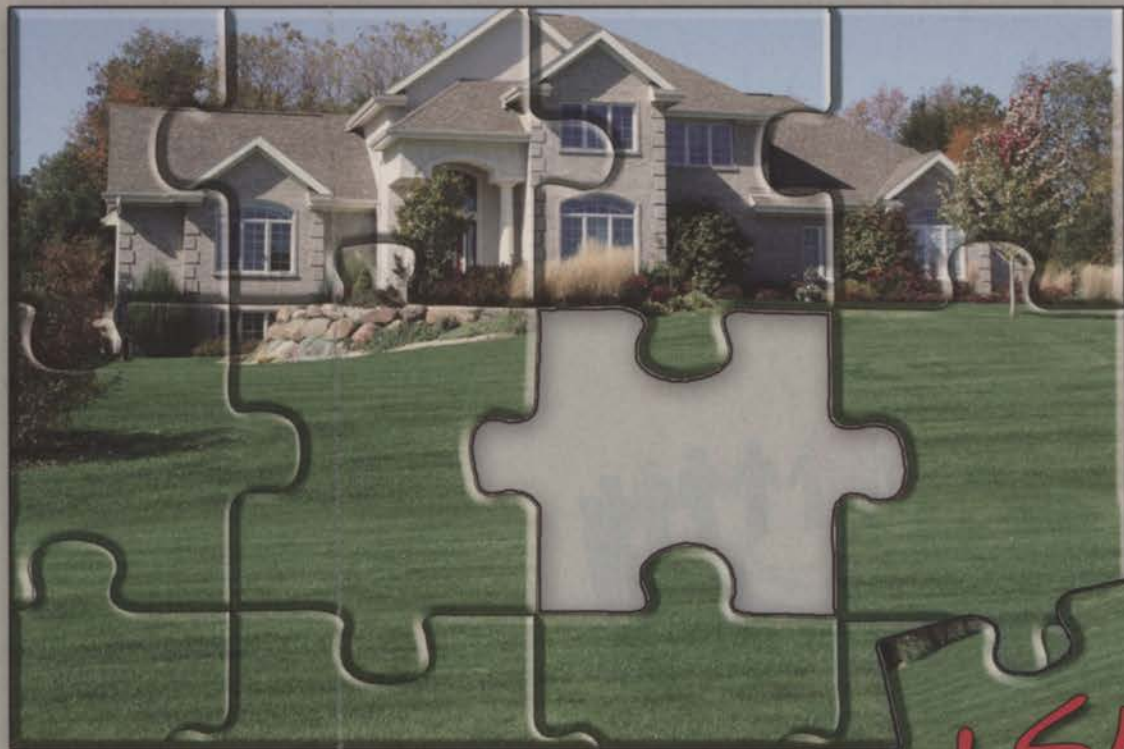
Write it down

Before you can implement a plan, the goals must be clear. What are you trying to accomplish? What do you want your customers and prospects to think and say about your company? What do you want to your company to look like in two years?

It all starts by writing it down. As you begin

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Meet with your employees and have an open discussion about your marketing message.

Everyone needs to understand it and buy into it.



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to put words to paper, the ideas and thoughts will take shape. You'll inevitably adjust the plan over time — but if it's just in your head, it will be forgotten and you've left your employees in the dark.

For example, if your goal is to increase leads, where do you start? What do you want your prospects to know about you? Is it your reliability? Your knowledge? Your attention to detail? What aspect of your company can you confidently deliver time after time? Find two or three specific attributes about your company and write it down.

As a lawn care business owner, my tagline was "Quality ... Commitment ... Results." It was promoted on everything from our trucks and brochures to our office door and letterhead. In addition, it made us accountable to live up to higher standards every day. The aspects about your company that set you apart from the competition should be pointed out to your prospects and customers.

Know your competition

Be aware of who competes with you. Invariably, you will run into the same companies

time after time. Understand how they market. Read their brochures, visit their Web sites and watch them work.

For your competition to make marketing a success, everything must be consistent. Are the brochures well written? Is the Web site professional? Do these match the quality of their work? Identifying how your competition operates and knowing what they tell their customers will be valuable when you develop your marketing tactics.

Deliver your message

Meet with your employees and have an open discussion about your marketing message. Everyone needs to understand it and buy into it. For best results, deliver a clear, consistent message time after time. Any inconsistencies can lead to confusion — both internally and among your customers and prospects.

For example, if you emphasize quality and commitment to your customers, is that reflected in the products and equipment you purchase and people you hire? Do you respond in a timely manner? Does your staff return every phone call? Are jobsites left only after cleaning the properties?

When you follow through and deliver, your marketing message is evident in everything you do. Your customers and employees will see it, and they'll share the good news.

Take time, as a team, to really think about how you market your company. The time spent will be well worth it. ■

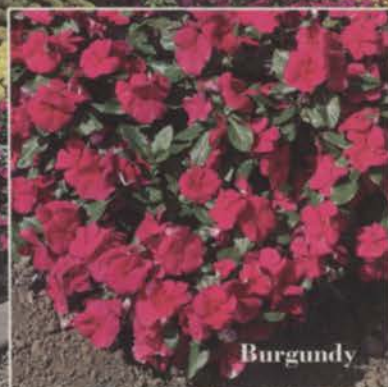
The author has 16 years of sales, marketing and management experience in the Green Industry. He currently serves as marketing manager for LebanonTurf and can be reached at msisti@lebsea.com.

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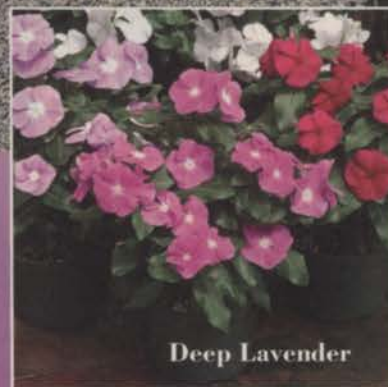
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Health care for everyone



Many landscape businesses hire additional seasonal or part-time help during the warm months, but in the past, providing benefits such as health insurance for these employees was a challenging issue. Today, a solution for employers is available in the form of so-called "mini-med" or limited medical plans.

These alternative healthcare products provide temporary, seasonal or low-wage employees moderate medical coverage without forcing workers or employers to spend fistfuls

of dollars. The plans are relatively inexpensive, and employers don't have to contribute to offer coverage.

Many employers are using limited medical plans to help with recruiting and retaining quality employees while reducing costs to compete more effectively in the market. Insurers are using these types of plans to bring more uninsured workers into the healthcare system.

Mini-med plans don't cover catastrophic, acute or chronic medical conditions, but do cover the cost of a few doctor visits, a portion of in-network tests and much of the discounted costs of a few days' hospital stay. Employees will not enjoy total, comprehensive coverage, but they will have their routine costs covered.

These plans are not to be used as regular medical plans in disguise at a deeply discounted price. In fact, if a business wishes to replace its regular medical plan with a mini-med plan, the carrier might walk away. The purpose is very clear: to provide the opportunity to purchase at least some healthcare coverage to those who have none at all.

Some insurance experts scoff at this type of plan, yet most of them have never been confronted with the situation of being without coverage, not being able to purchase any because of part-time employment status, and not being able to afford full coverage.

Insurance carriers are seeing a heightened interest in mini-med plans among landscaping businesses because of the large number of seasonal employees hired to complete spring, summer and fall projects. Nurseries and garden centers, where seasonal help is a must, also see the usefulness.

Mini-med plans achieve several objectives, the first being to encourage employees to visit their doctors for preventative care. If a potentially dangerous or costly illness is caught

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early, treatment options are greater — saving lives and money throughout the system. Many of the plans have drug benefits so illnesses can be more effectively treated, and maintenance medications can be prescribed before the illnesses lead to more acute issues.

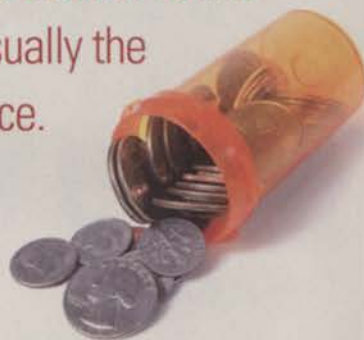
Limited medical plans still use the preferred provider networks (PPO) the carrier uses in its

there is a self-insured arrangement in place for those underlying costs.

A mini-med plan may be right for your business if:

- You have several part-time/seasonal employees who ask for coverage.
 - You have more than 10 employees interested.
- There are carriers that can place coverage down to two employees, but the carrier choice

As many people have experienced, **the cost of retail healthcare is enormous**, and it is usually the uninsured who are saddled with its price.



regular healthcare contracts. Therefore, regardless of the plan or out-of-pocket expenses incurred, the discounted price is still in effect.

As many people have experienced, the cost of retail healthcare is enormous, and it is usually the uninsured who are saddled with its price. Having this type of coverage through a PPO reduces out-of-pocket costs for any type of service provided.

Plan choices

Two types of mini-med plans are available: The indemnity-style coverage pays a flat amount per incident, while the comprehensive coverage pays a percentage of the expense. In either case, the renewal percentage itself should be reasonable because of the risk taken for extremely large claims does not exist.

These plans also provide a service to the regular, full-time employee work force, as over the years, many plan deductibles have grown significantly because raising them has become a common solution to mitigate annual increases. Limited medical plans can be used to fill the gap that is created.

Some carriers are offering deductibles up to and exceeding \$5,000. These mini-med plans will dovetail underneath the higher deductible amounts, and possibly save money overall if

is greater the larger your seasonal staff is.

- You have some budgetary amount you can pay for part of the coverage. If the employer helps with some of the premium, the plan will be more successful and participation requirements will be more easily met.
- Your competition offers benefits to its part-time/seasonal work force.
- Your carrier, which insures your full-time staff, has made available mini-med plans and is offering a related premium savings.
- You can save considerable dollars by increasing your medical deductible, but you are concerned about employees' negative reactions. Keep in mind, some of these plans can be used for an underlying plan for your full-time staff.
- Your part-time/seasonal employees have had relatively small turnover year after year. ■


The author is a regional sales vice president and head of Hortica's Employee Benefits Brokerage division. He has been involved in the employee benefit marketplace for more than 29 years in underwriting, consulting and sales. You can reach him at info@landscapemanagement.net.

TAKE AWAY

Offering even limited insurance to part-timers can be an attractive hiring incentive.

Limited medical plans can help seasonal workers who would not otherwise visit their doctors routinely catch potential health problems earlier.

Mini-med plans can be tailored in a variety of ways.



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Build a foundation for the future

Nurture your business to grow your retirement fund.

BY KENNETH SWEET

The mindsets of employees and owners often differ drastically. Most employees generally wonder, "What can I do with what I have?" By contrast, most business owners think in terms of, "What can I do to get what I want?"

Because of their positions, business owners have greater control over their financial futures and can proactively plan for the kind of lifestyles they seek when they retire.

Mental preparation

Many entrepreneurs tie up nearly 80% of their net worth in their companies. Thus, it is important they run their businesses every day as though they're for. By focusing on controlling costs and producing bottom-line profitability, owners are more

likely to develop entities that are desirable to purchase. With proper planning, the profits from sale of such businesses can help owners achieve their retirement needs and wants.

Most business owners prepare for retirement one of three ways: with careful planning, late planning or taking the pure luck approach: **Careful planning** involves setting a goal, then making investment and business decisions that lead toward that goal every step of the way. **Late planning** is one day realizing that retirement is a few years off and looking at the marketability of the company at that point. Some strategies can be used, but there is little time for establishing a track record of business growth.

*continued on
page 124*



TAKE AWAY

Prepare early for retirement.

Put together a team of professionals to steer your course.

Consider what would interest buyers in your business.

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Pure luck is never focusing on the company from a buyer's point of view. When it comes time to retire, the owner simply hopes that someone, somewhere will want to purchase it.

The exit strategy planning team

Because of the complexity of the retirement planning process for small-business owners, it is important to put together a team of expert advisors. Members should include:

- > Attorneys (to handle general business issues, estate planning and taxes);
- > A certified public accountant;
- > A stockbroker;
- > A personal and/or commercial banker;
- > A financial planner;
- > An insurance agent;
- > A real-estate agent (for home and the business);
- > A benefits advisor (to help devise a personal retirement plan, as well company employees' plans);
- > A business valuator (to help determine the appraisal value or worth of the business); and
- > A business broker or an investment banker

(companies valued under \$20 million often use a business broker, while larger companies involve an investment banking firm in the sale of a business).

When building a dream home, a person does not individually contact a carpenter, plumber, electrician, mason and a roofer and say, "Build me a house." Rather, there needs to be an architectural plan and a general contractor to coordinate the trades. Likewise, the synchronization of skilled specialists is important for building the ultimate retirement plan.

One way to get valuable coordination is to employ the services of a consultancy that offers all of these services under one roof. Then, the various team members are communicating with one another to produce a unified exit planning strategy for a client.

What is actually sold?

The sale of a privately held business either involves the purchase of the company stock or the business assets. There are advantages and disadvantages to each.

A seller would prefer to sell the stock of the

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Many entrepreneurs tie up nearly 80% of their net worth in their companies. **Thus, it is important they run their businesses every day as though they're for sale.**



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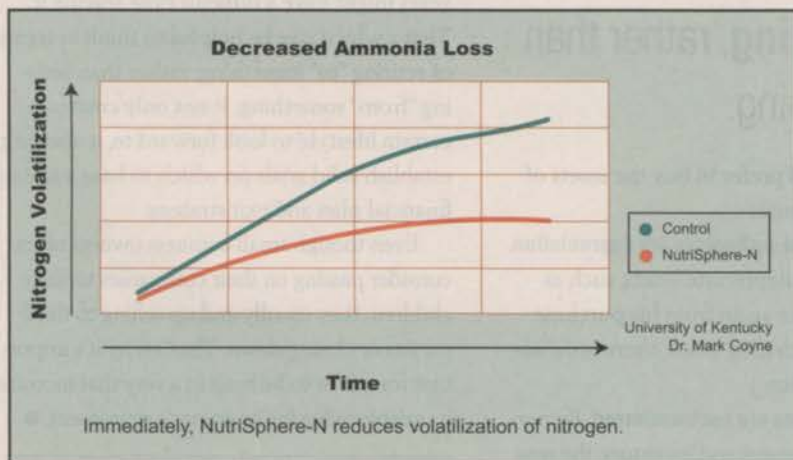


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Who's going to buy?

There are basically three types of buyers for landscape businesses:

- 1 Going concern buyer.** Someone who purchases an operation so he or she can run it just like the previous owner did. Say an office executive retires and wants to have a little lawn care business on the side to produce some retirement income. He finds such a business for sale and purchases it. This executive has never been in the landscaping business before. What he is really doing is buying a job.
- 2 Financial buyer.** Sometimes called a private equity group, this type of buyer purchases a business as an investment. Typically, the entity retains the previous owner to manage the operation for three to five years, and then sells it for a profit. Generally, a financial buyer is willing to pay more than a going concern buyer.
- 3 Synergistic or strategic buyer.** This is an individual who already owns one or more similar businesses. Perhaps he owns an East Coast company, and wants to expand westward. If a similar-type California company is for sale, the East Coast owner either can compete with the West Coast company or he can purchase it. If he buys, it instantly increases his business and creates valuable economies of scale. Because of these synergistic rewards, this buyer type typically is willing to pay more than the financial buyer or the going concern buyer. — KS

continued from page 124
company because:

- > **Any liabilities or potential litigation stay with the company.** The former owner is off the hook, and the stock purchaser assumes that liability.
- > **There is a tax-savings advantage.** The owner usually only pays 15% on the appreciated value.

It can be helpful to think in terms of **retiring "to" something**, rather than retiring "from" something.

A buyer would prefer to buy the assets of the company because:

- > **There is a stepped-up basis in the depreciation.** The buyer gets to depreciate assets, such as equipment, all over again from his purchase price. (When purchasing stock, there is no additional depreciation.)
- > **Company liabilities are not transferred.** By purchasing only equipment and inventory, the new owner avoids the liabilities or potential litigation.

The main reason a buyer would not want to buy just the assets of a company is if a

company owned contracts and/or licenses (say, to do business in various states or with various vendors). The company continues to exist if a buyer purchases the stock, allowing those licenses and permits to continue to exist, as well.

Why plan ahead?

Business owners who immerse themselves in their operations six or seven days a week for years might have a difficult time leaving it. That's why it can be helpful to think in terms of retiring "to" something, rather than retiring "from" something. It not only creates a certain lifestyle to look forward to, it also helps establish solid goals on which to base a suitable financial plan and exit strategy.

Even though small-business owners often consider passing on their companies to their children, they usually end up selling to third parties or closing down. That's why it's important for a firm to be built in a way that increases its salable value for its owner's retirement. ■

The author is the executive director of management and tax consulting for International Profit Associates. For more information, call 800/531-7000 or visit www.ipa-iba.com.

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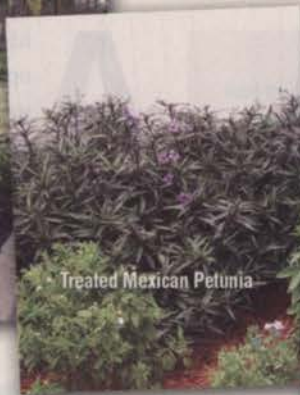
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Untreated Jasmine



Treated Jasmine -
Note the enhanced blooms
of the treated shrubs.



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Untreated Mexican Petunia

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Untreated Plumbago



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Treated Boxwood

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What is your business worth?

Landscape business owners need to look beyond the tangible assets to know their companies' true values. **BY ERIN HOLLIS**

TAKE AWAY

Value is more than just the worth of bricks and mortar; it's the people and reputation of your business, too.

Knowing your business' value can aid in day-to-day decision making and strategic planning.

Enlist the help of a professional who knows your industry to evaluate your business accurately.

Although a landscape operation might have substantial capital assets, there is far more to the value of the business than the cost of equipment, vehicles and inventory. Business value also includes the sweat equity contributed by owners and employees.

The customer service that a company delivers translates as "goodwill" — an intangible asset that substantially increases the business' worth and attractiveness to an outside buyer.

The share value of publicly traded companies is easily accessed by looking in the business section of the daily newspaper, locating the stock tables and multiplying the closing price by the number of shares owned. However, there is no convenient stock table to access the share value of privately held companies. That worth can only be accurately determined through a business valuation.

A business valuation assesses the worth of an enterprise from several perspectives. It examines the business on its own merit, how it compares to similar companies in the industry and how it rates in the marketplace. A valuation also takes into account tangible and intangible assets.

Goodwill and intangibles are two important value drivers for privately held companies. For landscape businesses, they include:

- Established relationships with clients, other subcontractors and suppliers;
- A reputation for quality service and/or maintenance, which provides word-of-mouth referrals from satisfied customers;
- A community filled with showcase landscapes that results in highly visible advertising;
- A strong sales team familiar with the local landscape and construction industry trends; and
- Employee training and professional development to gain skilled, efficient workers.

A business valuation also can quantify value enhancers derived from established operational history, successful bidding history,

continued on page 130





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RAIN BIRD



continued from page 128

product and service diversification, established market share and repeat business. Efficiency and processes that lend to waste reduction also contribute to enhanced business value. Conversely, litigation, workers' compensation claims and high employee turnover deflate goodwill value.

Key benefits

Think of the business valuation as a multifunctional planning tool that enables an owner to answer important questions such as:

- What if I get an unexpected offer from a potential buyer? If you receive an unsolicited offer to sell the business, you may not have time to wait to have an appraisal completed. Having a current valuation will enable you to

fund my retirement? Knowing the value of the business facilitates ease of retirement planning.

- How much is my estate worth? An accurate determination of the business' value enables an owner to implement estate tax minimization strategies.

Experience is essential

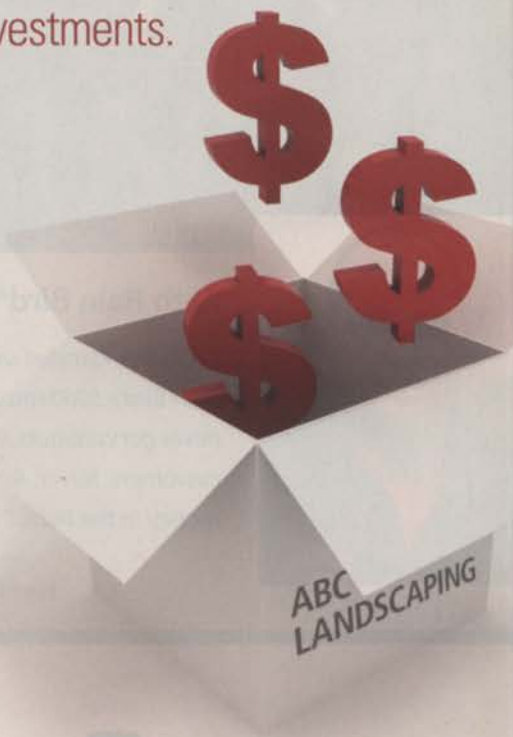
Every industry is unique. Some can be more complicated than others to value. Therefore, it is essential to engage only an experienced valuation professional who knows the key landscaping industry valuation issues, such as: **Equipment and materials.** How often is equipment purchased or updated? Does the company conduct periodic maintenance and repairs? At what rate does the landscaping

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Approximately 75% of company owners invest their own net worth into their businesses, and many never again see the materialization of their full investments.

make informed decisions quickly.

- What's my exit strategy? Options may include: sell to a third party, transfer to a family member or sell to a key employee.
- Do I have adequate life insurance for my business needs? Knowing the worth of a business is a prerequisite for assessing the required amount of life insurance to fund buy-sell agreements.
- What's the return on my investment (ROI)? Establishing a benchmark value to compare to the owner's original investment provides a reasonable estimate of the ROI.
- What is my company's intangible value? Correctly assessed intangibles can increase a landscape company's total market value by up to 50%.
- Will I be able to obtain financing? A valuation assists lenders in the process of qualifying applicants.
- Will proceeds from the sale of the business



2009 Turf Early Order Program

BASF
The Chemical Company

The BASF Early Order Program provides significant savings to Turf Professionals and an advantage on current pricing prior to scheduled price increases which will be effective on December 13th, 2008. Turf Professionals should complete this form and provide it to their agent to execute the order. **Note: Agent Sales Representative – Keep this original form for your records and make a copy for the end-user.**

Products:

The following products are eligible for the 2009 Early Order Program (EOP):



- Controls key turf diseases for up to 28 days.
- Delivers better control of the top 5 diseases.
- Is rainfast within one hour.
- Suppresses dollar spot.



- Controls a broad spectrum of diseases including anthracnose, brown patch, take-all patch, summer patch and dollar spot.
- Can be used whenever you need it, even during summer stress periods.



- Controls dollar spot for 14 to 28 days with a single application.
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- Gives superintendents a true resistance-management tool.



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Dates:

October 1, 2008 to December 12, 2008. In order to qualify for the BASF Turf EOP, products must be purchased and delivered between the program dates.

Details of Offer:

The Turf Professional must purchase a minimum of \$4,000 of eligible products to qualify through any authorized BASF agent.

Terms:

All Agency products invoiced between October 1, 2008 and December 12, 2008 will receive June 12, 2009 terms for the end-user; agent's terms will be July 10, 2009.

The Turf Professional will receive an incentive on the total invoiced dollar volume of qualified products purchased from an authorized BASF T&O agent. All incentives will be issued to the qualifying agent who processed the order. The incentive will appear as a credit on the Turf Professional's account with their agent.

Qualifying Information:

- Incentive will be based upon reported sales from the BASF T&O agent.
- This program applies only to end-user Turf Professionals (Golf, L&L, Sports Turf and Sod Farms).
- The Turf Professional incentive is not cumulative.
- Multiple sales for one customer are cumulative and will qualify if ordered between program dates and from any authorized agent. Qualifying October purchases will be calculated at the October incentive stated; additional purchases in November and December will incorporate October volumes and incentive and will be calculated at the highest qualifying invoiced amount on November and December total purchases.
- Non-qualifying October purchase volumes will be counted and paid under the November and December incentive.
- Orders for multiple courses that are owned or managed by one payer can be combined and rewarded at the highest level of qualifying incentive. Orders must be submitted through the normal reporting process. Notification of combined qualification needs to be supplied to BASF no later than January 31, 2009 and should include the following: course names, addresses, superintendent names and payer information.

BASF reserves the right to cancel or modify this program at any time.

Oct. Incentive	Nov./Dec. Incentive	Invoiced Dollars
4%	3%	\$4,000 – \$14,999
6%	5%	\$15,000 – \$24,999
8%	7%	\$25,000 +

Program Order Form

betterturf.com

Product	Price	Package Size	Order Quantity	Total Dollar Purchases	% Incentive Earned	\$ Incentive Earned
INSIGNIA® Fungicide	\$1,112.40/case	3 x 2.4 lb.	cases	\$		\$
INSIGNIA® Fungicide	\$1,483.20/case	4 x 2.4 lb.	cases	\$		\$
INSIGNIA® Fungicide	\$3,225.96/case	3 x 7.2 lb.	cases	\$		\$
TRINITY™ Fungicide	\$1,575.00/case	2 x 2.5 gal.	cases	\$		\$
EMERALD® Fungicide	\$1,347.50/case	10 x .49 lb.	cases	\$		\$
CURALAN® Fungicide	\$1,002.87/unit	12 x 2.75 lb. (33 lb. keg)	kegs	\$		\$
PENDULUM® AQUACAP™ Herbicide	\$730.05/unit	15 gal. drum	drums	\$		\$
TOTAL				\$	%	\$

Note: California users are subject to applicable mill taxes.

Payout Terms

Incentive checks and support documentation will be issued to the participating agent by June 12, 2009.

Program Conditions

- Credits will be applied to (Turf or Ornamentals) Professional's account with qualifying agent.
- A communication letter will be sent to the Professional detailing the credit and the supporting agent.
- Credit can only be applied to new purchases of agronomic inputs or related products.
- Credit should become available to the end-users once they have paid-in-full on the BASF early order program.

Oct. Incentive	Nov./Dec. Incentive	Invoiced Dollars
4%	3%	\$4,000 – \$14,999
6%	5%	\$15,000 – \$24,999
8%	7%	\$25,000 +

(Please provide the following information to your agent sales representative)

Agent
Contact Name _____
Title _____
Agent _____
Street / P.O. Box _____
City / State _____
Zip _____
Phone _____
E-mail _____

Turf Professional
Contact Name _____
Title _____
Business Name _____
Street / P.O. Box _____
City / State _____
Zip _____
Phone _____
E-mail _____
PO# (If needed) _____

Frequently asked questions

By Laurie Miller

How long is a business appraisal good for? A properly done appraisal — an assessment of a business's intrinsic value based on characteristics such as earnings and assets — is valid as long as its underlying assumptions remain valid. Some of these assumptions change rapidly, some more slowly: external factors such as world events, economic trends and competition as well as internal factors such as management, markets and finances.

Some valuations, like those for Employee Stock Ownership Plans, are legally obsolete after one year

and must then be updated. Others are contractually outdated; prudent buy-sell agreements should stipulate annual reviews. Estate tax returns, litigation appraisals, merger and acquisition reviews and transaction fairness opinions are normally one-time engagements.

If public companies are trading at price to earnings multiples of 10, 15, or higher, shouldn't my business be valued based on the same multiples? No. Public companies with access to public markets typically are worth more than most closely held businesses.

I recently had my house appraised and it cost me \$350. How much is a business appraisal going to cost?

Each assignment is different, however, typically you will have to spend several thousand dollars to get a comprehensive appraisal.

If I give my son or daughter stock in my company, do I need a business appraisal? We recommend a business appraisal be done whenever a potential gift tax is involved.

— The author is president and partner with National Business Valuation Group. Contact her at 586/286-0100 or www.nationalbizval.com.

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material and plant care product inventory turn over, and how much is kept in stock?

Certification and education. What certifications do employees have? Are they regularly educated on new techniques?

Litigation. Do litigious claims exist, such as workers compensation or environmental issues?

Employees. What is the required skill level? How are experienced workers retained?

What benefits are offered and can the company afford to maintain those benefits?

Pricing. How does a rise in material costs affect the company, and are new jobs priced to reflect the change accordingly?

Competition. How are new clients gained and existing clients retained?

Some of the most common mistakes made when valuing a privately held business are:

- > Relying solely on an industry formula to determine value;
- > Thinking the sale of a competitor's business is a good indicator of value; and
- > Failure to consider the tax implications of improper estimates.

Keep it current

Update the business valuation every two years to ensure a current, accurate assessment of ownership value. Or, if the business grows substantially in one year or experiences a significant event, reassess more often.

For most landscape company owners, their businesses are their most valuable investment, yet very few are able to say with any level of confidence what the firms are worth. Approximately 75% of company owners invest their own net worth into their businesses, and many never again see the materialization of their full investments.

In the landscaping industry, savvy business owners know their company's worth so they can make sound decisions and plans and maximize their ROI. ■

The author is the director of tax and valuation services for International Tax Advisors, a related company of International Profit Associates Inc. (IPA-IBA), the largest privately held business development company for small-to medium-sized businesses in North America. For further information, call 847/495-6786 or visit www.ipa-iba.com.



More of the SME

Strive to achieve subject matter expert (SME) status.

BY BRUCE WILSON

TAKE AWAY

Become an expert in your market.

Know your niche.

Pay attention to the industry buzz.

Company's today must work for every possible advantage in competing for work. Most owners and managers believe their markets are very competitive. Most struggle because they believe that some competitor will bid the work very low, and then they have to justify their higher prices.

Some customers are willing to pay more for this perceived expertise.

So the question becomes, how can you effectively sell at a higher price than your competition? For sure, you need a good storyline, backed by performance. But there is another way: Become a subject matter expert (SME).

In some markets, company owners or senior management team members are garden experts with spots on local TV or radio stations or write columns for local newspapers. This gives them credibility their competitors don't have. Just as important, some customers are willing to pay more for this perceived expertise.

There are other ways to gain SME status. Some companies or people achieve it by becoming an expert in a niche — water management or xeriscaping, for example. They speak at conferences or even host seminars for property managers and owners where they educate the clients and prospects. This gains the presenters SME status, which hopefully translates into them being called first when needs arise.

Case in point

I chose water management to build my SME status because I do not see many companies focused on this (except when shortages occur, of course, and then everyone does).

Water is looming as a major issue for this industry. Most markets have gone through droughts in the past 10 years where some form of rationing has taken place. During the droughts everyone focuses on water use and related solutions, but when the droughts end, we usually return to business as usual.

The whole green movement is another issue gaining momentum in business and society in general. I see companies addressing this somewhat today, but often in a very superficial way. There is an opportunity for companies to truly become experts at incorporating green principles into their practices. The firms can become the green SMEs in their markets and capture a significant competitive advantage.

Achieving SME status takes a lot of planning, work and commitment. But gaining a pricing premium advantage pays long-term dividends. If you choose the right subject area and achieve SME status, it should be difficult for your competition to copy. ■

The author is a partner with entrepreneur Tom Oyler in the Wilson-Oyler Group, which offers consulting services. Visit www.wilson-oyler.com.



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TAKE AWAY

There's no excuse for not planning.

Involve your key people.

Base short-term plans on long-term goals.

What's the plan?

Answer five questions to improve your strategic outlook. BY PHIL HARWOOD



Fall is the best time for many landscape management firms to plan. It's about as close as we come to an off-season, especially if your firm is also in the snow management business. Most of us can afford to unplug for a day or two. This article will provide a brief overview of strategic planning — and perhaps provide some inspiration for you to book a planning session with your team this fall.

Some of us are planners. Some of us are not. We're all different. However, those who have a plan tend to be more successful than those who don't. In fact, common sense tells us that we need to have a plan, right? So why don't most firms have plans? I know, I know, everyone's busy. I get it. But, let me ask you this: What are your chances of survival over the

long haul without a plan? Isn't it time you and your key people did some strategic planning?

What is strategic planning? It is simply the act of answering five basic questions that might seem harmless at first glance, but I can tell you that they are not easy to answer. Let's look at each one:

1 Who are we? This question is about values. In what do we believe? What do we believe to be true? What absolutes exist, or are there no absolutes? If a person shares your values, the individual is attracted to you. In the same way, firms attract employees and customers who share their values. Values matter, and they greatly impact individual and team performance.

2 Why do we exist? This question is about mission. Why does the firm exist? Why was it created? What is its purpose on this planet? What is it trying to accomplish? A firm's mission is closely related to its values. A clearly stated mission attracts like-minded people who share its passion. It creates alignment, motivation and commitment.

3 Where are we headed? This question is about vision. Where is the firm headed in the next 10 to 20 years? What is it striving to become? What will it look like when it arrives? What is the ultimate long-term goal? Vision also is related closely to the company's values and mission. A clear vision inspires others, creates excitement and drives performance to higher levels.

4 Where do we need to be in five years? If we know what the long-term vision is, we surely can create a shorter-term vision of what the firm will look like in five years. How

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continued from page 136

much revenue? How much profit? How many employees? How many locations? How many customers? How many trucks? What changes need to occur, and by when, to make that happen? What obstacles and challenges are we facing? How will we overcome them?

5 Where do we need to be this year?

Setting goals for the current year is much easier to do if we know where we need to be in five years. In addition to the questions asked to develop the five-year plan, we should also be asking ourselves more granular questions such as: Who is accountable for what, and by when? What are our quarterly, monthly, weekly and daily goals?

Planning, goal-setting and accountability are the drivers of performance. Start with the

five-year plan and work backward year by year. By using this process annually, a five-year rolling plan will emerge.

Strategic planning should not be a time-consuming, complex process that doesn't meet the needs of our fast-paced world. If it is, it will be tough to stay committed to doing it.

On the other hand, strategic planning cannot be ignored without disastrous results. Somewhere in the middle, there is just the right mix of strategic thinking, real-time planning, and accountability that will drive performance for your business. Asking yourself five simple questions is a great place to start. ■

The author is an entrepreneur, business owner, speaker and writer with more than 25 years of management experience in the Green Industry and is the owner of Pro-Motion Marketing. Contact him philharwood@pro-motionmarketingllc.com.

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TAKE AWAY

Employee Stock Ownership Plans can be an attractive worker benefit.

The arrangement also provides a variety of tax and potential financing benefits.

Be aware, however, that a vested employee is entitled to rights as a participant of the ESOP and might "own" that stock when he or she leaves the company.

Weighing the ESOP option

Employee Stock Ownership Plans can drive performance by sharing the wealth.

BY MARK BATTERSBY

An Employee Stock Ownership Plan (ESOP) can be established and funded in a variety of ways. Usually the business borrows funds that are loaned to the ESOP. The ESOP uses the funds to buy out the selling owner(s). Following the purchase, the business makes annual, tax-deductible contributions to the ESOP, which the ESOP uses to pay down the debt.

There are benefits all around. For the incorporated business, all contributions to the ESOP are deductible, which means it is buying out the owner using pre-tax dollars. But naturally, there also are possible downsides to ESOPs (see "Potential cons," page 142).

An ESOP's inner workings

With an ESOP, the business establishes a trust fund, into which it contributes shares of its

own stock or cash to buy existing shares. As an alternative, the ESOP can borrow money to buy new or existing shares, with the business making cash contributions to the plan to help it repay the loan.

Allocations generally are made on the basis of relative pay. As an employee's length of service increases, he (or she) acquires an increasing right to the shares in his account, a process known as "vesting." Employees must be 100% vested within six years, depending upon whether vesting is all at once or gradual.

When employees leave the business, they receive their account balance, which might be company stock — which the business must buy back from them at its fair market value (unless there is a public market for the shares). Private companies must have an annual independent appraisal to determine the price of their shares.

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As the owners of many Green Industry businesses approach retirement age, they increasingly face the dilemma of how to cash out. **Fortunately, ESOPs do not always mean relinquishing control of their operations.**

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Benefiting from an ESOP

As the owners of many Green Industry businesses approach retirement age, they increasingly face the dilemma of how to cash out. Fortunately, ESOPs do not always mean relinquishing control of their operations.

Employees must, of course, be allowed to vote their allocated shares on major issues — such as a merger or consolidation, a liquidation or sale of a substantial amount of the business assets. It is the business, however, that decides whether to pass through voting rights on other issues. In publicly held businesses, employees must be able to vote on all issues.

Multi-function ESOPs

There are many reasons, each unique to a specific situation, for creating an ESOP. An owner of a privately held business can, for example, use an ESOP to create a ready market for his shares. Because almost all of the value of his stock in the business represents capital gain, the selling owner also can reap the benefits.

Under this approach, the business can make tax-deductible cash contributions to the ESOP to buy out an owner's shares, or it can have the ESOP borrow money to buy the shares. In a regular corporation, once the ESOP owns 30% of all the shares in the business, the seller can reinvest the proceeds of the sale in other securities and defer tax on the gain.

When the owner sells to an ESOP and reinvests the proceeds within a 15-month window, the gain on the sale is deferred until the newly purchased securities are sold. If the owner dies

Potential cons

Despite the many benefits offered by Employee Stock Ownership Plans (ESOPs), there are potential downsides. For instance, when an employee who is vested in the plan leaves the business, that employee might be entitled to take shares of the company stock. While your business might be ready to take back its own shares, the employee is not required to sell to it. A disgruntled former employee theoretically could sell that stock in certain situations to a competitor.

Also, because an ESOP is a benefit plan, it is subject — in combination with any other corporate retirement plan — to contribution limits of 25% of payroll, looking at the first \$225,000 each employee is paid. Many experts advise that at least 20 employees are necessary, because if contributions to the ESOP are not going to be enough to service the debt, the whole thing is unworkable.

Every business owner also should keep in mind that the tax benefits of an ESOP, particularly the owner's deferral on gain, apply only to regular or C-corporations. The laws do not allow ESOPs to be used by partnerships or most professional corporations.

before selling those securities, the capital gains might escape taxation altogether.

ESOPs also are useful helping businesses borrow money at a lower after-tax cost. ESOPs are unique among benefit plans in their ability to borrow money. The ESOP borrows cash,

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The PBI/Gordon Corp. Employee Stock Ownership Plan (ESOP) was formed in 1994. Approximately 54.5% of PBI/Gordon stock was purchased through a leveraged buyout from a handful of stockholders. The financing used to purchase the stock was structured as a seven-year loan with a large balloon payment due in 2001. But because of the continuous growth of the organization, PBI was able to clear the entire debt early.

In 2002, the 45.5% shares of stock not owned by the ESOP were purchased from the remaining four stockholders through an internal transaction between the company and the ESOP; thereby making PBI/Gordon 100% ESOP-owned. Today, there are more than 290 employee-owners working for PBI/Gordon and its wholly owned subsidiary, Pegasus Laboratories.

Doug Obermann, T&O product manager for PBI/Gordon, says one important component to his company's success is the gatherings among employee-owners to learn, share information, thank one another for work well done and allow coworkers to understand where the company is both strategically and financially, as well as where it needs to be.

"By being open in all our financial communications, employee-owners often can find ways to respond to shortfalls and reduce costs to enhance annual performance," Obermann adds. "After all, it's our company, our reputation and our future that are on the line."

ESOPs are unique among benefit plans in their ability to borrow money.

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which is used to buy company shares or shares of the existing owner(s). The business then makes tax-deductible contributions to the ESOP to repay the loan, meaning both principal and interest are tax-deductible.

One of the biggest benefits can be the non-taxability of S-corporation earnings, to the extent that the ESOP holds shares of a S-corporation.

How much will it cost?

The cost of establishing and maintaining an ESOP can include out-of-pocket expenditures and a number of subtle costs. Small businesses are, for instance, required to repurchase shares of departing employees, which

could be a major expense.

What's more, anytime new shares are issued, the stock of existing owners is diluted. That dilution must be weighed against the tax and motivation benefits an ESOP can provide.

The actual cost of establishing and maintaining ESOPs varies, but usually includes attorney's fees, corporate valuations and the costs of obtaining financing. Many business owners pay, before the annual maintenance fees, at least \$30,000, which often is far less than the amounts that would have to be paid to a business broker to sell the business. ■

You can reach Battersby, a freelance business writer, at 610-789-2480 or e-mail mebatt12@earthlink.net.

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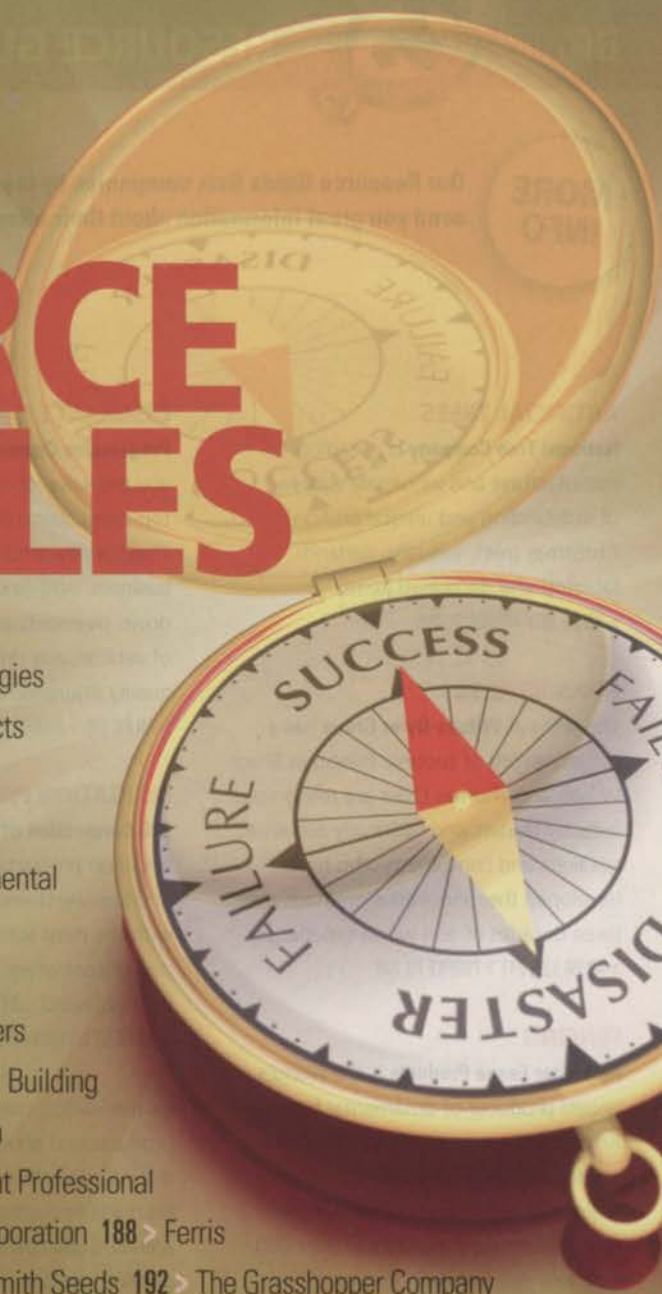
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**MORE
INFO**

Our Resource Guide lists companies by market segment to give you quick access. Let these companies send you great information about their offerings or visit www.landscapemanagement.net/search.

ARTIFICIAL TREES

National Tree Company is a leading manufacturer and wholesale supplier of outstanding and unique artificial Christmas trees, wreaths, garlands, tabletop and decorated items.

> AD PG 20 > PROFILE PG 209

CONSULTANTS

The team at **Wilson-Oyler Group** has a proven record of success. Principals Bruce Wilson and Thomas Oyler are recognized industry leaders and nationally acclaimed speakers and consultants who have developed their innovative methods over three decades of real-world experience.

> AD PG 135, 241 > PROFILE PG 233

FENCING

Ameristar Fence Products is the world's largest producer of ornamental fencing. Ameristar's product range varies from welded, aluminum and steel and come in several heights and colors. Ameristar's fence systems are available at over 200 locations nationwide.

> AD PG 67 > PROFILE PG 164

FRANCHISING

Christmas Decor is the largest and fastest growing holiday decorating company worldwide. Our proven system—used in more than 375 markets across the United States and Canada—can help maximize your resources to reach new revenue goals.

> AD PG 68, 95 > PROFILE PG 177

US Lawns is a franchise commercial landscape maintenance company with more than 190 offices open across the United States.

> AD PG 103 > PROFILE PG 228

INSURANCE

Progressive Commercial Insurance offers you the value of competitive rates plus top-rated claims and customer service. That's a powerful combination for your business. Add flexible payment plans, low down payments and broad acceptability of vehicles and drivers, and you have quality insurance at a reasonable price.

> AD PG 105 > PROFILE PG 213

IRRIGATION PRODUCTS

DIG Corporation offers a full line of drip irrigation products and accessories. In addition we strive to provide the industry with the most state-of-the-art, alternative power controllers, including our ambient light powered, LEIT controllers.

> AD PG 99 > PROFILE PG 181

As the leading manufacturer of irrigation products and services, **Rain Bird** offers the industry's broadest range of irrigation products for farms, golf courses, sports arenas, public parks, commercial developments and homes in more than 130 countries.

> AD PG 31-42, 53, 129, CV3 > PROFILE PG 218

MOWERS & EQUIPMENT

B&B Technologies Inc. manufactures a complete line of lawn care sprayers, spreaders carriers and other specialty products for the turf industry. The B&B Ride-On Carrier fit PermaGreen, Lesco and Turfco spreaders. Customers always come first at B&B.

> AD PG 22, 104 > PROFILE PG 169

Bobcat Company is a world leader in the design, manufacture and distribution of compact equipment.

> AD PG 19 > PROFILE PG 173

Case Construction Equipment sells and supports a full line of construction equipment around the world.

> AD PG 25 > PROFILE PG 175

Chemical Containers Inc. is the largest and most diverse manufacturer/distributor in the southeast United States for all liquid handling product and equipment.

> AD PG 72 > PROFILE PG 176

Corona Clipper Inc. is the premier provider of forged quality pruning and long handle tools for the retail, consumer and professional markets. Corona's legendary reputation is built on classic design, handcrafted forged quality, and superior customer service.

> AD PG 69 > PROFILE PG 178

Cub Cadet Commercial dominates turf challenges with its proven lineup of premium outdoor power equipment. From commercial riding and walk-behind mowers, turf application and maintenance products, handheld equipment, compact utility tractors and utility vehicles, Cub Cadet Commercial has engineered your total solution.

> PROFILE PG 180

Filter Minder specializes in the design and manufacture of filter monitoring devices for air, fuel, crankcase, HVAC, and diesel particulate filters. We make a full lineup

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COVER-ALL.



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of mechanical indicators and gauges, as well as electrical switch products.

> AD PG 94 > PROFILE PG 186

Ferris Industries' extensive commercial mower line promises a perfect fit with a wide range of rugged walk-behinds, reliable three-wheel riders and innovative zero-turn mowers. Our exclusive suspension systems paired with powerful engines achieve maximum productivity.

> AD PG 143 > PROFILE PG 188

The **Finn Corporation** is a leading manufacturer of lawn, landscape and erosion control development work, with products lines including HydroSeeders, Bark Blowers, Straw Blowers and the Finn Hydroseeding Consumable Products.

> AD PG 239 > PROFILE PG 203

GMC engineers continue to craft smart, powerful vehicles—like the Sierra and Sierra Hybrid—designed with your business needs in mind.

> AD PG 61 > PROFILE PG 190

The **Grasshopper Company** is a pioneer of zero-turn mowers, constantly innovating for maximum performance, durability and comfort. Choose fuel-efficient engine options with mid- or front-mounted decks, and year-round productivity solutions to save time and labor.

> AD PG 81-83 > PROFILE PG 192

Gravelly, an Ariens Company has been building premium outdoor power equipment since 1933. The company provides professional snow removal products and the Gravelly brand of commercial mowing equipment.

> AD PG 113 > PROFILE PG 166

Husqvarna offers a complete line of professionally proven outdoor power equipment, including chain saws, brushcutters, trimmers, blowers, zero-turn mowers, lawn tractors, generators and other equipment.

> AD PG 21 > PROFILE PG 194

Hustler Turf Equipment manufactures a complete line of commercial and high-end residential rotary mowing equipment. All models, whether walk-behind or rider, feature unsurpassed durability, productivity and ease of operation.

> AD PG 159 > PROFILE PG 195

The John Deere Worldwide Commercial & Consumer Equipment Division provides a total solution for the commercial customer, including equipment for building and maintenance, soft goods, landscape materials, financing, parts and service and a strong national dealer network.

> AD PG CV4 > PROFILE PG 196

John Deere's Construction & Forestry Division products are distributed through a network of more than 600 dealer locations worldwide.

> AD PG 17 > PROFILE PG 197

Kawasaki Motor Corp., USA is a manufacturer of commercial-grade engines primarily used in the landscape industry. In addition Kawasaki manufactures and sells commercial-grade handheld power equipment through its dealer network.

> AD PG 11 > PROFILE PG 198

LT Rich Products manufactures stand-on fertilizer/spray systems, aerators and turf renovators for the commercial lawn care industry. All units are zero-turn and feature a pump/wheel motor

transmission. Sprayers feature all stainless-steel construction with large fertilizer and liquid spraying capacity.

> AD PG 139 > PROFILE PG 199

Landscaper Pro offers the tools, replacement parts, power equipment and supplies needed to do a professional job from one supplier. Buying from one source makes your job easier and saves time and money.

> AD PG 92 > PROFILE PG 200

Mulch Mule by Green Industry Innovators offers a variety of Mules for your mulching and material transport and distribution needs. The Mule can double or triple your current mulching capabilities without increasing personnel.

> AD PG 46 > PROFILE PG 208

Rack'em Mfg. is dedicated to providing the highest quality accessory products to the landscape industry, including open and enclosed equipment racks, grass catchers, sulky, Magnum wheel lock, the new Double Barrel tailgate assist and more.

> AD PG 64 > PROFILE PG 217

Rhino Linings Corp., the first sprayed-on bed liner company in the U.S., celebrates another first—the first complete line of sprayed-on truck bed linings. Rhino Linings offers three top-quality bed liners as well as a complete line of industrial protective linings.

> AD PG 70 > PROFILE PG 219

TAS Industries Inc. provides the most efficient means of trimming grass away from sprinkler heads and valve box covers with 10 models of the TAS Trimmer.

> AD PG 66 > PROFILE PG 223

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ADD A LITTLE OCTANE™ TO ACCELERATE YOUR BROADLEAF WEED CONTROL

Give your customers the instant satisfaction they desire.

Octane™ herbicide will add the necessary fuel to your current broadleaf weed control program to speed toward a more rapid kill. Today's lawn care consumers demand dead weeds *now*, and they don't want to wait weeks to see results. With new Octane herbicide in your tank-mix, you can now show your customers the results they want, when they want them. Visual herbicidal results are evident within 24-48 hours following an application of Octane herbicide.

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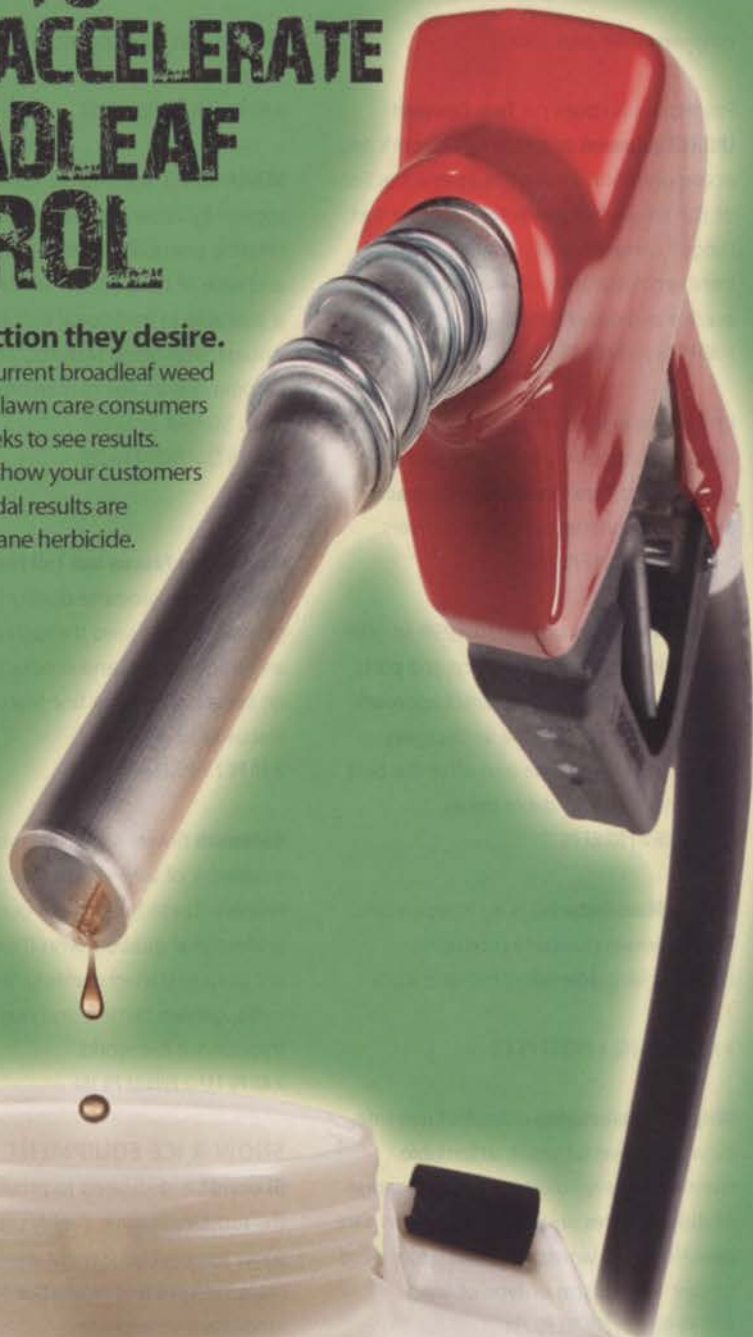


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continued from page 150

Professionals count on **Toro Compact Utility Equipment** to tackle heavy work and accomplish hundreds of tasks in a fraction of the time while protecting delicate turf. Dingo® compact utility loaders and TRX trenchers help them do their work more quickly and dependably
 > AD PG 58 > PROFILE PG 225

Landscape professionals who want their work to look great—and pay off great—trust **Toro® Landscape Contractor Equipment** commercial-grade mowers.
 > AD PG 28 > PROFILE PG 226

Turfco Direct was created in 1999 to offer renovation equipment, service and parts direct to customers. This direct approach allows Turfco to increase landscapers' productivity, save time and offer the best equipment at affordable prices.
 > AD PG 89 > PROFILE PG 227

Walker Manufacturing is an independent, family-owned company producing commercial-grade riding mowers since 1980.
 > AD PG 101, 242 > PROFILE PG 231

Wright Manufacturing manufactures safe, durable, powerful, agile, affordable, commercial lawn mowers with the range of designs, sizes and capabilities lawn care operators and landscape contractors need to care for any size or type of lawn.
 > AD PG 86, 87 > PROFILE PG 234

RETAINING WALL SYSTEMS

Tensar International Corp. improves property values by providing technology-driven site solutions for common development problems such as grade changes requiring retaining walls, and poor soil conditions affecting the cost

of roadways, parking lots and building structures.

> AD PG 51 > PROFILE PG 224

VERSA-LOK is the original solid, pinned segmental retaining wall system, offering unequalled design versatility and ease of installation. VERSA-LOK is available in traditional split-face and vintage weathered textures, and readily accommodates soil reinforcement to build walls 50 feet or taller.
 > AD PG 73 > PROFILE PG 229

SEED

Oregon Fine Fescue and Tall Fescue Commissions promote quality Oregon-grown turf and seed through advertising and trade shows, and conducts research on behalf of Oregon fine fescue and tall fescue seed growers.
 > AD PG 2 > PROFILE PG 210

Goldsmith flower seed is distributed by a network of well-established wholesale brokers. These brokers sell our seed to professional growers who then grow and sell already-started plants to the landscape trade, garden centers and home stores throughout the world.
 > AD PG 117 > PROFILE PG 191

SNOW & ICE EQUIPMENT

Blizzard® is dedicated to providing the most innovative, highly productive snow removal equipment available. It manufactures and markets a full line of innovative snowplows.
 > AD PG 23 > PROFILE PG 172

THE BOSS Snowplow has made snowplowing efficient and easy with products that set new industry standards. All products are manufactured in an approved ISO 9001:2000-registered facility and are available through a

nationwide network of distributors.
 > AD PG 111 > PROFILE PG 174

Fisher Engineering has been manufacturing snowplows for 60 years, and its plows have earned a solid reputation for reliability and strength—especially among commercial snowplowers.
 > AD PG 156, 157 > PROFILE PG 189

Meyer Products is a leading manufacturer of highly reliable snow and ice control systems. Meyer's product innovations and industry knowledge have been making transportation in America safer and more convenient since the day we invented snowplows more than 80 years ago.
 > AD PG 121 > PROFILE PG 204

Morton Salt is an American tradition, with roots that date back to 1848. Since then, based on consistent excellence that has passed the test of time, and then some, the company has established itself as the trusted authority on salt. Morton Ice Melting Solutions offers a full line of ice melting products.
 > AD PG 160 > PROFILE PG 207

Pro-Tech Manufacturing & Distribution has been the nation's leader in commercial snow removal attachments for over 10 years. We have a commitment and focus on researching and developing products that will continually make you more profitable and efficient in your snow contracting business.
 > AD PG 65 > PROFILE PG 212

For 58 years, **Western®** snowplows have been the choice of the professional plower.
 > AD PG 119 > PROFILE PG 232

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Landscape design is all about vision, and knowing how to share that vision with potential customers. With PRO Landscape design software, you can translate your creative ideas into photorealistic images and proposals in minutes, giving your vision the polish and impact you need to sell. With more than 15 years on the market, PRO Landscape is the most popular, professional landscape design software available today – and the next best thing to real.

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continued from page 152

SOFTWARE

GroundsKeeper Pro by **Adkad Technologies** is business management software for people in the landscaping and lawn-care service industries.

AD PG 30 / PROFILE PG 161

Take your business to the next level using **Drafix Software's** PRO Landscape design software.

> AD PG 153 > PROFILE PG 183

QXpress Scheduling Software by **Alocet Inc.** is the scheduling software of choice for field service companies using QuickBooks.

> AD PG 18 > PROFILE PG 216

Communicate with your clients efficiently and effectively with the **EARTHSCAPES** landscape design software. **Visual Impact Imaging's** EARTHSCAPES software offers high-resolution photo imaging, site plan designer, diverse plant library, estimator and FREE technical support.

> AD PG 55 > PROFILE PG 231

STORAGE SOLUTIONS

Cover-All Building Systems is the leading manufacturer of steel-framed, membrane buildings.

> AD PG 149 > PROFILE PG 179

TIME & ATTENDANCE SYSTEMS

Exaktime eliminates inaccurate handwritten timecards with the portable, weatherproof, battery-powered JobClock

System designed exclusively for the construction and landscaping trades. The award-winning JobClock System provides you with 100% accurate attendance reports, simplifying the payroll process and saving you time and money every week.

> AD PG 16, 138 > PROFILE PG 185

Modeco Systems LLC is a Midwest-based firm and a developer of business efficiency systems. The latest product, TimeScope™, is designed for gathering employee and job time as a mobile time tracking system. Paper timesheets and manual data entry are both eliminated. "It's about time!"

> AD PG 141 > PROFILE PG 206

TRADE SHOW

Mid-America Horticultural Trade Show, scheduled for January 2009, features equipment, products and services from exhibitors, educational conferences and more.

> AD PG 123 > PROFILE PG 205

TURF & PEST MANAGEMENT PRODUCTS

Agrium Advanced Technologies offers a broad selection of slow- and controlled-release fertilizer solutions, making it possible for landscape and lawn care professionals to find all the products they've come to trust, such as Polyon®, Precise®, Nitroform® and Nutralene® – as well as many new products – all in one place.

> AD PG 15, COVER TIP > PROFILE PG 162

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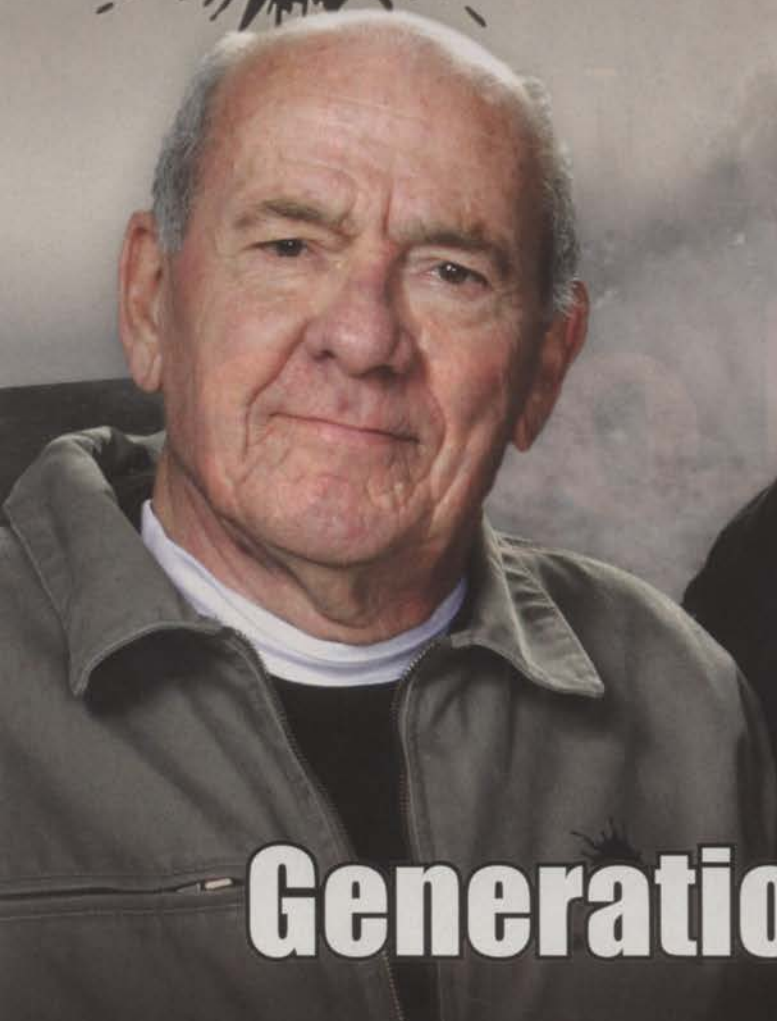
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The Liquid Fence Company is proud to introduce EcoLogic,™ the next generation of eco-safe turf, landscape and agricultural products. Landscape professionals, turf specialists, horticulturists and commercial growers alike, will now experience the benefits of "going green" while enjoying the unparalleled service and economy they have grown to expect from the makers of America's best all-natural animal and insect repellents.

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continued from page 154

keeping nitrogen in the soil longer for increased plant utilization. As nitrogen management improves, nitrogen rates can be reduced by as much as 20 percent.

> AD PG 75 > PROFILE PG 163

The Andersons, Inc. is a diversified corporation with interests in the grain and plant nutrient sectors of U.S. agriculture, as well as in railcar marketing, industrial materials formulation, turf products production, and general merchandise retailing.

> AD PG 125 > PROFILE PG 165

Arysta LifeScience North America turf & ornamentals seeks to provide the green industry with continuous innovation and the development of superior turfgrass product technology and service. Our focus and growth is founded on meeting

the needs of our customers, our people, the environment and the communities in which we live and work.

> AD PG 145 > PROFILE PG 167

BASF Professional Turf and Ornamentals develops and markets chemical solutions for improving turf quality through pest management, which includes weed, disease and insect control.

> AD PG 45, 71, 131-132, 137 > PROFILE PG 168

Bayer Environmental Science manufactures a full line of turf and ornamental products for use on golf courses, home lawns, sports fields, commercial landscapes, nurseries and greenhouses. Bayer Environmental Science continues a tradition of innovative research and top-of-the-line professional products, backed by highly trained sales and field development representatives.

> AD PG CV2-1 > PROFILE PG 170

More LM

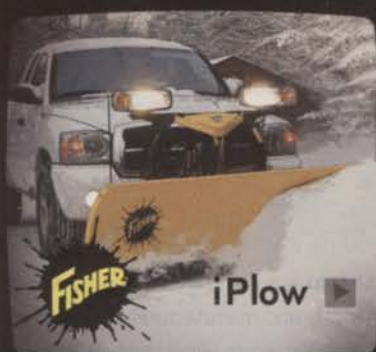
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for official rules and
to learn more.



What's Your Story?



Bell Labs is a world leader in pest control products and manufacturer of Talpid and Rodent Rid. From initial product inception and development to manufacturing and subsequent support in product use, Bell focuses on quality, functionality and innovation.

> AD PG 7, 8, 76-77 > PROFILE PG 171

Dow AgroSciences' professional turf, ornamental and technical products for golf courses, lawn care and landscape contracting, include specialty herbicides such as Dimension, Gallery, Snapshot and Spotlight; specialty insecticides such as Dursban; and specialty fungicides such as Eagle 20EW.

> AD PG 91, 93 > PROFILE PG 182

DuPont Professional Products brings the company's tradition of science, innovation and safety to the pest and green industries.

> AD PG 96-97 > PROFILE PG 184

FMC Corporation is a global, diversified chemical company that employs approximately 5,000 people in three segments: Agricultural Products, Specialty Chemicals and Industrial Chemicals. FMC has been providing

innovative solutions, applications and quality products for more than a century.

> AD PG 26, 27, 29 > PROFILE PG 187

Horizon has everything for the landscape and golf course professional including irrigation, fertilizer, landscape, erosion, equipment, lighting, ponds and more. Buying from one supplier saves time, reduces costs and increases efficiency for higher profits for your company.

> AD PG 24, 146 > PROFILE PG 193

With extensive product selections and new state-of-the-art nitrogen sources, **LebanonTurf** offers the professional turf manager a product for almost every situation.

> AD PG 115 > PROFILE PG 201

The Liquid Fence Company makes earth- and family-friendly animal and insect repellents, and organic plant growth boosters, including its newest EcoLogic line of environmentally responsible turf & agricultural "chemical" products for professional, commercial and industrial applications.

> AD PG 155 > PROFILE PG 202

PBI/Gordon Corp. is a national leader in specialty pest management products services, including SpeedZone, Surge and Q4 herbicides, Trimec herbicides, Embark and Atrimmec plant growth regulators, and Azatrol EC insecticide.

> AD PG 85 > PROFILE PG 211

Quali-Pro professional turf and ornamental products feature post-patent herbicides, fungicides, insecticides and plant growth regulators.

> AD PG 13 > PROFILE PG 214

SePRO Corp. is an industry leading, specialty agrichemical company headquartered in Carmel, IN. It provides plant protection and plant management products and services that fit specialized niche markets, such as aquatic vegetation management, ornamental and turf management and tree growth regulation.

> AD PG 127, 151 > PROFILE PG 220

For lawn care operators, **Syngenta Professional Products** offers industry-leading products for weed and disease prevention and control, and growth regulators to help manage turf. Syngenta also offers lawn-care operators a variety of resources and services to help them manage their operations more efficiently and profitably.

> AD PG 109 > PROFILE PG 221

Target Specialty Products is the West's leading wholesale distributor of pest management products, fertilizers, application equipment, safety equipment, services and education. Target is headquartered in Santa Fe Springs, CA, with multiple branch offices in Arizona, California, Nevada and Oregon.

> AD PG 107 > PROFILE PG 222

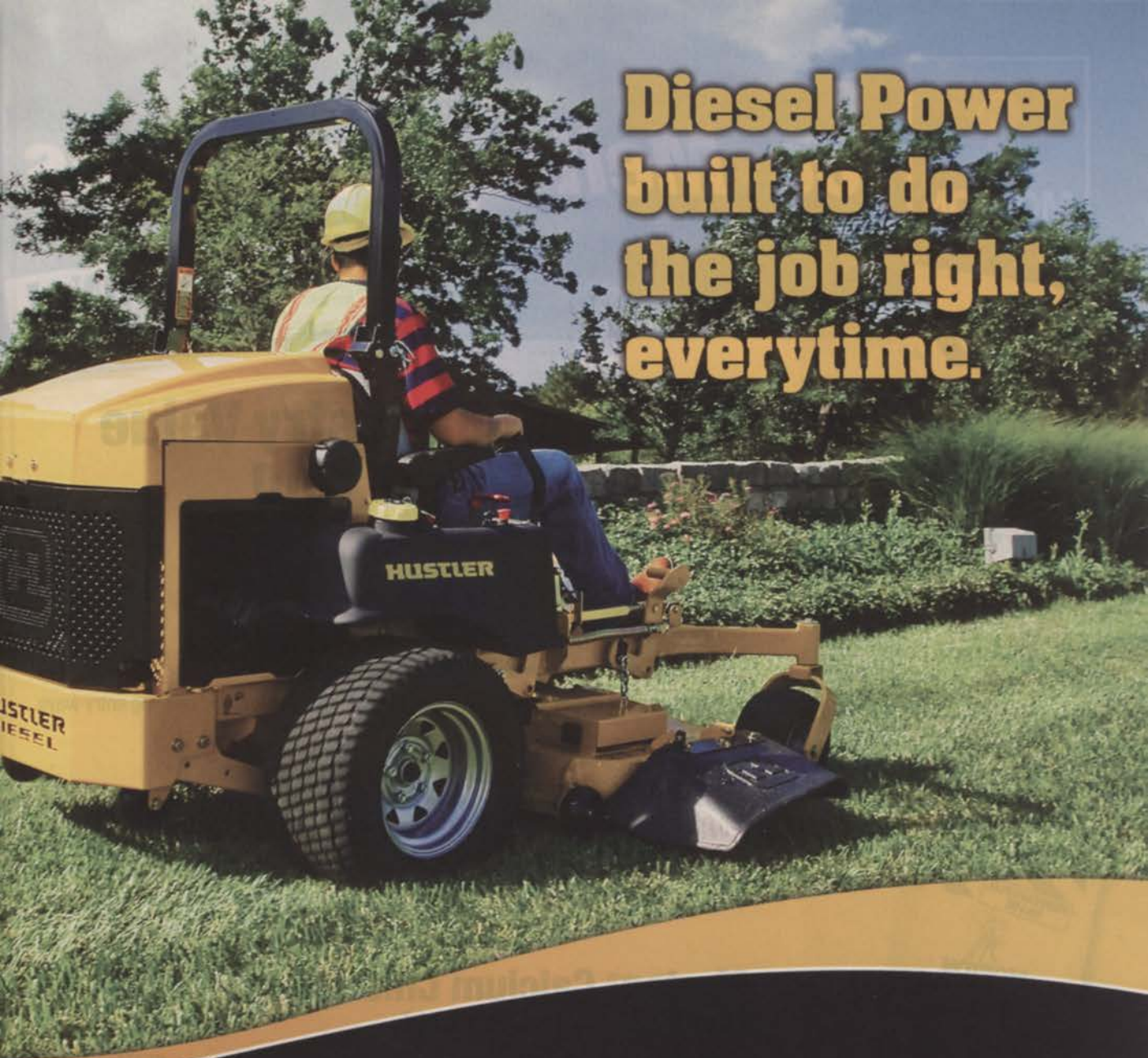
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to lock in place

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A worker wearing a yellow hard hat and a high-visibility vest is operating a yellow Hustler diesel riding mower on a green lawn. The mower has "HUSTLER" and "DIESEL" written on it. The background shows trees and a clear sky.

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built to do
the job right,
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Demo a mower at your local Hustler dealer and you'll see what we mean.

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HUSTLER





Ice Melting Solutions™

**PROFESSIONAL
GRADE**



Delivering Industry Value and Profits for You!

Morton® Safe-T-Salt® Sets the Industry Standard

- **For commercial, home or wheel traction:** melts to 5°F.
- **Melts ice and snow from:** community streets, parking lots and building entry ways.

Morton® Ice Melter Blend Quick to melt in freezing temperatures

- **The brilliance of a fast acting melter:** melts to sub-freezing temperatures of -15°F.
- **Has that extra spark:** generates heat upon contact with ice and snow.

Morton® Calcium Chloride Ice Melter Works quickly in bitter cold

- **Works at the lowest temperature:** melts ice and snow as low as -25°F!
- **More efficient:** pellets are fast acting and controllable to disperse due to their faceted shape.

Morton® Eco-Safe Ice Melter Blend Safer for sidewalks, plants and pets

- **Performs as well as regular ice melters:** to temperatures of 5°F.
- **Care for concrete and vegetation:** safer for plants, pets and surfaces than plain salt.
- **Oxygen demand:** run off has lower environmental impact to ground and surface water than run off from other leading safety blends.

Available in 5 gallon buckets

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1-888-644-9147 • www.mortonsalt.com



Mission Statement

Adkad Technologies, Inc. has been in business since 1993. Our mission was simple; create business software for the landscaping and lawn-care industries that was easy and useful. We achieved our goal with amazing success. Probably because our software was not just designed for landscapers, but by landscapers! We know that you don't want to spend your time with difficult software. Our slogan is "Software doesn't get any easier than this!" Check out our Web site for some of the testimonials we have received.



Adkad Technologies, Inc.
565 Herrick Road
Delanson, NY 12053

Phone: 800-586-4683

Fax: 661-749-2528

Web site:

www.adkad.com/LMRP.htm

E-mail: info@adkad.com

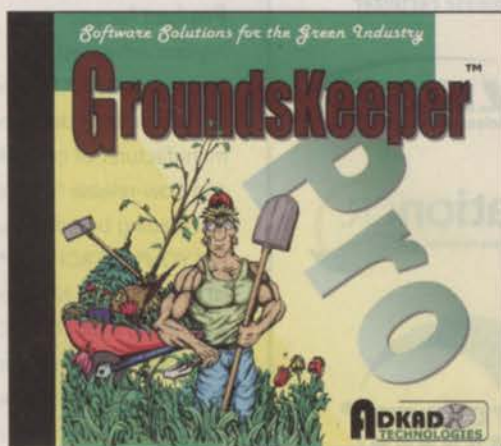
Adkad Technologies, Inc.

Product focus:

GroundsKeeper Pro is business management software for people in the landscaping and lawn-care service industries.

Features:

- Enter up to 10,000 customers
- Charge for regular services
- Charge for special services
- Charge for time and materials
- 1,000 character service descriptions
- Print and e-mail bills/invoices
- Print mailing labels
- Change bill colors
- Option to print bills on pre-printed paper
- Your logo on bills
- Determine late-paying customers
- Late statements
- Charge late fees
- History of past bills sent
- Enter customer comments and conversations
- Customer account history
- Customer service contract
- Set up service schedules
- Print daily service schedules
- View daily assigned manhours
- Job cost estimates
- Routing
- Wizard to auto apply charges
- Print bills for schedule or route to drop off
- Pesticide/herbicide application tracking/reports
- Archive and backup data
- Income statistics
- Track business expenses
- Taxes collected report
- Password protect program
- Customer lists
- Accounts receivable
- Globally increase prices



View an audio/video guided tour of GroundsKeeper Pro at <http://www.adkad.com/groundskeeper/gkprotutorials.htm>

FREE TRIAL!

CALL 800-586-4683



Agrium Advanced Technologies

Product focus:

Agrium Advanced Technologies (AAT) is the world's premier developer and manufacturer of controlled and slow-release fertilizers. Our leading brands include POLYON®, NITROFORM®, NUTRALENE®, IB Nitrogen®, XCU™ and DURATION CR® and are marketed primarily into the specialty turf, horticulture, and lawn and landscape markets.

AAT's environmentally friendly fertilizers release nutrients as the plants require them, increasing the efficiency of the fertilizers and avoiding wasteful loss.

AAT is a technology provider, and our products go into dozens of fertilizer brands and hundreds of blends sold throughout the U.S. marketplace. For many years, our parent company, Agrium Inc., has been a leading international supplier of nutrients and specialty products for the agricultural market, where we pioneered the development of cost-effective controlled-release fertilizers in broad-acre crop applications. Today AAT continues to focus on the further advancement of enhanced efficiency fertilizers with an emphasis on quality and customer service. We

are committed to developing new technologies, products and practices that will help landscapers and lawn care professionals do their jobs better—and more efficiently. We are committed to providing SMARTER WAYS TO GROW™.

Major product lines:

> **XCU™ Slow-Release Fertilizer** gives you up to 10 weeks of continuous green. The unique coating provides greater durability and more consistent release than other sulfur-coated urea (SCU) products. XCU has the lowest sulfur content (4%) and highest nitrogen content (43%) of all the sulfur-coated urea products available.

> **Polygon® controlled-release fertilizers**, with their trademark green color, give turf professionals consistent, predictable feeding that lasts for months—all to help you grow healthy, beautiful turf. Only Polygon uses the patented "Reactive Layers Coating" process to encapsulate nutrients. When activated by soil temperature, Polygon slowly and gradually releases into the soil to assure season-long fertilizing with no leaching or loss to the environment.

> For over 50 years, turf and ornamental professionals have relied on **Nitroform® Slow-Release Fertilizer** for steady, balanced feeding of nitrogen throughout an entire growing season. With its exclusive release properties based on microbial activity, Nitroform is one of the safest and longest lasting, slow-release nitrogen sources available today.

> With **Duration® CR Controlled-Release Fertilizer**, nitrogen is released slowly and continually throughout the plant's growth cycle, resulting in precise, predictable feeding that lasts for months. Available in four longevities with various release rates, Duration CR will take the worry out of maintaining healthy turf, ornamentals and specialty crops while giving you exceptional performance.

> **Nutralene® Slow-Release Fertilizer** is a premium, methylene urea fertilizer that's trusted by countless turf professionals for dependable, long-lasting performance. Nutralene gradually feeds turf for up to 16 weeks, slowly and evenly. Premium release with that longevity allows you to effectively nourish your turf throughout the season with fewer applications.

Agrium Advanced Technologies
100 Technology Loop
Sylacauga, AL 35151

Phone: 800-422-4248
Web site: www.agriumat.com



Mike Stegmann
President

Mission Statement

AGROTAIN International, L.L.C. is a wholly owned subsidiary of Lange-Stegmann. Lange-Stegmann's corporate activities are guided by its three core values: Quality, Service and Integrity. These pillars are embodied in a code of ethics which, in turn, informs the company's conduct. AGROTAIN International takes advantage of Lange-Stegmann's extensive experience, logistical support and worldwide network of contacts. They also profit from, and indeed embody, the Lange-Stegmann heritage—Quality, Service, Integrity via Envision...Diversify...Grow.

AGROTAIN International
One Angelica St.
St. Louis, MO 63147

Phone: 888-547-4140
Web site:
www.stabilizednitrogen.com

AGROTAIN International

Product focus:

In 2000, Lange-Stegmann bought an innovative and internationally proven technology named AGROTAIN, and formed AGROTAIN International, L.L.C. to introduce AGROTAIN and its family of products:

The AGROTAIN technology is a synthesized molecule that when added to urea or UAN becomes StabilizedNitrogen™. Discovered in the 1980s by a major chemical company, AGROTAIN prevents volatilization of urea-based nitrogen, ensuring more nitrogen gets to the plant, where it is intended to go.

More specifically, AGROTAIN is a nitrogen stabilizer that will prevent nitrogen loss from volatilization related to urease activity. Volatilization happens as the nitrogen contained in urea changes into a gas (ammonia), which is lost into the atmosphere. Under certain conditions, 30% or more of the nitrogen value volatilizes and is lost, meaning wasted dollars and lost opportunity for maximizing turf color and vigor.

The product can easily be added to UAN solution as part of the tank mix or blended onto solid urea. The nitrogen stabilizer technology has also been added at the time of manufacturing to create a homogenous nitrogen product



for the turf and ornamental, and agricultural markets.

Within turf and ornamental, these products are marketed under the names UMAXX®, UFLEXX™ and HYDREXX™.

UMAXX
STABILIZED NITROGEN FERTILIZER

UFLEXX
STABILIZED NITROGEN FERTILIZER

HYDREXX
PROFESSIONAL NITROGEN STABILIZER

These Stabilized Nitrogen fertilizers provide the best approach for maximizing fertility programs by offering the most economical way to achieve nitrogen efficiency.

In a nitrogen category all its own, Stabilized Nitrogen maximizes nitrogen efficiency by controlling losses due to volatility and holding nitrogen in the soil in a plant usable form to provide consistent feeding that's not dependent on soil temperature or moisture.

Because nitrogen is held in the soil, the escape of nitrogen into the air or groundwater is minimized. As a result, nitrogen management improves, resulting in the ability to reduce nitrogen rates by as much as 20%.

Manufacturing facility:

Stabilized Nitrogen Center in St. Louis.

Major product lines:

- > UMAXX
- > UFLEXX
- > HYDREXX



Mark Meek
President
Sales and Marketing

Ameristar Fence Products

Product focus:

Ameristar® was chartered 25 years ago to provide specialty fence products that were more affordable, but did not



compromise quality. This could be accomplished only by complete reformation of the way fence products were being manufactured.

Product design was approached from many new perspectives: maximizing high-volume productivity; increasing strength and durability; designing the ultimate level of system security; promoting ease of installation; enhancing aesthetic appearance; and maintaining an environmentally friendly workplace.

A new plant was built to house state-of-the-art roll-forming, metal processing and powder-coating equipment. The result has boosted Ameristar® to its current position as the largest manufacturer of architectural metal fence systems in the world.

Facility:

Ameristar is centrally located in Tulsa, OK. Ameristar products are available at more than 200 locations nationwide.

Support:

Ameristar's staff of professionals provides technical assistance, downloadable specifications, shop drawings and submittals.

Major product lines:

> **Aegis®** ornamental steel fence system (including Aegis Residential®, Aegis Plus® for commercial applications and Aegis II® for industrial applications) is the strongest steel ornamental fence in the industry, with a proprietary internal fastening system that eliminates unsightly exterior fasteners and allows the fence to follow changing landscape grades.

> **Echelon™** ornamental aluminum fence system (including Echelon Plus™ for residential/commercial

applications and Echelon II™ for industrial applications) is ideal for projects where corrosion considerations are amplified by harsh environmental conditions.

> **Montage®** ornamental welded steel fence system (including Montage Plus for residential/commercial applications and Montage II® for industrial applications) employs a state-of-the-art proprietary fusion-welding system. Commercial and residential properties now have a high quality, competitively priced welded ornamental fence system to replace unsightly and vulnerable chain link fences and has the added design capability of All-Terrain Flexibility (ATF) that allows the fence to rack, thereby following virtually any grade. The popular Montage Plus Fence System has been taken to the next level, 7- and 8-ft. tall fencing in several styles.

All systems include matching gates available for a wide range of opening.



Ameristar Fence Products
1555 N. Mingo Road
Tulsa, OK 74116

Phone: 888-333-3422

Fax: 877-926-3747

Web site:

www.ameristarfence.com

E-mail:

mktg@ameristarfence.com



Tom Waggoner
President,
Turf & Specialty Group

Mission Statement

We firmly believe that our company is a powerful vehicle through which we channel our time, talent, and energy in pursuit of the fundamental goal of serving God by serving others. Through our collective action we greatly magnify the impact of our individual efforts to:

- > Provide extraordinary service to our customers
- > Help each other develop
- > Contribute to the improvement of the community
- > Grow our company profitably



The Andersons, Inc.
480 W. Dussel Drive
Maumee, OH 43537

Phone: 800-253-5296

Fax: 419-891-2745

Web sites:

www.AndersonsGolf

Products.com

www.ContecDG.com

The Andersons, Inc.

Product focus:

The Andersons, Inc. is a diversified corporation with interests in the grain and plant nutrient sectors of U.S. agriculture; as well as in railcar marketing, industrial materials formulation, turf products production, and general merchandise retailing.

Major product lines:

- > **DuoCide G Insecticide on DG Pro** controls grubs and surface feeding insects
- > **Pre-Emergent Herbicides** – Dimension, Barricade, Trammel, Tupersan, more
- > **ContecDG**, a patented dispersing granule fertilizer technology
- > **Governor granular products** based on Syngenta's Primo
- > **ProSect** (bifenthrin)



- > **Extend** (long-lasting polymer-coated urea)
- > **Prophesy** fungicide (the only granular propiconazole)
- > **CompassG** (the first granular strobilurin fungicide)
- > **Allectus** (Merit Talstar combination)

Manufacturing facilities:

- > Maumee, OH

- > Bowling Green, OH
- > Montgomery, AL

Technical support:

- > R&D Lab and Technical Support Team
- > National and International Sales Force
- > Customer Service covering the U.S. and International markets





Gravely 260M Zero-Turn Mower

Gravely, an Ariens Company

Ariens Company has been building premium outdoor power equipment since 1933. The company provides professional snow removal products and the Gravely brand of commercial mowing equipment. Gravely commercial mowing equipment includes walk-behind, zero-turn and out-front mowers.

Ariens Introduces Deluxe Track Sno-Thro® Series

Ariens Company introduces the new Deluxe Track Sno-Thro® Series that offers the improved traction of traditional track drive units, as well as superior maneuverability with the addition of a locking differential. Under normal conditions, an operator can run the machine with the differential unlocked, which allows for easier maneuverability. Under extreme conditions, the operator can lock the differential for optimal traction.

The Deluxe Track units are applicable for extreme conditions such as removing deep snow or snowplow driveway build-up, maintaining traction in icy conditions or snow throwing on steep driveways.

The Deluxe Track Sno-Thro® series includes the following three models:

- > 924LET (9 HP Tecumseh® Snow King® L-Head engine)
- > 927LET (9 HP Tecumseh® Snow King® L-Head engine)
- > 1130LET (11 HP Tecumseh® Snow King® L-Head engine)

All Ariens Deluxe Track models feature a 3- to 50-ft., throwing distance, 200° quick-turn chute rotation and a 4-qt. fuel capacity. Track drive units are covered by a 3-year limited consumer warranty or 90-day commercial warranty.

As part of the Ariens Deluxe family of Sno-Thro® machines, the units also feature the Disc-O-Matic™ drive system, Heavy-Duty Aluminum XS Gear Case, 14-in. impeller and reversible skid shoes.

"Green" Mower Introductions

With high gas prices and heightened awareness of environmental issues, the product development team for Ariens and Gravely has been focusing on alternative-fuel powered equipment. Aimed at reducing emissions, the new alternative-fuel power introductions guarantee your ability to

mow during Ozone Action Day restrictions—all intended to "Keep You Cutting."

As you look for ways to save on rising fuel costs, these machines have the ability to reduce your fuel use significantly. Other advantages include less noise, the opportunity to qualify for bid work that requires environmental solutions and the option to reduce your impact on the environment.

To see firsthand how these units still maintain the reliability and quality of cut associated with Ariens and Gravely equipment, spend time at the outside demonstration area (Booth #6022D-6120D) at GIE+EXPO in Louisville, KY, on Oct. 23-25, 2008.

For more information, visit www.gravely.com today.

Ariens 927LET Deluxe Track Sno-Thro®



Gravely, an Ariens Company
655 West Ryan
Brillion, WI 54110

Phone: 800-472-8359
Fax: 920-756-2407
Web site: www.gravely.com;
www.ariens.com
E-mail: cdilger@ariens.com

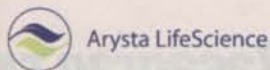


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**Visit Arysta
LifeScience
At the 2008
GIE+ Expo
Booth # 1146**



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Web site:
www.arystalifescience.us/turf

Arysta LifeScience North America

Product focus:

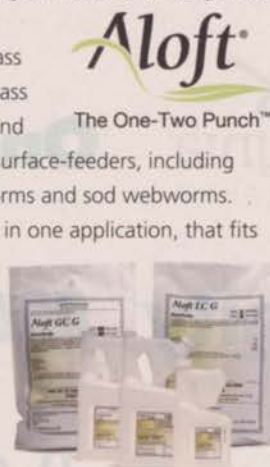
Arysta LifeScience North America turf & ornamentals aims to provide the green industry with continuous innovation and the development of superior technology. Our turfgrass fungicides, insecticides and future herbicide products are designed to be highly effective and environmentally sound for professional management use on commercial and residential landscapes, golf courses, commercial sod production, sports turf and public recreational facilities.

For the name of your nearest Arysta LifeScience sales rep or distributor, contact: Michael Maravich, Marketing & Product Manager, Arysta LifeScience Turf & Ornamentals at 330-671-5338 or michael.maravich@arystalifescience.com.

Major product lines:

ALOFT Insecticide gives you total insect control in one product, and can be applied preventively or curatively. Nothing provides better, faster, or longer control of white grubs, early-season adults (like annual bluegrass weevil, black turfgrass ataenius, billbugs and chinch bugs), and surface-feeders, including armyworms, cutworms and sod webworms. Total insect control in one application, that fits your schedule, whenever you need it, to save you time, labor and money.

Be sure to ask your Arysta LifeScience distributor about the Aloft® Unsurpassed Performance Guarantee. To learn more about the one-two punch of ALOFT, visit www.arystalifescience.us/aloft.



Affordable Strobilurin Disease Control That Protects Your Bottom Line

Extensive university trials nationwide have proven that **DISARM Fungicide**

provides unsurpassed strobilurin disease control, equal to or better than competitive strobilurins, but at a more affordable cost per acre. DISARM is the only fungicide providing premium, broad-spectrum strobilurin disease control affordably priced for lawn turf use, insuring more disease control per dollar, exceptional performance, and fewer callbacks, to help you retain accounts and increase your profitability. Now you can apply DISARM cost-effectively anywhere it's needed on residential or commercial lawn turf.

Used alone or in combination with other non-strobilurin fungicides, DISARM controls all major turfgrass diseases, including brown patch, dollar spot, zoysia patch, summer patch, gray leaf spot, anthracnose, pythium and snow molds. Importantly, DISARM is the only strobilurin labeled for control of light-to-moderate infestations of dollar spot. And Disarm has consistently proven in university trials to provide superior turf quality ratings. The result: Top-notch control under the toughest disease conditions. Wherever you need disease control, you need Disarm. To learn more, visit www.arystalifescience.us/disarm.

To request product literature about either of these high performance turf protection products, contact Arysta LifeScience North America Support Services at 1-866-761-9397.

Always read and follow label directions. ALOFT and the ALOFT logo, and DISARM and the DISARM logo are registered trademarks of Arysta LifeScience North America, LLC. The "One-Two Punch" Slogan is a trademark of Arysta LifeScience North America, LLC. Arysta LifeScience and the Arysta LifeScience logo are registered trademarks of Arysta LifeScience Corporation. ©2008 Arysta LifeScience North America, LLC.

Disarm®
Protection From Tee To Cup™



Now available in a DISARM G granular formulation to fit your application requirements!



Dr. Toni Bucci
Business Manager

Mission Statement

BASF is committed to the following values: innovation for the success of its customers; safety, health and environmental responsibility; personal and professional competence; sustainable profitable performance; mutual respect and open dialogue; and integrity.

BASF Professional Turf & Ornamentals

Product focus:

Better turf comes from better science. As the world's leading chemical company, BASF invests millions in R&D each year, applying for 1,000 patents a year and literally creating innovations on a daily basis. In the last five years alone, BASF has invested more than \$1.5 billion in agricultural-products R&D, as well as several hundred million dollars in plant biotechnology. These investments eventually help lawn care operators control their customers' pests more efficiently, which

improves customer satisfaction and increases profit.

BASF Turf & Ornamentals has an innovative product portfolio with a high proportion of patent-protected products as well as a strong late-stage R&D pipeline. Its patented and post-patented product offering helps lawn care operators choose the most efficient pest management product for their customers' challenges.

Headquartered in Research Triangle Park, NC, the BASF Turf & Ornamentals business group develops and markets chemical solutions for improving

turf quality through pest management, which includes weed, disease and insect control.

Manufacturing facilities:

BASF is represented with production and sales facilities worldwide.

Major product lines:

The BASF Turf & Ornamentals portfolio includes Insignia® and Trinity® fungicides; Drive® XLR8, Onetime®, FreeHand™ 1.75G, Segment™, Pendulum® AquaCap™, Basagran® T/O and Image® 70 DG herbicides; and Amdro® Pro insecticide.



BASF Professional Turf & Ornamentals
26 Davis Drive
Research Triangle Park, NC
27709

Phone: 800-327-4645
Web site: www.betterturf.com

Insignia
FUNGICIDE

Onetime
HERBICIDE

DRIVE
XLR8
HERBICIDE

Trinity
FUNGICIDE

PENDulum
AquaCap™
HERBICIDE

Basagran T/O
Herbicide

segment
HERBICIDE

IMAGE
70 DG herbicide

AMDRO
PRO Fire Ant Bait

FREEHAND
1.75G
HERBICIDE



Bill Japp
President

B&B Technologies Inc.



Product focus:

B&B Technologies Inc. provides manufacturers a complete line of lawn care sprayers, spreader carriers and other specialty products for the turf industry. B&B's sprayers are available in a range of sizes that can fit pickups and utility trucks.

Technical support:

Customers are always No. 1 at B&B. Contact us at 800-847-9875 for technical questions, sales inquiries or questions on dealership opportunities.

Major product lines:

One of B&B Technologies'

newest products is the Ride-On Carrier. It comes standard with a light package and is designed to improve spreader life. The Ride-On Carrier has curbside ramps and fits class IV receiver hitches, allowing

your pickup bed to be used to haul other products. This unit securely locks the spreader in place and can securely haul PermaGreen, Lesco and Turfco ride-on spreaders.



B&B Technologies Inc.
674 Highway 75
Tekamah, NE 68061

Phone: 800-804-9875
Fax: 402-374-2551


Web site: www.b-btech.com
E-mail: bbtech@huntel.net



Neil Cleveland
Managing Director,
Green Business,
Bayer Environmental
Science

Mission Statement:

Our focus at Bayer Environmental Science is the development and creation of innovative technologies and solutions for the challenges our customers face every day. Field development, sales and technical representatives located throughout the country offer regionalized support for all Bayer Environmental Science products.

 Bayer Environmental Science

Bayer Environmental Science

2 T.W. Alexander Drive
Research Triangle Park,
NC 27709

Phone: 800-843-1702

Fax: 877-229-3769

Web site:

www.BackedByBayer.com

E-mail: bcs.gpcinfo@

bayercropscience.com

Bayer Environmental Science

Product focus:

Bayer Environmental Science, a business division of Bayer CropScience LP, manufactures a full line of turf and ornamental products for use on golf courses, home lawns, sports fields, commercial landscapes, nurseries and greenhouses. Bayer Environmental Science continues a tradition of offering innovative research and top-of-the-line professional products, backed by highly trained sales and field development representatives.

Backed by Bayer™

Backed by Bayer™ is a primary focus of our organization and a way to ensure success for our lawn care customers. Backed By Bayer means you purchase more than products when you do business with Bayer—you get the confidence that you'll succeed.

Backed by Bayer offers:

> **Dedication**—In terms of our field and technical representatives, our industry stewardship, and our training, research and interaction with regulatory agencies.

> **Guaranteed Satisfaction**—We stand behind every Bayer product and guarantee our customers are satisfied.

> **Superior Solutions**—We help customers gain and maintain superior results through our training seminars,

face-to-face marketing, and industry programs.

> **Added Value**—Our Accolades program rewards customer loyalty. Our Lawn Care Institute is committed to providing lawn care professionals with resources to maintain and grow their businesses, identify current and future trends, and foster the economic interest of the green business. The Lawn Care Institute aids the development, advancement and success of its members by providing the most up-to-date research information and sponsoring beneficial business seminars.

> **Vision for the Future**—Our investment in the future gives customers tools to meet today's challenges and achieve their goals for growth.

Manufacturing facilities:

With manufacturing facilities worldwide, Bayer Environmental Science produces premier products for use in the turf and ornamental marketplace. U.S. facilities are located in Pasadena, TX; St. Louis, MO; and Kansas City, MO.

To develop and support these products, Bayer Environmental Science maintains a state-of-the-art turf and ornamental research facility. The Clayton, NC, Development and Training Center allows for year-round testing of innovative

technologies using greenhouses and field locations. Formulations, spray techniques and the influence of rainfall/irrigation on product performance are just some of the details evaluated. Numerous turf problems can be tested under a variety of conditions.

Major product lines:

From trusted standards like Merit® insecticide to newer products such as CoreTect™ tablets, Bayer provides solutions to most major turf and landscape pest problems.

MERIT®

allectus®

CoreTect™

FORBID®

Armada®

REVOLVER®

 **topchoice®**
Fire ant control.

TopChoice is available only through professional application services.



Steve Levy
President and CEO

Mission Statement

To be the market leader by developing, producing and marketing innovative rodent control products of uncompromising quality. To commit to excellence in customer service and to conduct our business with the highest integrity. Bell's mission can only be achieved in a stimulating work environment that supports personal growth, individual contribution and teamwork.



Bell Laboratories, Inc.
3699 Kinsman Blvd.
Madison, WI 53562

Phone: 1-800-323-6628
Fax: 1-608-241-9631
Web site: www.talpid.com
E-mail: talpid@belllabs.com

Bell Laboratories, Inc.

Product focus:

Bell Laboratories is a world leader in pest control products. From initial product inception and development to manufacturing and subsequent support in product use, Bell focuses on quality, functionality and innovation.

Manufacturing facility:

Bell is a vertically integrated manufacturing company. All of Bell's products are designed, tested and manufactured in its modern facility in Madison, WI, which houses its manufacturing operation, offices and biological and chemical testing laboratories.

Technical support:

Bell's dedicated staff is committed to providing quality pest control products and superior customer service at every stage—from product manufacturing to proper field use. This support includes internal and external technical expertise and technical reps in the field that consult on difficult control problems.

Major product lines:

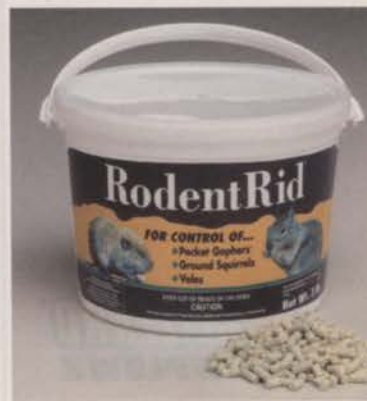
> **Talpid Mole Bait:** Talpid is the result of years of groundbreaking research in Bell's biology and chemistry labs and in the field. It is the first and only mole bait designed, developed and



scientifically proven to kill moles. Talpid's optimal size, shape and feel allow the bait to be consumed in the same manner as moles consume their natural food source, the earthworm. Special enhancers help ensure immediate attraction and excellent product acceptance. The active ingredient, bromethalin, capitalizes on the mole's physiology. One worm can kill a mole in 24 hours. Talpid is easy to use and is proven to be extremely effective.

> **Rodent Rid:** Rodent Rid controls outdoor pests, including voles, pocket gophers and ground squirrels. Its active ingredient, 2% zinc phosphide, is formulated with human food-grade ingredients for a highly palatable bait that competes well with foods in the animals' natural environment. A restricted-use pesticide, Rodent Rid has a broad label for use on lawns, golf courses, parks,

ornamental and non-bearing fruit tree plantations, nurseries and other non-crop areas. Depending upon the location, the pelleted bait can be either broadcast or hand applied. Once consumed, the bait acts quickly, killing pests in as little as 24 hours. Rodent



Rid was developed for small applications on a select number of outdoor pests. It comes in a convenient 3-lb. pail that is easy to carry and reseals tightly to keep bait fresh and free from odor contamination.



Blizzard Snowplows



> SPEEDWING™—This BLIZZARD® exclusive plow like a POWER PLOW but is as easy to operate as a straight blade. SPEEDWING automatically defaults to the scoop position for straightforward plowing, creating maximum snow containment for pushing and stacking snow. When the blade is angled, the trailing wing automatically drops back in line with the main moldboard, while the leading wing retrains its forward position to prevent spillover and utilize the entire blade width.

> HD Straight Blades—Built to withstand winter's fury and deliver superior performance in the most demanding conditions, the flared moldboard—an industry first—rolls snow further ahead and to the side, saving time and wear and tear on your truck. Available in 7½-, 8- and 8½-ft. widths, these plows feature an aggressive cutting edge angle, optimized blade curl and the time-saving Power Hitch™ attachment system.

> LT Straight Blades—Built for lighter-duty plowing applications, these plows share the same basic features as the HD straight blade. Models are available for pickup

trucks, SUVs and even Kubota RTV Series utility vehicles.

> Ice Control Equipment—BLIZZARD® offers both a low-profile tailgate spreader (LP-8) and the new ICE CHASER™ poly/electric hopper spreader to match your ice control needs.

Manufacturing facilities:

As a division of Douglas Dynamics, LLC, the country's leading manufacturer of snow and ice removal equipment, BLIZZARD® products and components are manufactured in Johnson City, TN, Milwaukee, WI, and Rockland, ME.

Technical support:

BLIZZARD®'s expanding distributor organization provides the product knowledge and technical expertise to match the appropriate BLIZZARD® plow to your vehicle and snow removal needs to maximize your plowing efficiency and profitability. To locate your nearest BLIZZARD® distributor, please visit blizzardplows.com.

Product focus:

BLIZZARD® is dedicated to providing the most innovative, highly productive snow removal equipment available. It pioneered the expanding moldboard technology and today manufactures and markets a full line of innovative snowplows. Major product lines include:

> POWER PLOW™—This plow has set a new standard in snow removal productivity and versatility. The moldboards hydraulically extend from a compact straight position to an extended WIDE PASS™ straight position, or into a high-capacity BUCKET BLADE™ scoop position—all from the comfort of your cab. Models are available for use on trucks and skid-steer loaders.



BLIZZARD® Snowplows
P.O. Box 245038
Milwaukee, WI 53224-9538

Web site:
www.blizzardplows.com
E-mail:
info@blizzardplows.com





Rich Goldsbury
President,
Bobcat Americas

Mission Statement

Our mission at Bobcat is to be recognized as a world leader in the engineering, manufacture and marketing of compact industrial, construction, landscaping and agri-business equipment, attachments and related services.

Bobcat Company

Product focus:

In 2008, Bobcat is celebrating the 50th anniversary of the compact loader. In 1958, Bobcat introduced the first compact loader, the three-wheeled Melroe self-propelled loader, which launched the compact equipment industry. Two years later, the first four-wheeled skid-steer loader, the M400, was introduced. In 1962, the name "Bobcat" was chosen, and what would become a global brand was born. Today, Bobcat continues to lead the world in the design, manufacture and distribution of compact equipment.

In August 2008, Bobcat celebrated the manufacture of its 750,000th skid-steer loader, which rolled off the line in Gwinner, ND.

Bobcat® product lines continue to unleash opportunities for entrepreneurs to become owner-operators. Bobcat machines have been a key to unleashing customers'



Bobcat CT230 compact tractor with tine rake

potential by saving them both time and money, allowing work to be done more efficiently and effectively than hand labor. This has allowed customers to achieve their dreams, to become their own boss, grow their own businesses and break into new markets.

Manufacturing facility:

Bobcat has manufacturing facilities all over the world. The North American facilities

are located in Gwinner and Bismarck, ND; and Litchfield, MN. Bobcat also has facilities in Pont-Château, France; Dobris, Czech Republic; and Wuxi, China.

Technical support:

Bobcat has 900 dealers worldwide. To locate your nearest dealer, visit www.bobcatdealer.com.

Major product lines:

Bobcat is a leading manufacturer of compact equipment. Bobcat's product lines include skid-steer, compact track, all-wheel steer and mini track loaders; compact excavators; utility vehicles and Toolcat™ utility work machines; VersaHandler® telescopic tool carriers; compact tractors; and more than 80 attachments, with hundreds of models.



Bobcat Company
250 East Beaton Drive
West Fargo, ND 58078-6000

Phone: 866-823-7898

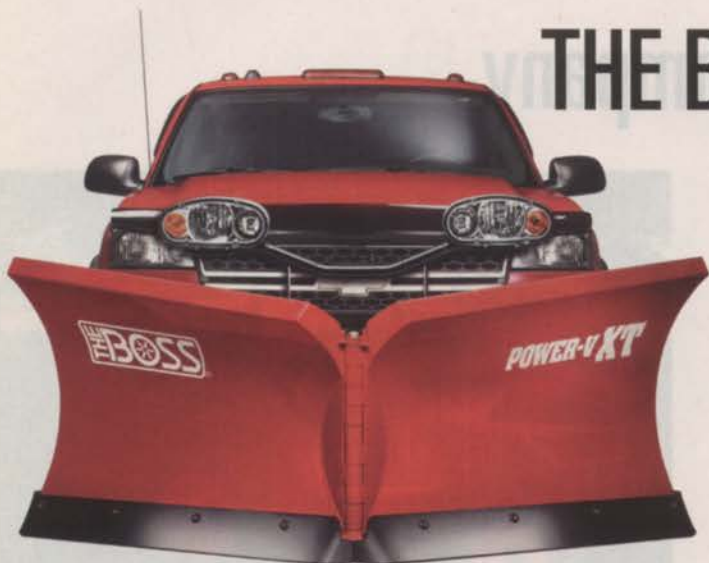
Fax: 701-241-8704

Web site: www.bobcat.com

E-mail:
infocenter@bobcat.com



Bobcat T190 compact track loader with soil conditioner



THE BOSS Snowplow

THE BOSS Snowplow products are designed and manufactured at the company's ISO 9001:2000-registered facility in Iron Mountain, MI.

Technical support:

THE BOSS satisfies customer needs by designing and manufacturing quality products and providing extraordinary customer service. Working as a team, the company uses the resourcefulness of its entire workforce to continuously improve its processes and products.

Major product lines:

THE BOSS Snowplow line consists of four main categories including:

- > Power-V Multiposition Plows for ½- through 2-ton trucks.
- > Straight-Blade Plows for downsized 4x4s, ½- to 2-ton trucks, and SUVs.
- > Straight-Blade Snowplows for Skid Steers
- > Salt Spreaders for ½- to 1-ton trucks.

Company innovations:

- > SmartHitch® 2—Changing the standard in snowplow attachment time forever, Smart-Hitch 2 allows snowplow operators to attach and detach a plow in a matter of seconds in three very simple

steps. Smart-Hitch 2 represents the latest in breakthrough technology for snowplow mounting systems.

- > Power-V Multiposition Plow—Synonymous with THE BOSS, the Power-V Plow, introduced and perfected by the company more than two decades ago, is the industry standard for multiposition snowplows.

- > SmartLight® 2—Designed to illuminate in front of your vehicle wider, farther and more consistently than any other plow light package on the market, SmartLight 2 uses state-of-the-art reflector optics and Halogen InfraRed bulbs to provide a whiter light that is less fatiguing to the eyes.



- > SmartShield®—Setting the standard in the industry for paint finishes, THE BOSS SmartShield baked-on powder-coat paint finish begins with an exclusive zinc primer before the finish coat is applied. The zinc primer adheres to the metal better providing superior corrosion resistance and gives each plow a high gloss shine that keeps your plow looking great for years to come.



Product focus:

Since 1985, THE BOSS Snowplow has made snowplowing efficient and easy with innovative products for professionals and homeowners that set new industry standards for quality, reliability, craftsmanship and performance. Northern Star Industries, Inc. acquired The BOSS Snowplow 23 years ago and quickly became an industry leader and innovator. Using new technology and state-of-the-art engineering, the company has pioneered a number of revolutionary features and equipment additions for snowplows, setting new standards within the industry.

Manufacturing facility:

All THE BOSS Snowplows are designed, built and put to the ultimate performance test in Michigan's rugged Upper Peninsula, where winters—and deep snow—are a way of life.



THE BOSS Snowplow
P.O. Box 787
Iron Mountain, MI 49801-0787

Phone: 800-286-4155
Web site:
www.bosspow.com
E-mail: sales@bosspow.com



Jim McCullough

Mission Statement

More than a vendor, Case is the professional partner to equipment users, providing a full line of premium products, with a wide range of options and attachments, services and support, and ideas to help customers achieve business success.

Case Construction Equipment

Product focus:

Case Construction Equipment sells and supports a full line of construction equipment around the world, including the No. 1 loader/backhoes; articulated trucks; excavators; telescopic handlers; motor graders; wheel loaders; vibratory compaction rollers; crawler dozers; skid steers; compact track loaders; and rough-terrain forklifts.

Through Case dealers, customers have access to a true professional partner with world-class equipment and aftermarket support, industry-leading warranties and flexible financing. More information is available at www.casece.com.



Manufacturing facilities:

Burlington, IA; Fargo, ND;
Calhoun, GA; Wicheraw, KS;
Belo Horizonte, Brazil

Technical support:

Contact the Case Customer Assistance Hotline at 866-542-2736.



Case Construction Equipment
621 State St.
Racine, WI 53406

Phone: 866-542-2736

Web site: www.casece.com

E-mail: nacustomerrelations@casece.com

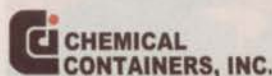


John Motis
President and CEO

Mission Statement

Since 1983 Chemical Containers has dedicated its business to providing the industry's highest quality containment and application equipment in support of the agriculture, forestry, aquatic, turf and pest control business. Our customer commitment is to deliver a finished product on time by the most qualified personnel available as promised.

Chemical Containers is proudly celebrating its 25th anniversary in 2008



Chemical Containers
413 ABC Road
Lake Wales, FL 33859

Phone: 800-346-7867
Fax: 863-638-1863

Web site:
www.chemicalcontainers.com
E-mail: sales@chemicalcontainers.com

Chemical Containers

Product focus:

Chemical Containers Inc. is the largest and most diverse manufacturer/distributor in the southeast United States for all liquid handling product and equipment.

CCI distributes for a broad range of manufacturers.

Lines include:

Spraying Systems Co.[®],
Hypro, Norwesco, Poly Processing, ACE, Udor, Flojet, Surflo, Baldor Motors, and Sotera Systems/FPP.

Technical and sales support:

Product support and sales is ensured through an experienced sales and technical staff known for innovative problem-solving capabilities.

The customer service call center is open 7 a.m.-5 p.m. Monday through Friday.

Manufacturing facilities:

CCI's manufacturing facility



Liquid System Products



is located in Lake Wales, FL, and consists of four buildings on 16 acres, which provides 60,000-sq.ft. of warehouse/manufacturing. Additionally, the facility stocks a complete line of polyethylene tanks on

five acres. CCI also provides CAD drawing/design services and a complete fabrication facility capable of welding stainless steel, aluminum, steel and polyethylene.

Major product lines:

- > Storage mixing and dispensing systems
- > Chemical metering and injection systems
- > Equipment wash systems
- > Sprayers – Truck, trailer, skid and portable units
- > Polyethylene tanks
- > Sprayer parts and accessories



Blake Smith
President
Christmas Decor, Inc.

Mission Statement

The Perfect Seasonal
Business!

Christmas Decor

Company focus:

As a seasonal landscape company, Christmas Decor began as a way to retain its employees and leverage existing assets during winter months. Surprisingly, the holiday decorating part of the business became the largest profit center, representing 48% of total profits.

Franchise opportunities:

Christmas decorating offers individuals and businesses the ability to generate significant



revenues during a time that is traditionally slow for many seasonal businesses. The Christmas Decor franchise opportunity provides seasonal businesses the ability to offset their fixed overhead costs and maintain their key employees year around. They cross-sell Christmas decorating services to their existing customer base, while generating new customers with the convenience of our services.

The majority of our almost 400 franchisees nationally were operating a seasonal business when they came to Christmas Decor. They had no prior decorating experience, but they understood what it means to work hard to grow a successful business. Each one found Christmas Decor the perfect seasonal business to expand their revenues.

Many ask, "How much money can be made with

Christmas Decor?" Several larger companies recently surpassed \$1 million during the four-month period beginning in October and ending in January.

Christmas Decor franchisees experience an average 27% net profit with:

- > \$900 average daily production per person
- > \$1,386 average new sale
- > Proven marketing strategies
- > Access to exclusive products

Christmas Decor can give you an incredible source for new off-season revenue. Lighting and decorating homes the Christmas Decor way can be a very lucrative way to produce added income in just a few months. It takes proper training, smart marketing techniques and dependable lighting products—and that's exactly what you get from Christmas Decor. Let Christmas Decor show you how easy it is to access our proven system and help you tap into this profitable business niche.



revenues during a time that is traditionally slow for many seasonal businesses. The Christmas Decor franchise opportunity provides seasonal businesses the ability to offset their fixed overhead costs and



Christmas Decor
7602 University Ave.
Lubbock, TX 79423

Phone: 1-800-687-9551

Fax: 806-722-9627

Web site:

www.ChristmasDecor.net

E-mail:

jbush@thedecorgroup.com



"More than 80 years ago, Corona began forging a reputation for quality. Our constant search for innovative techniques to build increasingly superior tools has earned the respect of landscape and agricultural professionals, as well as home gardeners.

Whether you garden for pay or for pleasure, expertly crafted Corona tools will always deliver greater utility and longer service life than competing products that compromise quality features and value for a lower price. This fact is made apparent by our ongoing commitment to outstanding design, premium materials and uncompromising craftsmanship. I invite you to try one of our quality tools today, and learn why Corona has earned the trust of professionals and homeowners alike."

— Steve Erickson
President
Corona Clipper, Inc.



Corona Clipper, Inc.
22440 Temescal Canyon Road
Corona, CA 92883

Phone: 1-800-847-7863

Fax: 951-737-8657

Web site:

www.coronaclipper.com

E-mail:

sales@corona.bellota.com

Corona Clipper

Product focus:

Corona Clipper, Inc. is the premier manufacturer of superior forged quality tools for both the professional and consumer markets. Corona's legendary reputation is built on classic design, handcrafted forged quality, and superior customer service. This reputation has made Corona America's first choice for generations.

The company's product line includes hand pruners, shears, loppers, pruning saws, garden tools, shovels, rakes and wheelbarrows. In addition to its recently introduced ergonomic tool innovations, Corona is expanding its 2008 line with a new long-handled pruner.

History:

Corona Clipper was established in the late 1920s, manufacturing orange clippers. In the early 1930s, the company relocated to a larger facility and expanded the product line to include lemon clippers, grape shears, hand and pole pruners, and later, loppers, hedge shears, and grass shears.

During World War II, Corona was a defense subcontractor, diverting production from garden tools to wrenches, which were required for the war effort.

Corona's current customer base includes the professional landscape, irrigation, horticultural, agricultural, forestry, construction, maintenance and public works markets, as well as the consumer retail market.

Facilities:

The company is headquartered in Corona, CA, approximately 60 miles south of Los Angeles. Corona has three manufacturing/assembly/warehouse sites in the United States and Mexico, employing approximately 200 people.

Technical support:

Top distributors and dealers rely on Corona's unparalleled expertise to manage the entire hand tool category. Corona offers comprehensive dealer/distributor support from its factory and home office. Corona field representatives provide a

first line of assistance, there to answer questions or offer valuable advice.

Major product lines:

Corona's major product lines include loppers, hand pruners, shovels, hoes and cultivators, hedge shears, rakes, hand and garden tools, striking tools, wheelbarrows, tree pruners and other accessories. Check out the full line of Corona tools and accessories today at www.coronaclipper.com.





Nathan Stobbe
CEO

Cover-All Building Systems



Product focus:

Cover-All Building Systems is the leading manufacturer of steel-framed, membrane buildings. Cover-All® buildings are available in clear-span widths up to 300 feet and are pre-engineered to meet structural requirements. Behind each Cover-All® building is a worldwide team of dedicated professionals, an ISO 9001:2000-certified manufacturing facility, and continual investment in product research and development.

Landscaping contractors across North America have discovered that Cover-All® buildings are the ideal storage facility for landscaping equipment and supplies. Protect your investments with a durable, cost-efficient storage solution from Cover-All®.

Cover-All® benefits:

- > **Lower operating costs:** The unique properties of the DuraWeave® membrane cover allow natural light inside the building, reducing electrical costs by as much as 80% (Source: SRC Building Report, August 2003).
- > **Long service life:** Built for long-term durability, advanced steel finishing processes ensure all steel is corrosion-resistant and tension-membrane covers will never rust—even under the harshest conditions. Backed by a 15-year warranty and an expert service team, Cover-All® buildings are worry-free and easy to maintain.
- > **Quick installation:** Depending on the scope of the project, Cover-All® buildings can be installed in a fraction of the time needed for traditional structures. Cover-All® buildings can be relocated at any time to meet changing needs.
- > **A design that works:** Available in widths up to 300 feet, the clear-span space is proven

for unobstructed equipment maneuverability. Designed to meet National Building Code, each Cover-All® building is constructed with durable components to stand up to the harshest conditions.

Manufacturing facility:

Our state-of-the-art 150,000-sq.-ft. manufacturing plant is located inside two Cover-All® TITAN® structures.

Customer feedback:

"We are very happy with the performance of our Cover-All building. The building stands up well to the harsh environment. It is very functional as it keeps our materials dry and out of the elements. It also makes a safer work environment and keeps our people happy. During the day we don't have any lights on and it's still like daylight in our building."—Ken Boyd, Support Services Engineer – City of Winnipeg Public Works Department, Winnipeg, MB

COVER-ALL

Cover-All Building Systems
3815 Wanuskewin Road
Saskatoon, Saskatchewan
Canada
S7P 1A4

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Fax: 306-664-7979
Web site: www.coverall.net
E-mail: info@coverall.net





About Cub Cadet Commercial

Cub Cadet Commercial helps lawn care professionals dominate their turf challenges by engineering its complete line of outdoor power equipment with three goals in mind—productivity, quality and efficiency. With its proven lineup of commercial riding and walk-behind mowers, turf application and maintenance products and handheld equipment, Cub Cadet Commercial gives professionals the tools they need to stay ahead of the competition and grow their businesses. To learn more about Cub Cadet Commercial's industry leading turf care solutions, visit your local Cub Cadet Commercial dealer or cubcadetcommercial.com.

National and government customer contact:
 Jeff Chenevert,
 National Accounts Manager
 Phone: 1-877-835-7841

Cub Cadet Commercial

Product focus:

Cub Cadet Commercial's premium equipment lineup gives pros a total solution for their turf maintenance needs. Major product lines include:

- > Commercial zero-turn riding mowers
- > Commercial wide-area walk-behind mowers
- > Handheld equipment
- > Turf maintenance equipment
- > Compact utility tractors
- > Utility vehicles

New for 2009:

> Cub Cadet Commercial offers lawn care professionals a true innovation in commercial mowing equipment—the TANK S. The TANK S boasts patented Syncro-Steer technology that offers true zero-turn capability with intuitive steering wheel control and unmatched stability on hills.

Syncro-Steer technology gives the operator full

directional control of the front wheels, unlike free-rotating front casters of standard zero-turns. It also synchronizes the steering of the front wheels with speed and directional control of the rear wheels.

This results in true zero-degree turns and tight maneuvers around any obstacle, while virtually eliminating the potential for turf damage. Additionally, it gives operators full stability on hillsides, even steep areas that previously required a walk-behind.

With the revolutionary new TANK S, lawn care professionals benefit from a product that is easier to use—with more stability, greater maneuverability and advanced comfort—adding up to a more confident and productive operator.

> The Cub Cadet Commercial XP Stand-On Spreader/Sprayer offers professional application landscapers greater productivity and flexibility for applying both granular and liquid material from one machine.

The compact XP Stand-On Spreader/Sprayer can hold 10 gallons of liquid in two separate 5-gallon tanks. These tanks can be used independent of each other, giving operators the ability to apply two types of liquid material through either the spot spray wand or the boomless spray nozzles (effective spray width of 9 feet on liquid, spread width of 10 feet on dry material). The hopper has a capacity of 125 pounds for dry material spreading.

Priced at \$3,999, the patented Cub Cadet Commercial XP Stand-On Spreader/Sprayer



provide the industry's leading value, efficiency, quality and dependability.

Manufacturing facility:

Manufactured exclusively at its advanced-technology center in Streetsboro, OH, Cub Cadet Commercial's riding and walk-behind mowers and turf application and maintenance products lead the industry. Developed in 1996, this state-of-the-art facility pioneered many of the product innovations in turf maintenance. Additionally, with more than 500 employees committed to quality and excellence, Cub Cadet Commercial products are well-known for their durability and productivity.

Support and service:

All Cub Cadet Commercial products come with the support and service of one of America's most trusted dealer networks.





David Levy
President

Mission Statement

DIG is defined by our commitment to our customers. We strive to exceed customer expectations by embracing continuous improvement throughout our organization.



DIG Corporation

Product focus:

DIG Corporation was founded in 1981 with a commitment to developing a complete line of low-volume irrigation products for the commercial turf and landscape industry. We have expanded this vision,

incorporating innovative technology to develop irrigation controls using light as a source of energy.

From concept to design, DIG's engineers are driving to develop technically superior products that are environmentally friendly while achieving a quality level supporting extended product life and reliability.

Light Energized Irrigation Technology (LEIT) has been developed and refined over the last 18 years with a series of protecting patents. Powered only by ambient light, LEIT Controllers operate around the clock, unlike their solar powered predecessors. Available in up to a 28-station configuration and optional

remote operation (LIET XRC).

Our new LEIT-2 controller defines the term "true wireless" technology. With the elimination of field wires to the valves, and an independently powered control system, the LEIT-2 possesses an array of benefits including savings in time, labor and cost. The RC-2 handset operates up to 99 controllers or 198 valves wirelessly. With multilingual, icon-based software, the LEIT-2 controller is extremely easy to use and understand.

DIG uses state-of-the-art equipment in its manufacturing processes. DIG commissioned its extrusion line facility in 2000 and produces drip tubing and drip line, using virgin 7510 polyethylene material to ensure a reliable, long-lasting product for its customers.

With over 25 years of product development, DIG Corporation has produced a comprehensive and versatile line of irrigation products and continues to excel in the creation of intelligent irrigation solutions. DIG is dedicated to the research and development of quality, environmentally conscious products that will meet the irrigation industry's needs today and in the future.

Manufacturing facility:

Located in Vista, CA, DIG owns and operates a 40,000-sq.-ft.



facility where exceptional products are manufactured, assembled and thoroughly tested.

Technical support:

DIG is defined by our commitment to our customers. We strive to exceed their expectations by providing world-class customer service, embracing continuous improvement throughout our organization and proactively developing products of the highest quality that satisfy our global customer needs and use the earth's resources wisely.



DIG Corporation
1210 Activity Drive
Vista, CA 92081

Phone: 1-800-322-9146
Fax: 760-727-0282
Web site: www.digcorp.com
E-mail: dig@digcorp.com



Jerome Peribere
President and CEO

Mission Statement

All that we are and everything that we do is driven by our commitment: commitment to agricultural and specialty markets; to innovation in science and technology; to proven, reliable solutions; and to responsible stewardship. We diligently follow this series of commitments so we can fulfill our final key area of focus: our commitment to customer success. Every scientific breakthrough, every technological invention, every innovative product—they are all developed with the customer in mind. Our customers are at the core of everything we do. In fact, we believe our job is to make our customers successful.

Dow AgroSciences
9330 Zionsville Road
Indianapolis, IN 46268

Phone: 800-255-3726
Fax: 800-905-7326
Web site:
www.dowagro.com/turf
E-mail: info@dow.com

Dow AgroSciences

Product focus:

Dow AgroSciences delivers innovative technology that exceeds market needs and improves the quality of life of the world's growing population. We are a wholly owned subsidiary of The Dow Chemical Company. That strength and stability plus the passion of more than 5,500 of the industry's most talented people ensures we meet our customers' needs. We will continue to pursue innovative solutions using science and technology to meet the ever-changing needs of our customers and the demands of new marketplaces. This is clearly evident in the examples of innovative products we have recently introduced, and the several new products and technologies in our pipeline. That's our commitment to the industries we serve and most importantly, that's our commitment to you.

We have a comprehensive T&O portfolio with proven solutions for every problem.

Major product lines:

> **Dimension® specialty herbicide**—Provides premium season-long pre-emergence control of crabgrass, spurge and oxalis and other grassy weeds, along with early post-emergence control of crabgrass. Never stains and won't harm turf.



Great for use on overseeded turf. Available in several formulations and on fertilizer.

> **Gallery® specialty herbicide**—Most-effective pre-emergent herbicide for broadleaf weeds labeled for cool- and warm-season turf. Can be applied in spring or fall, and helps minimize costly callbacks due to weed breakthrough. Provides control for up to eight months.

> **LockUp™ specialty herbicide**—Broad-spectrum activity of the active ingredient, penoxsulam, allows it to be best used in combination with other herbicides to control broadleaf weeds. This granular product provides postemergence activity at low use rates and shows increased efficacy compared with other granular herbicide options. LockUp, which will be available

in formulated products, can be used on warm- and cool-season turf at the labeled rates—generally 0.02 to 0.06 pounds ai/A. Accepted for review and registration under the U.S. EPA's Reduced Risk Pesticide Initiative.

> **Eagle® 20EW specialty fungicide**—A liquid systemic fungicide for preventive and curative control of 19 turf-destroying diseases, including dollar spot and brown patch. Available in convenient, easy-to-use containers ideal for use on home lawns and backyard fruit trees. Won't harm popular turfgrass and ornamental species.

Technical support, sales, training, customer service:

Seventeen sales representatives, four technical account managers, one nursery specialist, four sales managers, four field scientists provide training, stewardship and solutions to formulators, distributors, university researchers and end users nationwide. Specimen labels and MSDS are available from the Customer Information Center or online at www.dowprovesit.com.

*™Trademark of Dow AgroSciences LLC
State restrictions on the sale and use of Dimension, Eagle 20EW and LockUp apply. Consult the label before purchase or use for full details.



Pete Lord
President

Mission Statement

Our mission is to always provide the landscape professional with the most innovative, feature-rich and easy-to-use landscape design software in the marketplace.

Drafix Software

Product focus:

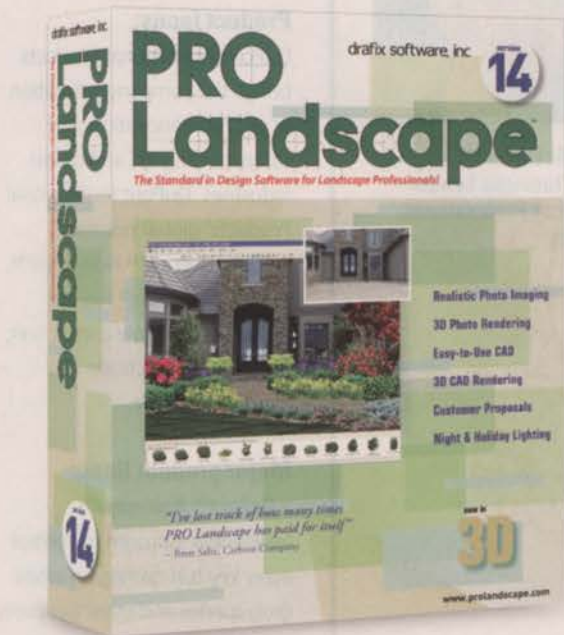
Take your business to the next level using PRO Landscape design software.

PRO Landscape is very easy to learn and even easier to use. Create stunning visual landscape designs including night and holiday lighting, 2D site plans and accurate estimates through three integrated modules.

PRO Landscape makes it fast and easy to sell, plan and bid your landscape designs.

> **Image Editor:** Do your customers have trouble visualizing your landscape designs? Use PRO Landscape's Image Editor to create a "life-like" before-and-after image of your proposed landscape using a digital photograph of the customer's house or building. The image library includes more than 6,000 of the industry's highest quality images of plants (by climate zones), grass, mulch, hardscapes, water features, night and holiday lighting and more. Create a design in just minutes that your customer will easily understand!

> **Planner:** Tired of drawing by hand, then spending extra time labeling your drawing and doing quantity take-offs? Use PRO Landscape's Planner



to quickly create a scaled 2D-site plan that accurately represents the installation of plantings, hardscapes, even irrigation systems. While you are drawing, Planner keeps track of all the plant materials, calculates the area of pavers and other hardscapes, and volume of materials such as mulch or rock. Even creating plant callouts or a legend is quick and easy.

> **Proposal:** Would you like to improve the professionalism of your estimates? PRO Landscape's Proposal generates an accurate bid directly from your Image Editor

or Planner file, eliminating errors and duplicated efforts. Simply put in your prices and tax rate and Proposal will do the rest. Once you create your estimate, put together a professional-looking customer presentation including the cover sheet, estimate, material list and plant information in just seconds!

Technical support:

PRO Landscape comes complete with a tutorial/training CD and free technical support. Classroom and one-on-one training is also available.

Drafix Software
114A W. 3rd St., Suite 301
Kansas City, MO 64105

Phone: 1-800-231-8574

Fax: 816-842-5554

Web site:

www.prolandscape.com

E-mail:

sales@prolandscape.com



Mike McDermott
Global Business Leader
for DuPont Professional
Products

DuPont Professional Products

Product focus:

DuPont Professional Products brings the company's tradition of science, innovation and safety to the pest and green industries. DuPont Professional Products' global portfolio includes DuPont™ Acelepryn™, DuPont™ Advion® fire ant bait, Advion® mole cricket bait, Provaunt™ insecticide and TranXit® herbicide.

Major product lines:

> **DuPont™ Acelepryn™** insecticide is proven to control every key turf-damaging white grub species and other key pests such as the annual bluegrass weevil, billbugs and caterpillars. Turf professionals can control multiple pests with a single, early application, eliminating at least one treatment to control surface feeders and saving time and money later in the season. Acelepryn™ is a new class of chemistry that provides excellent control at the lowest application rate ever utilized for white grubs. Acelepryn™ has the lowest water solubility of any white grub control product and a reduced-risk classification from the EPA. The liquid formulation of Acelepryn™ is available now. In time for the 2009 grub season, look for the granular formulation as well as fertilizer with Acelepryn™.

> **DuPont™ Provaunt™** insecticide offers a new mode



of action to quickly control a wide range of caterpillars and other key pests. It stops feeding in hours—even minutes—and that stops damage to your turf and ornamentals. In addition to fast and effective control of targeted pests, Provaunt™ offers several unique features that save you time and money without compromising on performance: low application rates, reduced-risk active ingredient, and no buffer zones required.

> **DuPont™ Advion®** fire ant bait gets your customers back on their turf faster—just 24 to 72 hours for total colony control. That's because Advion® is based on a new class of chemistry powered by the MetaActive™ compound. This unique, high-consumption bait formulation quickly attracts fire ants; MetaActive™ attacks the insects' nervous system, resulting in paralysis, then death. Advion® exhibits secondary effects when shared among fire ants, including the queen. Head-to-head trials against leading competitors prove it: Advion®

averaged 98 percent control just three days after treatment.

> Premier courses deserve premier treatment with **DuPont™ TranXit®** herbicide. University field trials demonstrate that it provides effective control of *Poa annua* for overseeded or non-overseeded turf in the fall. And a spring application of TranXit® controls ryegrass to give your bermudagrass the opportunity for more rapid and complete re-establishment after winter dormancy. TranXit® was developed by DuPont and features low application rates.

> Nothing stops late-stage mole crickets faster than **DuPont™ Advion®** mole cricket bait. The unique bait matrix, combined with the powerful, non-repellent active ingredient indoxacarb, is fast and effective against hard-to-control mole crickets when applied during spring and late summer/fall. University of Florida research shows nearly 95 percent reduction in turf damage using Advion®.



The miracles of science™

DuPont Professional Products

4417 Lancaster Pike
CRP Building 705
Wilmington, DE 19880

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E-mail:
proproducts@dupont.com



Tony Pappas
CEO/President

Exaktime

Mission Statement

At Exaktime, our mission is to save our customers time and money by providing automated time and attendance tracking solutions that are accurate and easy to use.

The JobClock®:

The Landscaper's Timeclock

Just 10 minutes a day of lost work time equals 40 hours of lost time a year. This reality drove Exaktime® to revolutionize time and attendance tracking in 2000 when it introduced the all-weather JobClock. Today, over 500,000 workers clock in every day with The JobClock System.



The JobClock System takes the guesswork out of payroll by eliminating the use of handwritten timecards and tracking attendance *as it happens* with 100% accuracy, resulting in improved efficiency and a significant reduction in payroll.

The rugged, battery-powered JobClock® remains at a job site for 24 hours, seven days a week. Workers simply touch in and out with colored keytabs kept on

their own key rings (green for go, red for stop). The information from The JobClock System is later collected with a PDA and transferred to Exaktime software where it can be reviewed, reports can be printed and the information can be easily transferred to accounting and payroll programs including QuickBooks, Sage Timberline, ADP, Paychex and many more.

PocketClock Meets the Needs of Crews on the Move

Following the success of The JobClock, Exaktime introduced PocketClock®, powerful software that transforms a Palm PDA into a mobile time and attendance system. It's ideal for crews on the move or workers doing service or route jobs. The PocketClock enables workers to select from a list of jobsites and cost codes, displayed in both English and Spanish. Each worker is assigned a PIN, which they use to clock in and out.



Start	Time	GPS	Activity	Stop	Time	GPS	Jobsite	Total Hours
Hanson, Mark								
Tuesday, November 11, 2008								
Start	7:08 AM	3.4 mi	Rough in	11:01 AM	OK	Bellagio	3:53	
Jobsite								
Bellagio	11:01 AM	OK						
Monte Carlo	11:26 AM	OK						
Monte Carlo	1:10 PM	OK						
MGM Grand	1:33 PM	OK						



With the PocketClock/GPS, Exaktime's most recent innovation, GPS technology is used to confirm the location of workers, providing assurance that crew members are at the correct location when they clock in and out.

Another key component of The JobClock System, Exaktime's JobClock.NET® service lets you transfer time and attendance records from JobClocks and PocketClocks directly from the field using the Internet.

Improve Your Bottom Line

"This is such an amazing product," said Cherie Johnson of Platinum Landscape in Palm Desert, CA. "I know the exact time my guys clock in and when they clock out. I can't believe how much time and money The JobClock System has saved my company."

Ten minutes a day of lost work time equals 40 hours of lost time a year. That's a one-week vacation, on your dime! JobClock gives you 100% accuracy and stops this loss. For many customers, The JobClock System pays for itself in as little as six weeks. Call us now at 888-788-8463.

Exaktime®
27001 Agoura Road
Suite 280
Calabasas, CA 91301

Phone: 888-788-8463

Fax: 818-222-6148

Web site:

www.exaktime.com

E-mail: info@exaktime.com



Kevin Levasseur
President/CEO

Filter Minder



Product focus:

Filter Minder specializes in the design and manufacture of filter monitoring devices for air, fuel, crankcase, HVAC and diesel particulate filters. We make a full lineup of mechanical indicators and gauges, as well as electrical switch products. Our products are used in the automotive, heavy truck, construction, small engine, turf and agriculture business.

Manufacturing facility:

Engineered Products' 13,250-sq.-ft. facility is located in Waterloo, IA

Major product lines:

Filter Minder® offers a

variety of indicators, gauges and electrical devices to monitor filters, which takes the guesswork out of filter



maintenance and prevents over/under servicing.

The Filter Minder® allows for full use of filter capacity without exceeding recommended engine filter restriction levels. This lowers the cost of operation

and prevents excess fuel consumption from operating with a plugged filter.

Air filters and diesel fuel filters are the primary applications. The Filter Minder works well in severe-duty applications, and provides accurate and reliable readings to help protect your powertrain.

The graduated Filter Minder® has a memory that tells filter condition even after engine shutdown. Our new electrical switch indicators send a signal to a filter warning light on the dash, or to the engine or vehicle computer. Numerous mounting configurations and calibrations are available to meet application requirements.

Filter Minder

2940 Airport Blvd.
Waterloo, IA 50703

Phone: 1-800-689-7803

Fax: 319-234-8922

Web site:

www.filterminder.com

E-mail: info@filterminder.com



Dan Rosenbaum
Director, FMC
Professional Solutions

Mission Statement

Feeding the world, protecting health and providing the conveniences of life. That is the mission of FMC.

With our superior technology and strong partnerships with customers, FMC Corporation is finding solutions that help to change people's lives for the better. FMC is a global, diversified chemical company that has been providing innovative solutions, applications and quality products for more than a century in agricultural, industrial and consumer markets.



FMC Corporation
FMC Professional Solutions
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Phone: 800-321-1FMC

Fax: 215-299-6100

Web site:

www.fmcprosolutions.com

E-mail: rick_ekins@fmc.com

FMC Corporation

Product focus:

FMC Professional Solutions is dedicated to providing creative solutions that answer a direct need in the marketplace. The history of FMC is steeped in innovation and success in bringing new technologies to the market. It began with John Bean's insecticide spray pump invention in 1883 and continued when FMC set the standard for broad-spectrum pest control with Talstar® insecticide and continues today with the successful acceptance of QuickSilver®, Dismiss® and Echelon® herbicides.

FMC is proud of its 125-year history of providing effective technologies that answer a need for customers in the United States to Australia, Europe and beyond.

With its heritage of fierce independence and dedication to customers, FMC first entered the pest control industry in 1987 and has since expanded its portfolio to address market needs in the nursery, turf, ornamental, golf, aquatics and other specialty chemical segments.

To keep pace with the demands of today's marketplace, FMC Professional Solutions has created an initiative that seeks input on new product needs directly from customers and searches aggressively, both inside and



outside of FMC for solutions to meet those needs.

Technical support:

To reach customer service or technical support representatives, please contact the Customer Satisfaction Center at 800-321-1FMC.

Major product lines:

- **Talstar® insecticides:** Proven reliability for superior, long-lasting, broad-spectrum control of the toughest surface-feeding pests. *Trusted Because It Works.*
- **QuickSilver® herbicide:** Visible results within hours

of application when tank-mixed to control more than 50 tough-to-control broadleaf weeds. *Customer Satisfaction In Every Tank.*

➤ **Dismiss® turf herbicide:** See visible results in just 48 hours and get long-lasting control of even the toughest sedges. *Results Without The Wait.*

➤ **Echelon® herbicide:** A new preemergent crabgrass product providing preemergent broadleaf and sedge control—making subsequent postemergent treatments easier and more profitable. *Expect More.*



Mission Statement

Premier designer, manufacturer, marketer and distributor of high quality outdoor power equipment sold exclusively through independent dealers.

Ferris Industries

Product focus:

Ferris is a veteran of innovation. We've introduced quality products and have been delivering solutions to our customers for nearly 100 years.

Our history is a long line of firsts. We brought you the industry's first hydrostatic drive walk-behind mower and the first electric deck lift. Our zero-turn mowers are the only commercial mowers with patented suspension systems.

We stay ahead of the pack. That's why Ferris, the commercial mower specialist, has earned the reputation as the innovation leader in the outdoor power equipment industry. Our ongoing development in mower design and suspension technology substantiates that position.

Products are a reflection of people who build them. Our cutting edge technology starts with sharp minds—experienced professionals who understand what you do each day. At Ferris, we pour our talent and time into creating ways for you to work better,

faster and smarter. The result: a first-class line of commercial mowers.

Ferris commercial mowers help you make the most of every minute in the field. Our mowers balance power and speed with productivity and precision. Our extensive equipment line promises you a perfect fit with a wide range of rugged walk-behinds, reliable



Available in two models, IS 3100ZP features an 895cc Briggs & Stratton Vanguard Big Block™ V-Twin engine with either a 61-in. or 72-in. mowing deck. This propane-powered commercial mower offers reduced emissions—up to 30% less smog forming emissions compared to gasoline or diesel—and is certified to meet the proposed 2012 EPA emission standards. The IS 3100ZP also features a patented suspension system for maximum productivity, Hercules cast-iron mower spindles and a 12-mph ground speed.

three-wheel riders and innovative zero-turn mowers ranging from 36- to 72-in. Our exclusive patented suspension systems, paired with powerful engine choices, achieve new levels of performance and productivity.

Manufacturing facility:

All this technology turns heads. To keep up with demands for products, Ferris has expanded its resources with several facility additions that feature state-of-the-art tow lines, assembly areas and paint systems.

Service and support:

Customers can count on the service and support they receive from authorized Ferris dealers. Those dealers are backed by the most

experienced service technicians and parts support team in the industry.

Major product lines:

Ferris manufactures a complete line of zero-turn and three-wheel riders, featuring Ferris' exclusive suspension systems, and innovative hydrostatic walk-behinds.



The IS 1500ZX combines Ferris' patented suspension technology with a powerful 28-hp Vanguard BIG BLOCK engine and 61-in. of cutting power. The IS1500ZX is an amazing value that will save you time and money.



Go The Extra Yard.™

Ferris

5375 N. Main St.
Munnsville, NY 13409

Phone: 800-933-6175

Fax: 315-495-0109

Web site:

ferrisindustries.com

E-mail: marketing@

ferrisindustries.com



Fisher Engineering



Product focus:

Dedication to quality and service has been a FISHER® tradition from the start. Fisher Engineering has been manufacturing snowplows for 60 years in the coastal city of Rockland, ME. Through the years, its plows have earned a solid reputation for reliability and strength—especially among commercial snowplows. Major product lines include:

> **XtremeV™**—FISHER® has taken the best features of the rugged XBLADE™ and the popular EZ-V® snowplows and combined them to build an industry-best adjustable V-plow.

> **XBLADE™**—You won't find a commercial- or municipal-use snowplow built any tougher than this. It combines FISHER®'s exclusive X-Bracing with

premium, corrosion-resistant stainless steel or new poly moldboard.

> **XLS™ (X-Pandable Length Snowplow)**—From an 8-ft. retracted straight-blade width to the 10-ft. expanded width, to a scoop width of more than 9 ft., and a more effective windrowing configuration, the XLS delivers a new level of profitable performance in every plowing situation.

> **HD Series**—Built for the business of snowplowing, the rugged FISHER® HD Series plows will withstand the rigors of all commercial applications.

> **MC Series**—For vehicles in the 17,000 to 27,500 gross vehicle weight (GVW) range, these plows are designed for serious snowplowing.

> **SD Series**—Designed for homeowners and non-commercial plowing applications.

> **Spreaders**—FISHER® builds a variety of PRO-CASTER™ and POLY-CASTER™ hopper spreaders and SPEED-CASTER™ tailgate spreaders to match your ice control needs.

Manufacturing facilities: FISHER®'s modern 150,000-sq.-ft. manufacturing facility is in Rockland, ME. As a division of Douglas Dynamics, LLC, the country's leading manufacturer of snow and ice removal equipment, FISHER® products and components are also manufactured in Douglas Dynamics' facilities in Milwaukee and Johnson City, TN.

Technical support: FISHER® products are sold and serviced in six countries, as well as 37 states and eight provinces in a North American network of more than 350 distributors and dealers who are factory-trained to provide exceptional product and service support before, during and after the sale.



SNOWPLOWS

Fisher Engineering
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Rockland, ME 04841

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E-mail:
fe2000@fisherplows.com





GMC

PROFESSIONAL GRADE VEHICLES. DRIVING YOUR BUSINESS.

It isn't just a truck, it's your business. GMC's engineers never forget that. It's what drives them to explore ways to make our vehicles fuel-efficient. Or to strengthen body structure to meet, and then exceed, the demands of heavy duty jobs. Every detail becomes an opportunity for imagination, leading to innovations.

> SIERRA

Stable and poised, loaded or unloaded, Sierra reacts with pure precision. It handles curves with a firm grip,



capitalizing on a front track that's a full three inches wider than the previous-generation Sierra. It also has an exceptionally sturdy frame that's an amazing 230% stiffer torsionally. That means Sierra can manage the road with handling that feels smooth



and crisp, even while carrying a heavy load.

Sierra helps keep you out of harm's way with a variety of available safety features. From OnStar,[®] with a one-year Safe & Sound Plan;^{*} dual-stage frontal air bags;[†] head curtain side air bags;[†] and StabiliTrak[®] Stability Control System to its Tire Pressure Monitoring System (does not apply to spare tire) and Rear Parking Assist, Sierra helps keep you safe from every angle.

> SIERRA HYBRID

In addition, GMC brings its 2-mode hybrid system to the job site with the Sierra Hybrid. In early 2009, GMC will introduce the Sierra Hybrid (limited availability)—a full-size, fully capable V8-powered truck that will deliver up to a 50% improvement in city fuel

economy when compared with the 2009 5.3L non-hybrid Sierra.[‡] GMC ensures that the power and performance that defines Sierra is still available. A Vortec[™] 6.0L V8 engine will produce 332 horsepower (248 kW) at 5200 rpm and 367 lb-ft of torque (497 Nm) at 4100 rpm and has up to a 6,100-lb (2,767 kg) towing capacity.^{**} The GMC Sierra Hybrid—full-sized, fully capable, and fuel-efficient.

^{*}Call 1-888-4-ONSTAR (1-888-466-7827) or visit www.onstar.com for details and system limitations.

[†] Air bag inflation can cause severe injury or death to anyone too close to the bag when it deploys. Be sure every occupant is properly restrained.

[‡] EPA-estimated mpg: 21 city/22 highway for the 2009 Sierra Hybrid 2WD.

^{**}Maximum trailer weight ratings are calculated assuming a base vehicle, except for any option(s) necessary to achieve the rating, plus driver. The weight of the other optional equipment, passengers, and cargo will reduce the maximum trailer weight your vehicle can tow. See your GMC dealer for additional details.

GMC
Phone: 1-800-GMC-8782
Web site: www.GMC.com



Joel Goldsmith
President/CEO

Mission Statement

To be the premier, independent plant breeding company in the world, with a strong and sustainable financial base, offering beautiful, high quality flower varieties through a distribution channel within which the company has increasing impact and influence.

Goldsmith Seeds
2280 Hecker Pass Highway
P.O. Box 1349
Gilroy, CA 95021

Phone: 800-549-0158

Fax: 408-848-5429

Web site:

www.goldsmithseeds.com

E-mail:

info@goldsmithseeds.com

Goldsmith Seeds

Major product lines:

Goldsmith Seeds was founded in 1962 in Gilroy, CA, by Glenn and Jane Goldsmith. Still family-owned and operated more than 40 years later, Goldsmith Seeds is now a multinational company that has an outstanding record for consistently breeding and producing seed for top flower varieties, notably bedding plants such as Maverick™ Geraniums, Ramblin™ Trailing Petunias and Cora® Vinca. To date, we've earned 22 All America Selections Awards and 14 Fleuroselect medals for our introductions.

Product focus:

Goldsmith flower seed is distributed by a network of well-established wholesale brokers. These brokers sell our seed to professional growers who then grow and sell already-started plants to the landscape trade, garden centers and home stores throughout the world. Because Goldsmith is a wholesale company, seeds and plants are not available directly to you from us. To purchase seeds or plants, please contact your favorite supplier and ask for varieties bred by Goldsmith.

Manufacturing facility:

Goldsmith's plant breeding work is conducted at our Gilroy, CA, research station

Cora® Vinca



and at another facility in the Netherlands. "We listen to what the market demands and tailor our breeding programs accordingly," says Joel Goldsmith, president and CEO. Most of our seed is produced in greenhouses in Guatemala and the Netherlands, where Goldsmith has established facilities to optimize seed production.

Technical support:

We're committed to providing expert advice on our products and creative ideas to help you WOW your customers and make more money! Our Support & Service Group includes long-time industry technical advisors Tom Linwick, Burney Burton, Ken Harr and Don Snow. Call 800-549-0158 for helpful advice, service and ideas.



Stan Guyer
President

The Grasshopper Company



Product focus:

Grasshopper True ZeroTurn™ mowers are built for maximum comfort, durability, productivity and versatility while providing easy operation, agility and timesaving performance.

Deep DuraMax® decks deliver a quality cut in a variety of mowing conditions.

The QuikConverter Implement System™ lets you change FrontMount™ deck sizes or add attachments in minutes without tools.

The industry-exclusive PowerFold™/Electric Height Adjustment option for Grasshopper 48- to 61-in. FrontMount™ DuraMax® decks effortlessly raises the front of the deck vertically at the touch of a switch for easy access to the underside for cleaning and maintenance.

PowerFold™ also lets you change cutting heights from 1 to 5 inches with the same switch.

Manufacturing facility:

Grasshopper power units, mowing decks and attachments are produced by skilled workers with high-tech equipment including computer-aided manufacturing fully integrated with a 3-D solid modeling computer design system, and CNC fabrication and machining. Facilities include more than 300,000 square feet of manufacturing, testing and warehouse space in Moundridge, KS.

Technical support:

Technical support is provided to Grasshopper customers through an extensive dealer network throughout the United States. The company provides service schools for its dealers.

Major product lines:

> Grasshopper True ZeroTurn™ FrontMount™ mowers with horizontal

crankshaft, OHV engine choices from 16 to 35 hp, liquid-cooled or air-cooled, gas or diesel.

> Grasshopper True ZeroTurn™ MidMount™ mowers with horizontal crankshaft, OHV engine choices of 20 to 35 hp, gas or diesel. Deck cutting widths available from 41 to 72 inches.

> Year-round attachments include PowerVac™ Collection Systems, AERA-vator™, edger, turbine blower, V-plow, dozer blades, rotary brooms, snowthrowers, tine-rake dethatchers and sprayers. Other options available include sunshade canopy, and winter enclosure and heater.



The Grasshopper Company
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E-mail:

info@grasshoppermower.com





Jim Ross
President

Value Statement

Big enough to be professional, small enough to be personal.

Mission Statement

As a professional distributor to the green industry, we are committed to exceeding our customers' expectations by providing quality products, innovative services and professional knowledge—measured by the mutual profitability and success of our customers, employees and shareholders.

Horizon
261 N. Roosevelt Ave
Chandler, AZ 85226

Phone: 877-876-3900

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Web site:

www.HorizonOnline.com

E-mail: webmaster@

horizononline.com

Horizon

Horizon is a professional landscape distributor that sells a variety of products and services to green industry professionals. Horizon offers its customers the industry's widest selection and boasts the convenience and buying power of a large chain with the personal service and attention of a neighborhood store. This allows the company to not only survive in the landscape industry, but thrive in it.

"We thrive in this business because we take the right kind of risks that ultimately help our customers be more successful," explains Jim Ross, president, Horizon.

Expanded product lines

One risk Horizon took was to offer more product lines than that of a traditional "irrigation house." For example, Horizon sells power equipment—not just chain saws and trimmers—but even Exmark walk-behind and riding mowers.

"The addition of Exmark power equipment was a completely different approach for Horizon," said Toley McGettigan, power equipment product manager, Horizon. "With this addition, we realized that we needed to be responsible for more than just selling the products; we needed to offer service on these products as well."

To meet their customers'



needs, Horizon hired a team of professional mechanics and opened service centers in major stores in every market it serves.

Horizon also expanded its product offerings and began selling fertilizers, chemicals and seed.

With this addition, Horizon recognized the need to teach employees and customers about lawn maintenance and turf products. Horizon hired several agronomic professionals, such as Christina Burton, who uses her Turfgrass Science degree to teach employees and customers about lawn care products.

"I'm impressed with how quickly our team has learned the maintenance aspect of the business," says Burton. "Horizon has become the expert in the landscape business for our customers."

Horizon continues to expand its product selection to match the needs of its customers. Horizon now offers outdoor barbeques and islands, pond products, pavers and lighting.

Business Builder Program

However, with today's

challenging economy and lack of construction, landscapers need more than just products to survive. Horizon's new Business Builder Program is a set of resources and tools that landscape and irrigation professionals can use to grow their business.

"The Business Builder Program is a completely new approach to defining what a distributor does and how they bring value to their customer," explains Phil Stephens, vice president of sales and marketing, Horizon. "In this business climate our customers need more than just a rebate or a deal on a copier. They need a partner that helps them be more profitable, helps them be more successful."

Expansive reach

Horizon operates over 65 locations in 11 states, including California, Arizona, Washington, Oregon, Nevada, Colorado, Idaho, Utah, Texas, Georgia and North Carolina. Its team of professionals is available and ready to help you find the right solution for your job.



David Zerfoss
President, Husqvarna
Forest & Garden

Mission Statement

At Husqvarna, we are 100% committed to your Great Experience, and we demonstrate that commitment in everything we do. Superior engineering, performance, service and support—that's our commitment to you... a Great Experience.

Our Core Values include:

- > Customers first in our actions: Listen carefully and understand their needs.
- > Help our customers to get more done with less effort.
- > Build long-term relationships.
- > Professionalism for best-in-class performance: Innovate and design world-class products.
- > Build and deliver quality products on time.
- > Collect all relevant facts to improve our performance.



Husqvarna
7349 Statesville Road
Charlotte, NC 28269

Web site: usa.husqvarna.com

Husqvarna

Product focus:

For many years, Husqvarna's product development has been conducted in close cooperation with professional users. Its products are designed based on strict professional demands for reliability, performance and user-friendliness.

Our wide product range is among the largest in the world. In addition to wheeled and handheld products, it includes accessories, tools, protective equipment and lubricants. What distinguishes these products, apart from high performance and operational reliability, is innovative technology, advanced ergonomic solutions and environmentally friendly engines.

As a manufacturer of outdoor products, we have a great responsibility in

environmental issues. We have developed a holistic approach that affects our entire operations, from production methods, packaging, noise and consumption of materials to the energy consumption, exhaust emissions and finally the recyclability of the products. We always prefer to use environmentally compatible materials in our production, and we are continually replacing old materials with new, even more environmentally compatible alternatives, as these are developed.

Our dynamic product



development and a comprehensive range for forest, park and garden care, coupled with a long-term active cooperation with the retailers, have made Husqvarna a world leader in the field.

Husqvarna products are marketed through sales companies and are sold by approximately 18,000 dealers in more than 100 countries worldwide.

Major product lines:

Chain saws, brushcutters, trimmers, blowers, power cutters, zero-turn mowers, tractors, walk-behind mowers, edgers, generators, snow throwers, accessories





Paul Mullet
President

Mission Statement

To provide innovative and durable outdoor power equipment, maximizing customer profitability and employee satisfaction, while creating value for shareholders.

Hustler Turf Equipment



Product focus:

From the very first true zero-turning-radius mower in 1964 to today, Hustler has concentrated on providing the most durable, productive mowers in the industry.

Manufacturing facility:

More than 185,000-sq.-ft. facility in Hesston, KS, which features the latest in powdercoat paint technology with a 9-stage wash system for the best finish in the industry.

Technical support:

Hustler has earned the industry reputation of having an uncommon commitment to customer service.

Major product lines:

Featuring the toughest construction in the industry,

the Hustler FasTrak™ family of high-end homeowner

z-riders is the industry leader in the estate class.

Hustler Z™ and Super Z™ are two of the most productive commercial z-riders on the market. The Super Z is the fastest production mower, and it and the Hustler Z feature a large selection of



configurations of deck and engine combinations.

The Hustler Z™ Diesel is a zero-turn rider that combines the high-torque power of a 25-hp diesel powerplant with the beautiful quality of cut and durability of Hustler mowing decks.

The Hustler M-1™ is a commercial-duty, 21-in. trim mower that offers superior quality of cut and durability.



HUSTLER

Hustler Turf Equipment
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Hesston, KS 67062

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Web site:
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E-mail: info@hustlerturf.com



James Field
President
John Deere Worldwide
Commercial & Consumer
Equipment Division

Mission Statement

We aspire to distinctively serve customers—those linked to the land—through a business as great as our products. We will achieve this through exceptional operating performance, disciplined SVA growth, and aligned high-performance teamwork.

John Deere Worldwide Commercial & Consumer Equipment Division



Product focus:

The John Deere organization is noted for 170 years of innovation, the highest quality products and its product and operator safety initiatives.

The John Deere Worldwide Commercial & Consumer Equipment Division manufactures and distributes a full range of products and services designed for the commercial customer. From commercial riding mowers and compact tractors to skid steers and utility vehicles—John Deere offers an extensive equipment line to address landscaping needs, from design to daily maintenance.

Creating a total solution for the commercial customer, John Deere also offers a wide range of soft goods and landscaping materials from John Deere Landscapes, competitive financing through John Deere Credit, superior parts and service, and the support of a strong national dealer network.

Manufacturing facilities:

The John Deere Worldwide Commercial & Consumer Equipment Division has operations in Fuquay-Varina, NC; Charlotte, NC; Horicon, WI; Augusta, GA; Alpharetta, GA; Greeneville, TN; and Rock Hill, NC.



Technical support and training:

At www.johndeere.com, John Deere customers can find information on a variety of support functions, including online product operator manuals and training modules, warranty information and product selector tools. In addition, customers can call the John Deere Customer Communications Center at 800-537-8233.

**John Deere Worldwide
Commercial & Consumer
Equipment Division**
2000 John Deere Run
Cary, NC 27513

Phone: 800-537-8233

Fax: 919-804-2343

Web site:
www.johndeere.com



Samuel R. Allen
President

Mission Statement

We aspire to distinctively serve customers—those linked to the land—through a great business, a business as great as our products. To achieve this aspiration, our strategy is:

- > exceptional performance
- > disciplined growth
- > aligned teamwork

Our Brand Promise

In 1847, John Deere promised: "I will never put my name on a product that does not have in it the best that is in me."

For more than 150 years we've remained true to that commitment—building our reputation by building value into every machine that bears our name.

John Deere Worldwide Construction & Forestry Division

515 5th Ave.
Box 8806
Moline IL 61266

Phone: 1-800-333-7357

Web site: www.johndeere.com/construction

To find a dealer near you:
<http://dealerlocator.deere.com>

John Deere Worldwide Construction & Forestry Division

John Deere's Construction & Forestry Division was established in the mid-1950s, then called the Industrial Equipment Division. Today, John Deere construction and forestry products are distributed through a network of more than 600 dealer locations worldwide.

John Deere construction and forestry equipment is manufactured at a number of factories around the world.

> The John Deere Dubuque Works factory was opened in 1947. It stretches over one mile long on 1,465 acres three miles north of Dubuque, IA. The Dubuque Works manufactures crawler dozers, crawler loaders, skid steers, backhoe loaders, forestry track feller bunchers and harvesters, knuckleboom loaders, winches and components for various heavy equipment products. The factory also houses the Dealer Technical Assistance Center (DTAC) and Dealer Marketing Assistance Center (DMAC). DTAC is a hot line that provides technical assistance to John Deere Dealers. DMAC helps dealers answer customer questions about proper machine configuration, special applications, and other operating issues.

> The John Deere Davenport Works began production in



1974. Today, the Davenport Works facility manufactures articulated dump trucks, four-wheel-drive loaders, motor graders, log skidders, wheeled feller bunchers and cabs.

> Small excavator models and the 315SE side-shift backhoe are built at the John Deere factory in Saltillo, Mexico.

> With the acquisition of Timberjack in December 1999, the division's product line consists of more than 100 models. Products for worldwide forestry markets are manufactured at the John Deere Dubuque and Davenport Works and at John Deere Forestry Oy in Joensuu, Finland, which manufactures log forwarders, wheeled harvesters and harvesting heads.

> John Deere has realized the importance of developing strategic alliances and has partnered with Hitachi and Bell Equipment to strengthen its product offerings. In 1988, Deere-Hitachi Construction



Machinery was formed. John Deere hydraulic excavators are produced by Deere-Hitachi Construction Machinery in Kernersville, NC and Saltillo, Mexico, as well as in Japan.

> In 1998, Deere-Hitachi formed Deere-Hitachi Specialty Products (DHSP). In 1999, DHSP began shipping crawler-based forestry machines out of its facility near Vancouver, British Columbia.

> In March 1999, the Construction & Forestry Division formed a strategic alliance with Bell Equipment, Richards Bay, South Africa. Under the agreement, John Deere has exclusive marketing rights to Bell-manufactured articulated dump trucks in North, Central and South America.



Kawasaki Motors Corp., USA



Product focus:

Kawasaki Engines and Power Products, a division of Kawasaki Motors Corp., U.S.A., distributes gasoline engines and professional handheld power products for landscape, industrial and consumer markets. The division services customers through its network of 8,000 independent dealers throughout the United States and Canada.

New products:

> **FX Series Engines:** Rounding out the FX Series engine lineup, Kawasaki has introduced three new products offering power choices between 27 and 31 hp and incorporating new design features that deliver smooth power output, quieter operation and long-life durability for a

wide range of equipment uses. The new lineup includes the FX751v (27 hp), the FX801v (29 hp), and the FX850v (31 hp). They join the FX 921v (34 hp) and the FX1000v (37 hp) to complete this full-featured product grouping.

The FX Series engines are compact, 90° V-twin engines that feature hemispherical combustion chambers and overhead v-valve technology providing low emissions, high power and smooth operation.

Other design features include a twin-barrel, internally vented carburetor with fuel shut-off solenoid, high efficiency oil cooler, dual-stage canister air filter and roller ball bearings in the upper crankshaft bearings. The new engines are equipped with high performance lubrication systems and cast iron cylinder liners. Electronic shift-type starter motors make for more reliable starting and longer starter life.

> **Trimmers:** Heavy-duty grass and weed trimming are now easier than ever with Kawasaki's new 34.4cc string trimmers, the KBL35A and the KGT35A, both powered by the new TJ35E engine, delivering plenty of power for cutting through the toughest grass. These trimmers feature a larger engine, heavy-duty clutch and drum, lightweight hollow steel drive shaft, and an adjustable

loop handle with added safety barrier bar on the KBL35A.

Both new trimmers are powered by the new TJ35E engine that features Kawasaki's advanced 2-cycle Air/Fuel Technology™. The engines include a "stratified" two-barrel carburetor design that buffers fresh air between exhaust and incoming air/fuel mixture to reduce unburned fuel and affect a fuel savings.



These trimmers are covered by Kawasaki's "Leading Edge" warranty, which covers commercial use for two years and consumer use for five years. This warranty also includes lifetime drive shaft and electronic ignition module protection. Buyers have a 10-day money back guarantee on all Kawasaki handheld power products.

All Kawasaki power products as well as commercial mowers and other equipment have the "Critical Component" for top performance: a Kawasaki engine—delivering unmatched durability, reliability and overall quality.

Kawasaki Motors Corp., USA

5080 36th St. SE
Grand Rapids, MI 49512

Phone: 800-433-5640

Fax: 616-954-3031

Web site:
www.kawpower.com



Tom Rich
President

L.T. Rich Products

Product focus:

L.T. Rich Products is a manufacturer of stand-on fertilizer/spray systems, aerators and turf renovators for the commercial lawn care industry. All units are zero-turn and feature a pump/wheel motor transmission. We use only state-of-the-art laser-cutting equipment and CNC fabrication machinery.

Sprayers feature all stainless

steel construction with large fertilizer and liquid spraying capacity. Sizes range from 100 to 300 pounds for fertilizer and eight to 50 gallons of liquid.

Aerators feature 36-in. or 46-in. tine width and 95,000-sq.-ft.-per-hour productivity.

Several attachments are available for the aerators, including a spray system, fertilizer spreader, de-thatch rake, slit seeder and even

a snow plow. Custom and purpose-built units are also available. All products are sold direct or through a dealer base depending on location.

Manufacturing facility:

22,000-sq.-ft. facility in Lebanon, IN.

Major product lines:

- > Z-SPRAY
- > Z-PLUG



L.T. Rich Products
920 Hendricks Drive
Lebanon, IN 46052

Phone: 877-482-2040

Fax: 765-482-2050

Web site: www.z-spray.com

E-mail: sales@z-spray.com



Charles Stenftenagel
President

Mission Statement

Landscaper Pro's mission is to provide quality replacement parts and tools for the landscaping community.

Landscaper Pro



Product focus:

All of us at Landscaper Pro are dedicated to providing you with the widest selection of high quality landscaping products needed to run your business efficiently and effectively. Whether an OEM replacement part, a Gator Mulcher Blade, a forged digging spade, or a mower package for a start-up or growing company, you can trust Landscaper Pro to deliver the highest quality at a great price.

Manufacturing facility:

Landscaper Pro's warehouse is located at 750 Chestnut Ridge Road, Spring Valley, NY 10977.

Major product lines:

Landscaper Pro has a stock of commercial power equipment and replacement parts, quality hand tools and landscape accessories ready to ship. We carry quality replacement parts for name brands including; Exmark, Scag, Toro, Bobcat, Bunton, Encore and almost every other brand!

Now is the time to save money on engines, mower blades including brands such as Gator, belts, filters, trimmer line and many more items in our catalog and on our web site.



Landscaper Pro

1000 S. Saint Charles St.
Jasper, IN 47546

Phone: 800-222-4303

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Web site:

www.landscaperpro.com

E-mail:

sales@landscaperpro.com



Katherine Bishop
President and CEO of
Lebanon Seaboard
Corporation

LebanonTurf staff:

Dave Heegard, Director
of Sales and Marketing

Cynthia Andrews,
Marketing Associate

Mike Sisti,
Marketing Manager

Murray Wingate,
Marketing Manager—
Seed

Tim Ford,
Research Agronomist

Gary Neyman,
International Sales
Manager

Tom Wentz,
Sales Manager

Greg Ellis,
Sales Manager

Jim Fino,
Marketing Manager

LebanonTurf

At Lebanon Seaboard Corporation, we have a proud 60-year history of serving customers, commitment to excellence, and dedication to innovation. In addition to Preen® and other well-known national consumer brands, our LebanonTurf division offers several product lines dedicated to the needs of green industry professionals. Landscape professionals, golf course superintendents and sports turf managers know they can count on LebanonTurf to provide the products they need to thrive in today's competitive business environment. A devoted network of dealers and distributors adds value with their outstanding service, local knowledge of agronomic needs, and insight into their specific markets.

Major product lines:

- > **ProScape** fertilizers, fertilizer combination products and seeds are specially designed to deliver optimum performance for the serious turf professional. The ProScape line includes homogeneous fertilizers offering the ultimate in uniform distribution and coverage, premium blends featuring the latest technology in controlled release nutrient sources, and seed blends with top-ranked NTEP seed varieties. Whether you're looking for the latest nitrogen technology like Meth-Ex 40 and MESA, the extended release of potassium with Expo, or the top rated seed varieties, you'll find it all in LebanonTurf's ProScape brand.
- > Our **Lebanon Pro** line is designed to be the professional's toolbox, with products created for about any landscape situation. The Lebanon Pro line includes a wide variety of high-quality, cost effective, blended fertilizers; fertilizer control combinations; granular control products; and award-winning seed varieties. A practical approach that delivers performance and convenience.



Technologies:

Recognized as an industry leader for our innovative technologies, we know the bottom line is delivering value to the customers we serve. At LebanonTurf, we are improving the way professionals care for turf.

- > **MESA®** is the first nitrogen source to combine ammonium sulfate with methylene urea in a single particle. The result is an effective and efficiently controlled nitrogen source. MESA provides a consistent, brilliant color with virtually no burn potential. Unlike SCU, MESA does not rely on a coating or lose its slow release attributes when cracked. (*Typical Nitrogen Release: 6-9 weeks*)

- > **Meth-Ex®** is the most efficient, high activity methylene urea complex available. Meth-Ex 40® is derived from a chemical reaction creating a nitrogen source that provides extended microbial release without the need for coatings. Microbial release, dependent upon soil moisture and soil temperature, allows nitrogen to be released when the turf needs its most. The result is color the same day of application with minimal surge growth and maximizing long-term response. (*Typical Nitrogen release: 8-10 weeks*)

- > **LSN (Lebanon Stabilized Nitrogen)** is a new fertilizer technology that provides a cost-efficient source of nitrogen by reducing nitrogen volatility. LSN maximizes nitrogen availability and offers an agronomic alternative to other slow-release nitrogen sources.

LebanonTurf

LebanonTurf
1600 E. Cumberland St.
Lebanon, PA 17042

Phone: 800-233-0628
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Web site:
www.LebanonTurf.com



Edward Abraham
President

The Liquid Fence Company

EcoLogic SG™, one of the first products to launch in the new Ecologic line, is a turf and ornamental root accelerator made with natural organic kelp.



In response to growing global demand from emerging "Go Green" markets, The Liquid Fence™ Company is proud to announce the introduction of a new EcoLogic™ line of

environmentally responsible turf & agricultural "chemical" products for professional, commercial and industrial applications.

"EcoLogic is a next-generation product line," explains Eric Gerhartz, national sales manager of

The Liquid Fence Company's PRO Division. "It represents a natural evolution of our mission to develop eco-safe products and to provide unparalleled service to commercial growers, horticulturists, turf specialists and landscape professionals."

The pioneering manufacturer of EPA-exempt repellents, including America's #1-selling deer and rabbit repellent, is committing significant R&D resources to the new EcoLogic line to create the most effective, safe and sustainable-use products possible.

Major product lines:

The Liquid Fence Company

makes earth-and family-friendly animal and insect repellents, and organic plant growth boosters. The effective and economical product line includes:

- > **The Ecologic Line** of environmentally responsible professional turf, landscape & agricultural products.
- > **Liquid Fence Mole Repellent** is designed to repel moles from turf, landscaped areas, flowers, shrubs and plants. It is ideal for golf courses, municipal and private properties including parks, sports fields and schools, along with commercial and residential landscaping.

In testing performed to determine repellent efficacy, when exposed to the Common (Eastern) Mole (*Scalopus aquaticus*), independent research laboratory, Snell Scientifics, LLC concluded that Liquid Fence Mole Repellent provided excellent overall results, with an astonishing 99% reduction in mole activity, even four weeks after treatment.

- > **Liquid Fence Deer & Rabbit Repellent** is designed to repel deer and rabbits from landscaped garden areas, flowers, shrubs, trees and vines. It is ideal for all private and municipal properties from commercial farms to public parks and golf courses.

All-natural Liquid Fence Deer & Rabbit Repellent will virtually stop deer and rabbits

in their tracks. Because the guaranteed effective repellent works on scent, the animals don't have to browse or rub to be repelled. The all-season formula enables year-round application and effectiveness. It's eco-friendly, EPA-exempt and will not harm vegetation.

- > **Liquid Fence Goose Repellent** is designed to repel geese, turkeys and ducks from landscaping or any turf areas where these birds are a problem. It is ideal for all private and public places, from parks to golf courses. Liquid Fence Goose Repellent will dramatically reduce habitation and the unsightly, unhealthy bird droppings they leave behind.

The application of Liquid Fence Goose Repellent makes the food supply in the treated area very undesirable. The elimination of the food source will completely change the feeding habits of these birds and cause them to look for a more desirable feeding location.

- > **Liquid Fence Snake Repellent** keeps snakes away from landscaped areas, foundations and crawlspaces, decorative fishponds, and off patios—safely and effectively. The Liquid Fence Company has created a naphthalene-free repellent that is guaranteed to drastically reduce disturbing—and sometime dangerous—snake infestation problems.

The Liquid Fence Company
P.O. Box 300
Brodheadsville, PA 18322

Phone: 800-923-3623
Fax: 570-722-8452
Web site:
www.liquidfence.com
E-mail: pro@liquidfence.com

Key contact:
Eric Gerhartz, PRO Division
Sales Manager
Phone: 800-923-3623



James Higgins
President & CEO

Finn Corporation

Product focus:

The Finn Corporation is a leading manufacturer of high-quality equipment and products that provide labor-savings and increase productivity in all phases of the lawn, landscape and erosion control development work, with products lines including HydroSeeders™, Bark Blowers, Straw Blowers and the Finn Hydroseeding Consumable Products.

Major product lines:

> **HydroSeeders:** Hydroseeding is more efficient than sodding, broadcast seeding or any other method of establishing turf or controlling erosion. FINN HydroSeeders use 100% hydraulically driven, mechanical paddle agitation and liquid recirculation to enhance the loading, mixing and discharge operation. Only FINN's exclusive pump design, variety of units ranging from 300- to 3,300-gallon capacities, and numerous options provides for a more powerful and operator-friendly HydroSeeder, while keeping maintenance costs low. The new Titan HydroSeeder is perfect for erosion control contractors with larger hydroseeding projects, as well as for highway, dust control,



landfill, golf course and greater commercial sites. The power, speed and design of the Titan HydroSeeder makes this machine unbeatable for steep slopes, extremely large coverage areas or hard to maneuver jobsites.

> **Straw Blowers:** FINN Straw Blowers multiply your productivity and profits by doubling straw coverage in a fraction of the time it takes to apply by hand. There's no more efficient way to ensure soil moisture retention and protect against erosion damage to freshly seeded areas. Designed to deliver smooth, reliable power for maximum straw shredding and discharge, FINN Straw Blowers make quick work of straw mulching even in the most demanding conditions.

> **Bark Blowers:** FINN Bark Blowers are the most versatile performers you can find, delivering high quality results in landscaping, erosion control and construction-related applications. With high production bulk material handling and accurate application, your workers

can increase productivity up to 700%. And since FINN Bark Blowers apply uniform coverage, you'll achieve material savings of 25% or more. A FINN Bark Blower is the most versatile worker on the job site—delivering needed materials to hillsides, tough terrain, and all hard-to-reach areas.



> **Hydroseeding Consumable Products** are an exclusive blend of premium products that create the ideal growing environment in a single-step HydroSeeder™ tank load. Consumable Products consists of plant hormones, polymers, erosion control tackifier, soil amendments and microbial bacteria to enhance germination, to create moisture retention, to promote soil stabilization, to provide valuable nutrients, and to help fight disease. This is the future of growing grass.

FINN

Finn Corporation
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Fairfield, OH 45014

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Web site: www.finncorp.com

E-mail: sales@finncorp.com





Andrew L. Outcalt
President

Mission Statement

Meyer Products, LLC aspires to be the first choice for work products and services. We strive to provide reliable products that work the "first time, every time," and are committed to uncompromised quality and customer satisfaction.

Meyer Products LLC
18513 Euclid Ave.
Cleveland, OH 44112

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Fax: 216-486-3073
Web site:
www.meyerproducts.com
E-mail:
info@meyerproducts.com

Meyer Products, LLC



Product focus:

Meyer Products is a leading manufacturer of highly reliable snow and ice control systems. Meyer's product innovations and industry knowledge have been making transportation in America safer and more convenient since the day we invented snowplows over 80 years ago.

Major product lines:

Meyer manufactures full lines of commercial snowplows and salt/sand spreaders. New for the 2008/2009 season, the Meyer Lot Pro™ is the tallest and most aggressive contractor class snowplow on the market. With a 32-in. height and 75° attack angle, the new Lot Pro delivers better overall clearing performance in less time. Supporting this taller more aggressive moldboard is totally redesigned "black iron" consisting of a heavy-walled, tubular-steel A-frame and push bar. This improved design has been simplified to create a stronger plow at

key pressure zones and more evenly distributes the load. The Lot Pro is manufactured with Meyer's ROC solid construction process and is easier than ever to operate with a standard pistol grip controller and patented single plug connector, which uses silver coated connector pins to prevent rusting. Meyer's time tested E-58H hydraulic system operates the plow and comes standard with a custom molded cover to protect the unit. The modular EZ-Mount Plus system conveniently attaches and detaches the Lot Pro from the truck in less than a minute.

Along with the Lot Pro, Meyer has extended its line of contractor-grade moldboards with an innovative commercial plow for small pickups and SUVs. The Meyer Drive Pro™ is a lightweight yet rugged plow uniquely designed to make it easier for contractors to plow driveways, condos or anywhere there is a limited amount of space.

Meyer stands behind its \$4 million of plant and process improvements with its ROC Solid Warranty. This free extended warranty provides standard coverage for three years on all non-wear components and five years on structural steel. It is by far the best warranty protection in the snowplow industry. "ROC" stands for Reliable Over-time Construction, which is Meyer's brand name for its manufacturing process. ROC includes heavy-duty trip springs, robotically welded seam and cross-sections, easy access grease points and triple-layered waterproof seals just to name a few ROC attributes.





Rand Baldwin, CAE
Managing Director

Mid-America Horticultural Trade Show

The Mid-America Horticultural Trade Show (Mid-Am) is helping you discover a goldmine of opportunities to build your green industry business, Jan. 14-16, 2009, at the new West Building of Chicago's McCormick Place Convention Center.

Whether you are seeking answers to questions, need help solving a problem or want to see the latest plants, products, equipment and services for the green industry, Mid-Am is the place to go to help you boost sales, expand your operations, and improve your bottom line.

Mid-Am is proudly owned and sponsored by the Illinois Green Industry Association (IGIA), the Illinois Landscape Contractors Association (ILCA), and the



Wisconsin Green Industry Federation (WGIF). Unlike for-profit trade shows, Mid-Am Trade Show proceeds go back to the industry to support the work and programs of these essential industry organizations. Because Mid-Am was developed by green industry professionals for green industry professionals, you'll find targeted, industry-specific products, information, education and networking opportunities.

What's new at Mid-Am '09?

We're combining education and information in one convenient spot and taking it to the floor—literally—by adding mini-educational

sessions alongside the Daily Educational Demonstrations on the show floor. Other educational offerings include the pre-show Management Workshop, which now moves to McCormick Place West; the popular Midwinter Conference during the show; meetings and seminars hosted by numerous industry organizations; and much more. Plus, to increase your bottom line, Mid-Am has added special free shuttle buses in the afternoons during the show that run from McCormick Place to Chicago's two commuter train stations, making it easier and more affordable than ever to attend this essential industry event.

Register today to save money and time. Visit midam.org for all the details.

Mid-America Horticultural Trade Show
1000 N. Rand Road
Suite 214
Wauconda, IL 60084

Toll Free: 1-800-223-8761
Phone: 847-526-2010
Fax: 847-526-3993
Web site: www.midam.org
E-mail: mail@midam.org





Loren Olson
President

Mission Statement

Modeco Systems' goal is to provide comprehensive cost-reducing software solutions to you, our customer, to afford new vision into your business which in turn allows for a more lean and efficient operation. With simple technology, Modeco will provide software solutions that make a difference.

We work hard to make your job easy.

Modeco Systems, LLC
Offices in Jackson, WI
and Scottsdale, AZ

Phone: 866-677-8184
Fax: 262-677-8186
Web site:
www.modecosystems.com
E-mail:
sales@modecosystems.com

Modeco Systems, LLC

Product focus:

Modeco Systems, LLC's TimeScape™ software is a proven mobile time tracking system designed to streamline the data collection process and generate dozens of comprehensive reports for job costing, payroll, invoicing and managerial oversight. Using a small handheld scanner and barcodes to gather production information from the field, TimeScape™ downloads to a central database at the end of the day with a few clicks

of the mouse. Having today's data at your fingertips proves invaluable for management at all levels. Reduce overtime, check on progress of installation projects, compare budgeted hours against actual and much more.

This business critical information will help you make business decisions based on facts rather than speculation.

TimeScape™ replaces daily log sheets as well as time cards, plus eliminates hours of data entry. The information

integrates into accounting packages and payroll services. Customization for your specific requirements makes this software solution for the service industry a valuable tool to ensure higher profits and lower costs for a brighter future.

Support:

Our team of professionals will work with your company from initial purchase until you are running TimeScape™ smoothly and beyond.

It's about time!

TimeScape™
Time tracking for
mobile employees

Modeco Systems LLC

- > Employees collect data with small hand-held scanner
- > Shows exact time of arrival and departure from customer sites
- > Replaces time cards and job log sheets
- > Downloads to a central database with a click of the mouse
- > Crew scanning, remote downloads and dozens of reports
- > Less time crunching numbers — more time for profit



Morton Salt

Product focus:

Morton Salt is an American tradition, with roots that date back to 1848. Since then, based on consistent excellence that has passed the test of time, and then some, the company has established itself as the trusted authority on salt. Morton Ice Melting Solutions offers a full line of ice-melting products.

Customer service:

Morton Salt has "One-on-One" customer service. Each account works with a specific customer service representative. Not only do Morton customers have a relationship with their sales representative, but they enjoy the personal attention of their customer service representative. As Morton Salt customers become long-term customers, the customer service representatives get to know their accounts' special needs and service them very well.



Major product lines:

> **Morton® Ice Melter Blend** is the product line's fastest-acting ice melter, which melts down to -15°F . It is a blend of sodium chloride and calcium chloride flakes. This combination provides that extra spark since it generates heat upon contact with ice and snow. Morton® Ice Melter Blend penetrates rapidly to break through ice and snow's bond with pavement.

> **Morton® EcoSafe Ice Melter** is safer for pets, plants and

concrete than plain salt and melts snow and ice at 5°F . The runoff from using Morton® EcoSafe Ice Melter has lower environmental impact to ground and surface water than other leading safety blends. Plus, this product's ingestion tolerance is higher and safer for both humans and pets. In addition, Morton® EcoSafe Ice Melter has a patented formula that greatly reduces the amount of damage to concrete surfaces.

> **Morton® Calcium Chloride** is the lowest temperature ice melter, which melts down to -25°F . The premium calcium chloride ingredient creates heat when it comes in contact with ice and snow. As a result, Morton® Calcium Chloride melts large volumes of ice and snow fast.

> **Morton® Safe-T-Salt® Rock Salt** melts ice and snow from driveways, parking lots and streets. Morton® Safe-T-Salt® rock salt will flow freely through spreaders.



Morton Salt
123 N. Wacker Drive
Chicago, IL 60606

Phone: 1-800-789-SALT
Web site:
www.mortonsalt.com



Todd Pugh, President
Steffon Hoppel,
 Vice President
Lloyd Shankel, National
 Sales Manager

Mission Statement

Green Industry Innovators is dedicated in bringing to the landscape and turf industry innovative quality products designed to increase productivity while eliminating labor. To help landscape and turf professionals grow their business and increase their bottom line without the need of additional personnel.



Mulch Mule by Green Industry Innovators
 7727 Paris Ave.
 Louisville, OH 44641

Phone: 330-875-0769

Fax: 330-875-0782

Web site:

www.mulchmule.com

E-mail:

lloyd@mulchmule.com

Mulch Mule by Green Industry Innovators

Product focus:

Green Industry Innovators is dedicated to designing and building quality innovative products for landscape and turf care professionals. Our products can help grow a company's business by increasing production rates, and lowering labor and material cost—all without increasing personnel and payroll.

The Mulch Mule with a three-man crew can transport and spread 80 to 100 yards of mulch or material per day and do it in one-third the time, vs. the typical 20 to 30 yards requiring a four- to five-man crew. This gives companies the added time and manpower to get new clients that were previously unattainable due to lack of time and available manpower, thus increasing the bottom line.

The Mulch Mule is not just for mulch. It can transport and distribute a variety of materials. Add the Debris Loader and you can load leaves, light sod edgings, plant and grass clippings, wood chips, cans, bottles (glass or plastic) and more, making the Mulch Mule profitable year round.

Manufacturing facility:

Mulch Mule is manufactured by Green Industry Innovators



in Louisville, OH. Established in 1998, we are proud to say that over 90% of all component parts and 100% of all mules are manufactured in the USA.

Sales & technical support:

Visit www.MulchMule.com to view a video of the mules in action, Build a Mule, Customer Testimonials, Dealer Locator and more. Product and technical support is available by calling 330-206-4179 Monday-Friday from 8-5 or at Parts@mulchmule.com or Service@mulchmule.com.

Major product lines:

Green Industry Innovators has Mules in various configurations—

Trailer, Truck, Skid and Roll Off mounts—for all size companies. The Mulch Mule has a 15-yd. capacity and the Mini Mule has a 10-yd. capacity.

At the 2008 GIE+EXPO, we will celebrate our 10th anniversary and debut two new products:

- > The **MEGA Mule**, capable of handling any landscape material including mulch, top soil rock, gravel, stone, pavers, pallets, trees and more.
- > The **Skid Mount Mule** can be mounted to a truck or trailer and removed or transferred as desired. Available in 10- and 15-yd. capacities to meet vehicle needs.



Salvatore J. Puleo Sr.
President

Mission Statement

National Tree Company brings innovation and authenticity to the artificial tree market.

Product focus:

National Tree Company is a leading manufacturer and wholesale supplier of outstanding and unique artificial Christmas trees, wreaths, garlands, tabletop and decorated items. We also offer a beautiful assortment of realistic artificial bushes, shrubs and topiaries for indoor or outdoor use. Our product line consists of more than 1,000 items, enabling us to offer a diversity of products at every price point.

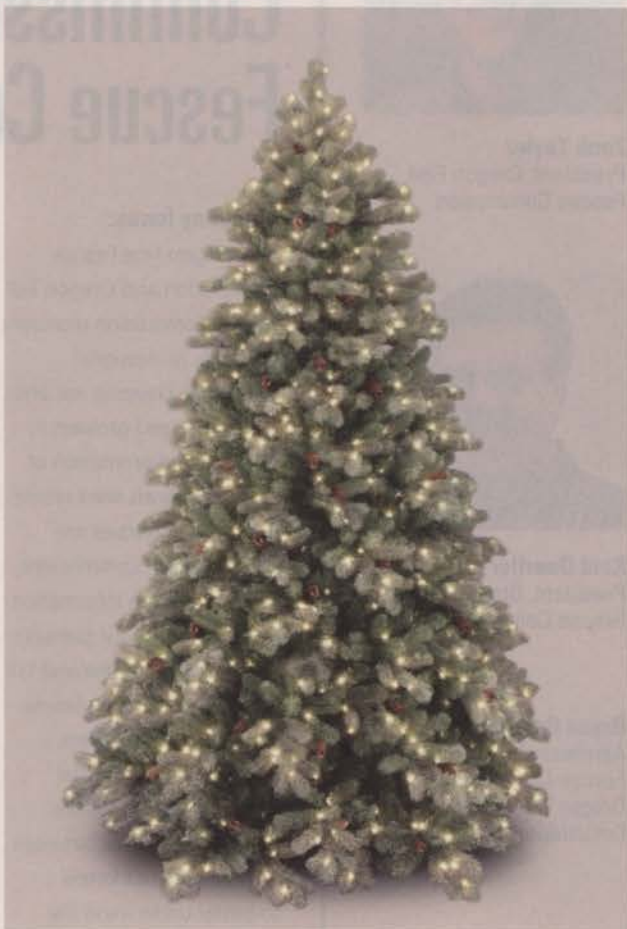
Facility:

National Tree Company's corporate headquarters and large, main warehouse/distribution facility is located in Cranford, NJ. National Tree Company has showrooms in Hong Kong; Atlanta; Cranford, NJ; Belgium; and Italy.

Major product lines:

- > Artificial Christmas Trees, Wreaths and Garlands
- > Artificial Shrubs and Topiaries
- > Holiday Decorations
- > Fiber Optic Trees

National Tree Company



National Tree Company
2 Commerce Drive
Cranford, NJ 07016

Phone: 800-280-TREE

Fax: 908-709-4145

Web site:
www.nationaltree.com

E-mail:
sales@nationaltree.com





Zach Taylor
President, Oregon Fine
Fescue Commission



Kent Doerfler
President, Oregon Tall
Fescue Commission

Bryan Ostlund
Administrator, Oregon Fine
Fescue Commission &
Oregon Tall Fescue
Commission

**Oregon Fine Fescue
Commission & Oregon Tall
Fescue Commission**
PO Box 3366
Salem, OR 97302-0366

Websites:
www.oregonfinefescue.org
www.oregontallfescue.org

Oregon Fine Fescue Commission & Oregon Tall Fescue Commission

Company focus:

The Oregon Fine Fescue Commission and Oregon Tall Fescue Commission represent Oregon's professional Chewings, creeping red and tall fescue seed growers in research and promotion of quality turfgrass seed where fine and tall fescues are adapted. Both commissions strive to provide information and answers about planting and maintaining fine and tall fescue turf on home lawns, sod farms, golf courses, athletic fields, industrial campuses and roadsides. They act as liaisons between growers and marketers to better understand the needs and projections of the turfgrass seed industry.

Oregon-grown fine and tall fescue seed is sold by virtually every distributor and dealer in areas where fine and tall fescues are adapted. Insist that your seed dealer provide you with only Oregon-grown fine and tall fescues.

Fine and tall fescues produce similar-appearing seedheads and share some other characteristics, but have distinct differences:

Fine-leaved fescue



> **Fine-leaved fescues** are cold and shade tolerant, and are planted more and more in golf course extreme roughs for "the dunes look," as well as fairways and greens in some areas. For home lawns, parks, sod production and industrial campuses, fine fescues are often mixed in equal parts with perennial ryegrass and Kentucky bluegrass for extended adaptability around trees. Ongoing research and development keeps improving fine fescues in areas of disease resistance and wider adaptability.

Tall fescue



> **Tall fescues** are inherently deep rooted, as well as shade, drought and wear tolerant. Tall fescues will grow further south than fine fescues, and are, in some areas, replacing bermudagrass stands. Tall fescue is used more and more in golf course roughs and is often mixed with Kentucky bluegrass. Over the past several years, improvements have included: more dwarf growth habit for less mowing, finer leaved than older types, naturally darker green color for less nitrogen use, and inclusion of endophytes for natural insect resistance.



Richard Martin
President & CEO

Mission Statement

PBI/Gordon Corporation, a 100% employee-owned company, is a national leader in specialty pest management products and those related products and services that keep our environment beautiful and bountiful.

Our mission is to continually improve our products and services to meet the needs of the many specialty markets that make up the professional turf and ornamental, home, lawn and garden, agricultural and industrial vegetation management industries.



PBI/Gordon Corporation
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64101-04090

Phone: 800-821-7925

Fax: 816-474-0462

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E-mail:
webmaster@pbigordon.com

PBI/Gordon Corporation

Nobody knows your turf like we do

Product focus:

At PBI/Gordon, innovative product development for the turf and ornamental industry is our primary focus. We were the first to formulate products specifically for this industry.

We continually search for and evaluate products or product combinations that fill the needs of the professional end-use market we service. Our professional field sales team keeps us constantly alerted to these needs.

In the past, PBI/Gordon has been best known for quality herbicide products—first Trimec®, and more recently, SpeedZone®, Surge® and the Q4® turf herbicide. But we're no longer "just an herbicide company." We were the first to offer plant growth regulators for fine turf. And since becoming an employee-owned company, we have taken a more aggressive position in the marketplace, have formed important strategic alliances in the industry and have introduced several new products—and there's more to come.

Manufacturing facilities:

We have two manufacturing facilities—in Kansas City, KS, and Crestline, KS.

Technical support:

Technical support service is available from dedicated support personnel on our toll-free line at 800-821-7925 (answered by real people!) or online at www.pbigordon.com or www.weedalert.com.

Major product lines:

Gordon's Professional Turf and Ornamental Products:

- > SpeedZone® Herbicides
- > Surge® Herbicides
- > Trimec® Herbicides
- > Q4® Herbicides
- > Embark® Plant Growth Regulators
- > Atrimmec® Plant Growth Regulators
- > Azatrol® EC Insecticide
- > Ferromec Liquid Iron
- > Bensumec and PreSan Pre-Emergent Herbicides
- > Launch and Focus Plant Nutrient Supplements



Save labor and fuel costs with plant growth regulators.
For more information, visit pbigordon.com/pgrs



Michael Weagley
President

Pro-Tech Manufacturing & Distribution

Product focus:

Sno Pusher IST (Ice Scraping Technology) is the first steel trip edge designed for Sno Pushers to incorporate the longevity and limited moving parts of rubber edge pushers.

Urethane-based technology ushers in a new generation of steel trip edges that do not require springs or hinges, which are very susceptible to malfunction. The Sno Pusher IST incorporates extended-wear shoes for a balanced, even push and smooth, non-shocking tripping action.

Manufacturing facility:

Pro-Tech's products are manufactured at its facility in Rochester, NY. We use the latest equipment technology in the steel manufacturing and welding industry, combined with the expertise and experience of our employees. Pro-Tech unites its manufacturing abilities with a



formal R&D branch, including a testing course on its site.

Technical support:

Pro-Tech integrates its customer support through a dedicated internal sales and customer service staff with an expansive dealer network. Pro-Tech is very concerned with progression and training of the snow and ice industry. We worked with SIMA to produce the most comprehensive training video and guide to date for Sno Pushers. Pro-Tech offers several online resources, including www.snopusher.com, which contains helpful and relevant information for the experienced

contractor down to the novice contractor. As always, our staff is available at 888-PUSHSNO to assist you.

Major product lines:

> Rubber Edge Pushers

Loader (SPL); Backhoe (SPB); Skid Steer (SPS) Compact (SPC); Fold Out (FPB/FPL); Pull Back (PBS/PBB); Super Duty (SDL); Angle (APL/APB); Forklift (FTF)

> Switchblade Pushers

Loader (SBL); Backhoe (SBB); Skid Steer (SBS)

> IST Pushers

Loader (ISL), Backhoe (ISB), Skid Steer (ISS)

> Heavy Duty V Plow (VP05S)

> Material Handler Box (MH08T)



Pro-Tech Manufacturing & Distribution, Inc.
711 West Ave.
Rochester, NY 14611

Phone: 888-787-4766
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Web site:
www.snopusher.com
E-mail:
sales@snopusher.com





The Progressive Corporation



Progressive Commercial Insurance

Hundreds of thousands of businesses have chosen Progressive for their commercial auto insurance needs, making us one of the largest providers of commercial auto insurance in the United States. Businesses just like yours choose Progressive because we understand your commercial auto insurance needs and customize our coverages just for you.

You put a lot of time and energy into building your business. So, of course, you want to be sure all of your hard work is protected.

Progressive offers you the value of competitive rates plus top-rated claims and customer service. That's a powerful combination for your business. Add flexible payment plans, low down payments

and broad acceptability of vehicles and drivers, and you have quality insurance at a reasonable price.

Experienced, Caring Customer Service

Need to add a driver, switch a vehicle or just pay a bill? No problem. We care about your valuable time and know how important your insurance is to your business. That's why you can simply contact your agent or contact us directly 24/7. You can get help to update your policy, answer any questions or just process a payment.

Knowledgeable claims professionals

We know that your vehicle is your livelihood. If you have to file a claim, every day you're waiting for a check or waiting for your vehicle to be fixed is a day that your business suffers.

Progressive has more than 10,000 claims specialists including nearly 2,000 commercially-trained specialists who understand the importance of getting you back in business quickly.

And, unlike most other commercial auto insurers who depend on independent adjusters, we have in-house heavy truck claims experts, averaging over 15 years experience, that get a claim processed faster than independent adjusters.

We are the only insurer with our own truck physical damage claims training facility. Our continual learning and training is critical to getting you back on the road.

Fast, easy commercial auto insurance quotes

Whether you choose to shop by phone or in person, getting a Progressive Commercial auto insurance quote is easy. Call us for a list of local, independent agents who will provide you with expert consultation, or call us direct at 888-806-9598 to speak with a licensed insurance professional.

Regardless of how you shop, you'll receive a customized commercial auto insurance policy designed to meet the unique needs of your business.

PROGRESSIVE
COMMERCIAL

The Progressive Corporation
747 Alpha Drive
Highland Heights, OH 44143

Phone: 1-888-274-2190
Web site: www.progressivecommercial.com



Quali-Pro

Know the Sign.

Greater Than or Equal To. Quali-Pro products feature formulation quality second to none for performance results equal to the competitive brands they replace. Backed by the strength of Makhteshim-Agan Industries, Quali-Pro is focused on quality, value, performance and the success of their customers in the professional turf and ornamental industry.



Quali-Pro Prodiamine 65 WDG Herbicide for pre-emergent broadleaf and grassy weed control. Can be used spring or fall.



Quali-Pro T-NEX™ 1 AQ plant growth regulator's micro-emulsion concentrate is used to manage growth and improve quality and stress tolerance in turfgrass.



Fosetyl-AI 80 WDG delivers long-lasting, broad-spectrum preventive control of diseases such as *Pythium* and *Phytophthora* in turf and ornamentals and bedding plants.



Quali-Pro Dithiopyr 40 WSB Herbicide with both pre- and early-post emergent control of crabgrass. Non-staining formulation.



Quali-Pro Imidacloprid .5G or 75 WSB Insecticide provides foliar and systemic insect control in turfgrass and landscape ornamentals. Control white grub larvae, European crane fly, cutworms, mole crickets and more.



Quali-Pro Ipro 2 SE Fungicide for the prevention and control of certain diseases such as Snow Mold, Brown Patch, Anthracnose on turf grass and ornamentals.

Quali-Pro
4515 Falls of Neuse Road
Suite 300
Raleigh, NC 27609

Phone: 800-979-8994
Fax: 800-979-4075
Web site: www.quali-pro.com
E-mail:
information@quali-pro.com

SIMA online

Salt: Secure Your Supply and Use It Wisely

A webinar with Dick Hanneman and Dale Keep

October 20th, 2008

October 20, 2008 at 12:00pm EDT, 11:00am CDT,
10:00am MDT, 9:00am PDT

Due to several factors, many snow and ice contractors throughout North America are dealing with a limited, and more expensive, supply of salt for the upcoming 2008-09 winter season. Faced with this reality, contractors must use their salt supply in the most efficient and effective manner possible. This online training program will begin with Dick Hanneman of the Salt Institute, who will explain the current situation with salt distribution. Dale Keep will follow and provide you with strategies to maximize your salt supply, including salt inventory, plowing, communicating with your customers and adding salt price escalation clauses to your contracts.

This course will help you learn how to:

- Gain a better understanding of the salt supply chain
- Explore other de-icing alternatives to salt
- Avoid material and salt overuse
- Improved communications with your customers on level of service
- Consider salt and other commodity escalation clauses in your contracts

Advantages of our online seminars include:

- No travel costs; do it right from your office or home computer
- Receive handouts and the presentation after the event by email
- Ask questions of the speaker, just like an in-person seminar
- Low cost

Bonus for attendees of the live program! Register to attend the live Webinar and you'll have the opportunity to view the recorded version of the program online twice at no charge. Use this bonus feature to share the program with colleagues or as a refresher at a later date.

SIMA
snow & ice management association

Sponsored by



LIVE ONLINE PRICING:

SIMA Members: \$79
Partner Association Members: \$89
Non-Members: \$99

» **Dick Hanneman** is President of the Salt Institute, the Alexandria, Virginia-based international trade association representing companies producing salt throughout North America and the world. The Institute advocates salt industry policy on such issues as highway traffic safety, human health and nutrition, and worker safety. He has served as President since 1987.

» **Dale Keep** owns Ice & Snow Technologies, a training and consulting company based in Washington.

A frequent contributing author for Snow Business magazine, Dale was the first recipient of SIMA's Lifetime Achievement Award.

If you can't attend online - consider these options:

» **CD-ROM Web Seminar Recording** (\$89.00 for Partner Association Members, \$79.00 for SIMA Member, \$99.00 for Non-Member)

» **Archived Webinar On Demand** (\$89.00 for Partner Association Members, \$79.00 for SIMA Member, \$99.00 for Non-Member) (NOTE: On-demand archives can be purchased now, but will not be available for viewing until after the event.)

To register call
(414) 375-1940 or visit
<http://webinars.sima.org>



Paul Jackson
Founder

Mission Statement

Alocet Incorporated is built on the belief that solid business processes create solid companies. It is our mission to be the leader in accounting software add-ons by challenging our customers to adopt software and online systems that free up time from administrative tasks in order to focus on what makes them profitable.

Sales and Support can be reached Monday-Friday, 9 a.m.-6 p.m. at 877-529-6659. Call sales for a free online demo or view movie tutorials at www.qxpress.com/MovieTutorials.



QXpress Scheduling Software

57 Spadina Ave., Suite 210
Toronto, Ontario
M5V2J2 Canada

Phone: 877-529-6659
Fax: 416-640-6027
Web site: www.qxpress.com
E-mail: info@alocet.com

QXpress Scheduling Software

Product focus:

QXpress is the scheduling software of choice for green industry companies who use QuickBooks.

QXpress is a true QuickBooks add-on that turns your favorite accounting package into top-rated, industry-specific management software by adding scheduling, job costing and invoicing capabilities.

You don't have to learn a whole new system—you can just add industry-specific functionality to your existing QuickBooks.

Highlighted QXpress features:

- > Instantly integrate with your entire QuickBooks database with one click.
- > Real-time synchronization: i.e. when a customer is added in QuickBooks, it instantly appears in QXpress and vice versa.
- > Scheduled services turn



into QuickBooks invoices, minimizing data entry and mistakes.

> QXpress comes with a built-in "Template Designer" to fully customize work orders, invoices, etc.

> QX Mapping™ uses highly advanced logic to re-route services to the optimal technician, day and time.

> QX Mobile™ is the most advanced handheld software available for the industry, allowing wireless synchronizing, remote printing, signature capture

and a customizable data-entry screen.

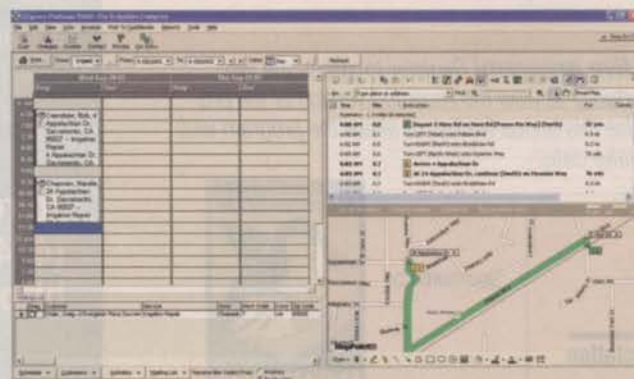
New products:

> QXPRESS ONLINE:

On Nov. 21, Alocet will launch a web-based version of QXpress, QXpress Online, which will enable you to access your QXpress and QuickBooks database from anywhere at any time. In addition to scheduling capabilities and real-time synchronization with QuickBooks, QXpress Online includes a full featured CRM, customer portal, customization abilities and automatic backups of your database.

> METHOD INTEGRATION:

On Sept. 1, we launched the first fully customizable web-based platform that syncs with QuickBooks in real-time. Method allows you to create any application for any business need, accessed by anyone, anywhere. You simply choose a Method application, connect with QuickBooks, and start customizing your screens, tables, fields, actions, reports and customer portals. There is no coding or programming, so you can do it yourself or you can have a Method Solution Provider do it for you! For information, visit www.methodintegration.com.





Glenn Johnson
Vice President

Rack'em Manufacturing



Product focus:

Rack'em Mfg. produces accessory products for the landscaping industry, which consist of equipment handling racks for both open and enclosed trailers. All of our racks are made of heavy-duty steel and coated with ultra-durable hammer paint. We offer the most extensive line of enclosed trailer equipment racks, all of which feature a top hook design for maximum strength. In addition to the racks, we produce grass catchers, the E-Z Ride sulky that fits most major brands of mowers, wheel locks, motorcycle accessories and the Double Barrel tailgate assist for open trailers.

Technical support:

In an effort to keep Rack'em Mfg. in tune with our customers' needs and wants, technical support



and customer questions are regularly handled by Glenn Johnson, the company's vice president. Contact him at 570-226-6093. For sales inquiries or dealership opportunities, contact Sales Coordinator Harold Block at 570-493-5560. View the Rack'em products at www.RackemMfg.com.

Major product lines:

One of Rack'em's newest

products is the Fitz-All Trailer Ladder Rack. This unique product is made from lightweight rustproof aluminum. It is designed to be fully adjustable and will fit almost any enclosed trailer, regardless of size. Gone are the days of having to find the exact size ladder racks for your exact brand of trailer. Ask for Rack'em's Fitz-All Trailer Ladder Racks at a dealer near you.



Rack'em Manufacturing
1301 Purdytown Turnpike
Hawley, PA 18428

Phone: 570-226-6093

Fax: 570-226-6094

Web site:

www.RackemMfg.com

E-mail: RackemMfg@aol.com



Anthony "Tony" LaFetra
President

Corporate Philosophy

Water is a most precious resource—and the need for each of us to use it wisely has never been greater.

As the world's largest provider of irrigation products and services, Rain Bird leverages state-of-the-art technologies that help our customers use water effectively, efficiently and responsibly. From central control systems and automatic shut-off devices to pressure regulating rotors and low volume drip irrigation, Rain Bird creates products that use water wisely.

Through partnerships in educational initiatives, Rain Bird also strives to create opportunities for our industry partners to become better stewards of this essential resource.

To learn how The Intelligent Use of Water™ philosophy is woven into every aspect of the Rain Bird organization, visit www.rainbird.com/iuow.

RAIN BIRD

Rain Bird
970 W. Sierra Madre Ave.
Azusa, CA 91702

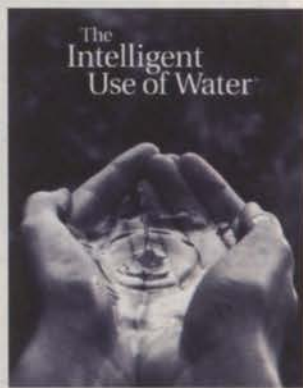
Phone: 1-800-RAINBIRD
(1-800-724-6247)

Web site: www.rainbird.com

Rain Bird

Quality and innovation

Since 1933, Rain Bird has offered the industry's broadest and most trusted line of irrigation products. As long as people need food and clothing, and communities value the aesthetic, economic, environmental and recreational benefits of public and private green spaces, irrigation systems will be necessary to ensure healthy vegetation. As a result, Rain Bird now offers more than 4,000 products around the globe.



Today, Rain Bird operates one of the most comprehensive controlled-environment irrigation testing facilities in the world. At this high-tech facility, Rain Bird engineers evaluate products under the most demanding conditions, helping ensure unsurpassed product performance and durability.

> **Rotors.** Rain Bird's rotors set the industry standard for overall performance and durability. The only irrigation system rotor certified by



Australia's Smart Approved Watermark program, Rain Bird's 5000 PRS Rotor meets the highest water efficiency standards. Independent testing has demonstrated that the 5000 PRS Rotor delivers 15% to 45% water savings when compared with other brands of rotors.

> **Controllers.** Whether used for residential, commercial or municipal applications, Rain Bird's controllers are reliable and easy to program. From the STPI to the ESP-LX Modular, Rain Bird's controllers offer the flexibility to easily accommodate diverse watering needs and automatically adjust to changing weather patterns.

> **Drip Irrigation.** Rain Bird's drip irrigation products deliver the precise amount of water needed at or near plant root zones—minimizing wasting water and optimizing design flexibility. Rain Bird's XF Series Dripline and XPCN Nozzles are perfect for watering small, narrow planting areas. By

allowing water, oxygen and nutrients to bypass compacted soil and reach root systems directly, the RWS Root Watering Series promotes faster, healthier tree growth.

Unparalleled service

Rain Bird is committed to improving the knowledge of all irrigation professionals. The company offers a comprehensive selection of diverse programs taught by Irrigation Industry Certified Trainers. Offered in both English and Spanish, courses cover topics such as system design, field installation techniques, troubleshooting and business skills.

Rain Bird also operates a fully staffed technical support call center. Technical support is available at 1-800-RAINBIRD (1-800-724-6247) Monday-Friday, 5 a.m. to 6 p.m. (PST).

Visit www.rainbird.com and discover the many reasons why Rain Bird is the world leader in irrigation.



Rhino Linings Corp.



Pierre Gagnon
President and CEO

Mission Statement

We, the Rhino Team, pioneers and leaders in protective linings, provide integrated products and solutions that add value for our partners and customers.

We value integrity, professionalism, team work and openness. We respect our customers, employees, shareholders, business partners and the environment.

We aim to achieve global brand leadership by marketing quality protective linings and solutions to our customers worldwide.

WE ARE RHINO!



Rhino Linings Corp.
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San Diego, CA 92121

Phone: 800-747-6966

Fax: 858-450-6881

Web site:
www.rhinolinings.com

E-mail:
bgallagher@rhinolinings.com

Product focus:

Rhino Linings is a world leader in sprayed-on and rolled-on polymer protection, saving customers vast amounts in maintenance and repairs.

Our primary product focus is sprayed-on truck bed liners, although Rhino Linings also focuses on all types of protective coatings and linings solutions, including primary and secondary containment, flooring, water-wastewater, military protection and more.

The Rhino Linings Corp. family of businesses also includes Rhino Home Pro, a professional residential coatings business; Rhino Industrial, a commercial and industrial coating and lining solutions company; and Rhino Epoxy, specializing in composite applications of epoxy resin systems.

The dealer/applicator opportunities with Rhino are vast, and we are here to support you.



Manufacturing facility:

Rhino Linings has manufacturing facilities in the United States, Australia and Germany. In the United States, the manufacturing and central warehousing facility is centrally located in the Dallas area with nine regional warehouses strategically located to reduce shipping time and expenses to our customers.

Technical support:

In addition to in-depth training on the technical, business operations and product application aspects of the business, Rhino Linings

supports its retail dealers and industrial applicators with corporate customer service and technical support departments.

This support includes an internal technical resource department as well as multiple regional personnel that provide both business development and technical support.

Major product lines:

Rhino Linings has sprayed pickup truck bed liners for over 20 years, and now offers a complete product line for bed liners, commercial & industrial linings, flooring protection, military needs and custom applications.

Rhino Linings bed liner products include TuffGrip™, HardLine™ and SolarMax™. Additional products include Hi-Chem™, Rhino Extreme™ 55D, Rhino Hybrid™ 55D, Rhino FastFloor™ HB and DF among others.





William Culpepper
President

Mission Statement

To provide plant protection and plant management products and services that fit specialized market segments that are often outside of the core business strategy of large manufacturers. We acquire, develop, manufacture and market value-added products and services that satisfy the unique needs of our customers. A top priority of all SePRO employees will be product and environmental stewardship.

SePRO Corporation
11550 N. Meridian St.
Suite 600
Carmel, IN 46032

Phone: 800-419-7779

Fax: 317-580-8290

Web site: www.sepro.com

E-mail: stevem@sepro.com

SePRO Corporation

Product focus:

Cutless® Granular Landscape Growth Regulator is a new systemic landscape growth regulator for shoot growth suppression in landscape ornamentals, resulting in more compact growth form and reduced trimming, in an easy-to-apply granular formulation. Expected plant responses:

- > Reduced trimming/pruning frequency
- > Increased plant density or compact growth habit
- > Shoot growth suppression
- > Decreased internode length
- > Darker green foliage
- > No negative flowering response
- > Plant stress conditioning effects associated with PGRs

Cutless® Turf Growth Regulator is a unique turf growth regulator that enhances the quality of fine turfgrass. Cutless improves turfgrass playability, reduces mowing time, reduces clippings, improves water utilization, makes turf



more wear resistant and improves turfgrass color and appearance. On cool-season turfgrass, Cutless can shift the competitive balance from *Poa annua*-infested turf to desirable perennial grasses.

R&D focus

The SePRO Research and Technology Campus (SRTC) greatly expanded SePRO laboratory and field research capabilities while providing high quality technical support for SePRO's future growth. Located in Whitakers, NC, the SRTC houses an extensive

six-building aquatic research and technology complex on a 410-acre site complete with laboratories and 11 acres of specialized aquatic research ponds and mesocosms. The center incorporates an aquarium, mesocosm and field research studies, laboratory assay support, and growth room screening for evaluating existing and new products. In the future, the facility could also accommodate turf and landscape ornamental research capabilities and distribution center for SePRO's growing product line.



Major product lines:

- > Cutless® Granular Landscape Growth Regulator
- > Cutless® Turf Growth Regulator
- > Professional ornamental fungicides, plant growth regulators and insecticides
- > Professional aquatic herbicides and algaecides



Mission Statement

The vision of Syngenta is to provide the best products in the industry, to build superior packages of chemistries and technology, and to provide strong technical field support, all to help our customers create noticeably beautiful lawns.

Syngenta Professional Products

Major product lines:

Syngenta offers some of the industry's most effective herbicides, fungicides, insecticides and plant growth regulators, including:

> **Barricade® herbicide** is a selective pre-emergence herbicide that offers low-rate, season-long control of more than 30 grassy and broadleaf weeds, including crabgrass, goosegrass and *Poa annua*.

Barricade offers the widest possible window for keeping turf weed-free, allowing for applications from fall through early winter and spring.

> **Meridian™ insecticide** readily fits the operational requirements of a lawn care operator because of a wide application window and watering-in up to seven days after application. With broad-spectrum preventive and curative grub and foliar pest control at low rates, Meridian can be a cornerstone in helping to keep customers' lawns and landscapes healthy, green, and pest free. It also is effective and suitable for use on trees and shrubs.

> **Headway™ fungicide** provides lawn care operators with the most innovative, cost-effective and practical way to control all major turf diseases on their customers' turf.

Headway uses two active ingredients to deliver broad-spectrum disease control against brown patch and other major turf diseases. Using dual modes of action helps ward off disease resistance and allows Headway to control a wider range of diseases than any other registered product.

Customer support:

Syngenta offers lawn-care operators:

> The Syngenta staff of territory managers, who consult with customers to solve problems and work in partnership with a nationwide network of full-service distribution partners;

> The Syngenta staff of field technical managers, who are available to assist with issues that customers might face;

> The Syngenta Customer Center, which gives customers access to a wealth of knowledge



about Syngenta products and services, as well as assistance with marketing programs. Available at 1-866-Syngenta;

> Innovative programs such as GreenCast® (www.greencastonline.com), a web-based technology platform that delivers customized weather, pest, and reference information directly to customers' desktops;

> The GreenPartners® program, which allows loyal customers to accrue points with each purchase of Syngenta products, to be redeemed for business tools such as computers, equipment and educational seminars and conferences. (www.greenpartners.com)

> The GreenTrust® Early Order Program, which allows for those in the lawn care market to order at the season's best value through Feb. 28, 2009. Visit www.greentrusteop.com for information and order forms.

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Syngenta Professional Products

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886-796-4368

Fax: 336-632-6135

Web site: www.syngenta-professionalproducts.com

E-mail: robert.goglia@syngenta.com



Mission Statement

To be the best wholesale distributor of specialty agricultural chemicals and supplies to the specialty markets, while striving to serve the needs of our customers, employees, suppliers, community and owners.

Target Specialty Products



Target Specialty Products is the West's leading wholesale distributor of specialty agricultural chemicals, fertilizers, application equipment, services and education. Since 1969, Target has provided products and services to both the public and private sectors in the following markets: golf, landscape, nursery, professional pest management and vegetation management. Committed to quality through service, Target is ISO 9002 certified and provides specialized training and education programs, risk management, worker safety classes and regulatory compliance.

In achieving ISO 9002 certification, all processes

and procedures throughout the company from customer service to shipping and receiving are documented. ISO 9002 certification ensures consistent, reliable service.

Target Specialty Products carries a complete product line of disease and pest management products and equipment including:

- > Adjuvants, Wetting Agents
- > Fertilizers, Herbicides, Insecticides, Fungicides, Soil Surfactants
- > Soil Conditioners & Amendments

- > Lake and Pond Herbicides, Algaecides and Colorants
- > Spreader and Nutrient Management Products
- > Spray Application Equipment, Parts and Accessories
- > Personal Safety and Protective Equipment



SPECIALTY PRODUCTS

Delivering Value

Target Specialty Products
15415 Marquardt Ave.
Santa Fe Springs, CA 90670

Phone: 800-352-3870

Web site:
www.target-specialty.com

Branch Offices

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Santa Fe Springs, CA 90670
800-352-3870

SAN JOSE, CA
1155 Mabury Road
San Jose, CA 95133
800-767-0719

SAN MARCOS, CA
431 Daisy Lane
San Marcos, CA 92078
800-237-5233

SACRAMENTO, CA
524 Galveston St.
West Sacramento, CA 95691
800-533-0816

FRESNO, CA
2478 N. Sunnyside Ave.
Fresno, CA 93727
800-827-4389

TEMPE, AZ
1059 W. Geneva Drive
Tempe, AZ 85282
800-352-5548

PORTLAND, OR
13010 NE David Circle
Portland, OR 97230
877-827-4381

LAS VEGAS, NV
3455 W. Lake Mead Blvd.
N. Las Vegas, NV 89032
866-472-3695



Ted Scovitch
President / CEO

Mission Statement

To provide a superior product for the best price.

TAS Industries, Inc.



TAS Industries Inc. was formed in 1993 to provide the most efficient and cost-effective means of trimming grass away from sprinkler heads and valve box covers. The TAS Trimmer—Don't settle for anything less than the best.

The TAS Trimmer attaches to any straight shaft line trimmer and quickly and conveniently trims grass and debris around pop-up sprinkler

heads, donut protectors and valve-box covers. With nine models currently available, the TAS Trimmer can get the job done fast and efficiently saving time and money. The TAS Trimmer is proudly made in the United States.

➤ See the TAS Trimmer in action at www.tastrimmer.com.

TAS Industries, Inc.

P.O. Box 1686
Venice, FL 34284-1686

Phone: 866-231-0778

Fax: 941-485-0262

Web site: tastrimmer.com

E-mail: ted@tastrimmer.com



Robert Vevoda
President and
Managing Director

Tensar International Corp.

Product focus:

Tensar International Corporation, the leading developer and manufacturer of high-performance geogrid products and engineered systems, offers a variety of cost-effective solutions for sites with challenging grade changes.

We have a retaining wall option for almost any job—big or small—from large commercial developments and highway projects, to a homeowner's backyard. Or, if a slope is needed in place of a wall, we can provide an aesthetically pleasing vegetative alternative.

Manufacturing facilities:

Morrow, GA; Blackburn, England;
Wuhan, China

Technical support:

Tensar offers a network of licensed manufacturers and distributors throughout the United States, Canada and Latin America to provide a full line of products designed specifically to meet your grade separation needs. Call 888-827-9962 to find out how we can help add value to your land today.

Major product lines:

> Mesa® Retaining Wall Systems: The only segmental retaining wall systems with a proven, positive, mechanical connection that does not rely on friction or stone fill for its connection, the Mesa Retaining Wall Systems offer superior and cost-effective solutions for all your structural and landscaped retaining wall needs in the commercial, industrial, residential and transportation markets. Our new Mesa® Ashford™ System with ashlar facing offers the same trusted mechanical connection coupled with a more natural-face wall.

> SierraScape® Retaining Wall Systems: The SierraScape Systems are the only geosynthetic-



reinforced, wire-formed retaining wall systems with a positive, mechanical connection, assuring long-term structural integrity and reliability. This positive connection better withstands differential settlement and offers exceptional performance in areas where seismic activity or heavy external loads are a concern.

> Sierra® Slope Retention System: The Sierra Slope Retention System creates natural-looking, earth retention structures in the form of oversteepened slopes that typically range from 1.5H:1V:2.75V. This alternative to conventional retaining walls increases the usable land and is less susceptible to differential settlement than conventional retaining walls, while also being more resistant to seismic activity.

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Mission Statement

To make professional customers more productive and profitable by providing them with reliable products and support they can count on.

Toro® Compact Utility Equipment

Product focus:

In the fast-paced world of landscaping, where time is money, Toro's Landscape Contractor Business is a powerful partner in the race for productivity and profits. Professionals count on our compact utility equipment



New Dingo® TX 525 diesel compact utility loader



New TRX walk-behind trencher

Facilities:

Dingo loaders and TRX trenchers are manufactured in Toro's Tomah, WI facility, situated midway between Minneapolis and Milwaukee. The Toro plant originally was built in 1975 and measures 300,000 square feet.

Major product lines:

Tracked and wheeled Dingo loaders deliver incredible hydraulic power in a compact, maneuverable package, so operators can accomplish more work in less time, using less manpower. Available in both gas and diesel models, these versatile machines work with a multitude of powerful attachments to help haul, scoop, trench, dig, level, till, demolish and more. As the latest additions to the Dingo family, the Dingo TX 525 narrow and wide track compact utility loaders feature 25 hp Kubota® diesel engines

for extra torque, longer engine life and increased hydraulic flow for enhanced performance of ground-engaging attachments.

Toro just made trenching easier with the introduction of its TRX-15 and TRX-19 walk-behind trenchers. Tracks—plus operator-friendly controls—make these gas-powered machines more productive and easier to learn and operate than wheeled units, providing significant benefits to rental yards, contractors and do-it-yourselfers. Their low-profile tracked design provides a low center of gravity and a large footprint for increased stability on side hills and smooth operation on uneven terrain. The machines feature a less intimidating control system that follows the same design of Toro's Dingo® TX controls, eliminating the "jerk" steering required with other trenchers that have handlebar steering.

to tackle heavy work and accomplish hundreds of tasks in a fraction of the time while protecting delicate turf. Dingo® compact utility loaders and TRX trenchers help them do their work more quickly and dependably, so they can better meet the challenging and varying requirements of a seasonal business.

Dingo compact utility loaders and TRX trenchers are available through Toro dealers and rental outlets across the U.S. and Canada.

Count on it.

The Toro Company
Compact Utility Equipment
 8111 Lyndale Ave. South
 Bloomington, MN 55420

Phone: 800-DIG-TORO
 (800-344-8676)

Web site:
www.toro.com/dingo
www.toro.com/trx

E-mail: dingo@toro.com



Mission Statement

To make professional customers more productive and profitable by providing them with reliable products and support they can count on.

Toro® Landscape Contractor Equipment

Product focus:

Landscape professionals who want their work to look great—and pay off great—trust Toro® commercial-grade mowers. To maintain their residential, commercial, municipal and institutional landscapes, pros depend on the reliability, productivity and outstanding after-cut appearance of Toro's 21-in. and mid-size commercial walk-behind mowers, GrandStand™ stand-on mowers, and Z Master® zero-turn riding mowers. All are available through a nationwide network of Toro dealers and are designed to ensure top productivity, sun up to sun down.



New GrandStand™ stand-on mower

Facilities:

Toro quality is "built in" at two manufacturing facilities—both in small, industrious towns where the heartland work ethic is strong and people build pride into everything they touch. Z Master riding mowers are manufactured at Toro's 350,000-sq.-ft. Beatrice, NE facility. The 21-in.,

mid-size walk-behinds, and GrandStand stand-on mowers are produced in Windom, MN, where Toro has a 304,000-sq.-ft. manufacturing facility in operation since 1951.

Major product lines:

Toro has a long history of providing landscape professionals with a comprehensive line of commercial mowing equipment backed by rigorous testing and unsurpassed after-market support. But we won't stop there. With innovations like our exclusive TURBO FORCE® cutting decks, biodiesel-ready mowers approved to utilize up to B20 fuel blends, and new GrandStand™ stand-on mowers that maximize operator comfort and cutting performance, we'll keep working to make pros even more profitable. That's reliability. That's leadership. That's Toro.



Count on it.

The Toro Company
Landscape Contractor
Equipment

8111 Lyndale Ave. South
Bloomington, MN 55420

Phone: 800-348-2424

Web site:

www.toro.com/professional

E-mail: LCEproducts@toro.com



Z Master® zero-turn riding mower with TURBO FORCE® deck



George Kinkead
President

Turfco Direct

Company focus:

We created Turfco Direct to give you full access to the people who make, sell and know how to service the machines you use. From buying and servicing equipment, to getting direct answers to your renovation questions, we make it easier for you to focus on what matters most—getting the work done. And we've made the work



easier, too. By taking a 360° look at each renovation task, we've learned how to build equipment that is intuitive to how you work. From unloading and operating to transporting and servicing, we've engineered "easy" into every piece of equipment we make.

Turfco Direct advantages

> **Innovative, Quality Products:** Our innovative products are

built to withstand the most rigorous duty in the field, to increase productivity and to satisfy the toughest critics. When you buy from Turfco Direct, you are maximizing uptime and profits.

> **Order Direct—"5+ Years of Selling Directly To You":** Call Turfco Direct and we will personally help you choose the right equipment for your needs, walk you through your purchasing options and arrange for equipment delivery.

> **Profit Tools:** Turfco Direct provides professionally designed brochures and door hangers to help sell your aeration, overseeding, landscaping or bed-shaping services. These tools are available to all Turfco Direct customers at a low cost to help you grow your customer base and increase revenue.

> **14-Day Trial:** We're so confident you'll like our equipment, we offer a 14-day trial period. During that time, you can return the equipment to Turfco Direct for a refund if it does not perform to your expectations.

> **2-Year Warranty:** Turfco stands behind its products with an industry-leading, two-year warranty against defects on its lawn-care products used for commercial applications or one full year for products used for rental purposes.

Call For Your Free Catalog
800-679-8201



> **Service/Support:** We know downtime costs you money. That's why our team of turf renovation experts is available to help you with parts or technical assistance. Call or get 24-hour access to our service center via www.turfcodirect.com. You'll find exploded parts drawings, convenient online ordering and technical assistance. If needed, we can work with your local repair center.

> **Parts/Shipping:** The last thing we want is for you to wait around for equipment or parts. The Turfco Direct shipping department prides itself on super-fast delivery. Parts ordered by 2 p.m. CST are shipped the same day via ground or next-day service, and equipment orders are shipped within 48 hours. There is no minimum order and you can check the status of your shipment online at www.turfcodirect.com by clicking on "Track Your Shipment."

> **Quick Financing:** Turfco Direct offers a variety of financing options. Apply by phone, fax or through our website, and receive your notice in just half an hour.

Turfco Direct
101st Ave. NE
Minneapolis, MN 55449-4420

Phone: 800-679-8201
Web site:
www.turfcodirect.com



Ken Hutcheson
President

Mission Statement

To provide our clients with the highest quality landscape management program at competitive prices through a national organization of dedicated owner operators and their employees supported by the expertise of today's most accomplished industry leaders. In pursuit of excellence we are committed to honest and forthright dealings with our clients, our employees and our vendors.



U.S. Lawns Inc.
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US Lawns Inc.

U.S. Lawns - Commercial Landscape Maintenance is the franchise opportunity for landscape professionals looking to utilize their sales and management experience. Enjoy the freedom and lifestyle of an owner, while avoiding the developmental issues that hinder independent small business conversions.

U.S. Lawns is a full-service landscape maintenance company servicing commercial customers in 190-plus markets across the country.

Why U.S. Lawns?

- > **Economic Stability:** Our proven model allows your business to consistently grow, despite the ups and downs created by the economy. Commercial properties need professional business partners to maintain their landscapes.
- > **Business to Business:** We only deal with commercial customers. Annual contract versus per occurrence billing equals recurring income. You will provide landscape management services to



commercial office centers, apartment complexes, home owners associations, banks, municipalities and more.

- > **Low Investment/Overhead:** Avoid the expensive build outs that many concepts require. You acquire office space, and add labor and equipment as you grow your commercial clientele.
- > **No Experience Necessary:** Our comprehensive training program and ongoing support provides you with the tools to get your business off the ground. Use your sales and management experience to build the business. You develop the relationships and your crews service the properties.

Training and support:

The training and support you receive is extensive. You will have access to a staff of experts in all areas of the commercial landscape maintenance business and will be provided with:

- > Technical, Sales, Marketing and Administrative Training and Support
- > Corporate Purchasing Power for Equipment & Supplies

You won't need to hire an in-house team or consultants to advise you. You'll have the resources, without the payroll. This puts you in the best possible position ... entrepreneurial freedom with the power of a well-established organization behind you.

For more information on joining the U.S. Lawns team, contact Brandon Moxam, Franchise Recruiter, at 866-781-4875 or franchise@uslawns.net.





Todd Strand
President

VERSA-LOK Retaining Wall Systems



retaining wall systems provide landscape professionals with a full palette of creative options.

VERSA-LOK segmental retaining walls are ideal for commercial, residential and public works projects. With soil reinforcement, VERSA-LOK walls can be built to heights of 50 feet or taller.

for architects and engineers designing VERSA-LOK walls. VERSA-LOK also conducts dozens of installation training seminars throughout the year, including administering tests for certification through the National Concrete Masonry Association.

Manufacturing facilities:

VERSA-LOK Retaining Wall Systems are produced by over 50 licensed manufacturers throughout the United States, Canada, Europe and Asia.

Major product lines:

- > VERSA-LOK Standard
- > VERSA-LOK Mosaic (random pattern)
- > VERSA-LOK Cobble
- > VERSA-LOK Accent
- > VERSA-LOK Brute
- > VERSA-LOK Bronco
- > VERSA-LOK Mosaic
- > VERSA-LOK Square Foot
- > VERSA-Green (plantable wall)

Product focus:

VERSA-LOK has been a leader in the segmental retaining wall (SRW) industry since it introduced the first solid, top-pinning system in 1987. Imitated but never duplicated, VERSA-LOK is well-known among landscape architects, specifiers and contractors for its ease of installation and design flexibility.

Creative landscape architects also are finding ways to use VERSA-LOK in building outdoor kitchens, spas and entertainment areas. Available in a variety of regional colors and two distinctive textures—classic split-face and vintage weathered—VERSA-LOK

Technical support:

VERSA-LOK staff engineers provide technical support



VERSA-LOK
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Mission Statement

Visual Impact Imaging provides landscape professionals with the highest quality landscape design software and technological tools. We are committed to customer service and development of innovations so that our customers can create extraordinary landscape solutions efficiently and triumph as leaders in the Green Industry.

Visual Impact Imaging

Product focus:

Visual Impact Imaging is the leading provider of professional software for the landscape industry. We are committed to providing the green industry the most advanced technological tools, user-friendly interface and widely compatible platform, making EARTHSCAPES an integral component for every landscape company, regardless

of its size. Imaging the leader of the landscape design software industry.

EARTHSCAPES Landscape Design Software provides for the creation of traditional design drafting methodology with the efficiency of technology. EARTHSCAPES software includes both high-resolution photo-imaging capabilities and to-scale site plan drafting. EARTHSCAPES also includes an estimator to easily calculate bids and a diverse plant library of 4,500 objects accommodating every USDA plant hardiness zone. All this with FREE technical support.

EARTHSCAPES

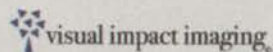
- > Photo imaging with high-resolution plant library-picture perfect quality.
- > Texture tool paints on grass, hardscapes and mulch.
- > Perspective tool smoothly lays hardscape elements into your design.
- > Art effects transform your photo design into a pencil sketch, water color and other art strokes.
- > Design nightscapes with light placement, cone size, intensity, direction and color manipulation.
- > Compatible with over 30 file types including .dxf and .dwg.
- > Site-plan designs in B&W or color.
- > Estimator bids.
- > Windows XP/ Vista compatible.



> Free technical support.

To maximize your business it is absolutely critical to communicate with your customers efficiently and effectively. The very best way to do that is with visuals, using Visual Impact Imaging's EARTHSCAPES landscape design software. The EARTHSCAPES software is an amazing tool for every landscape professional. It is so easy to take a digital photograph of your client's property and drag and drop design elements onto the screen. The result is an immediate picture perfect vision of the services your company provides.

EARTHSCAPES professional service is guaranteed to generate referrals, keep existing clients returning for more services and potential clients calling you! EARTHSCAPES landscape design software redefines professionalism in the industry.



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of its size. This exclusive advantage is based on Visual Impact Imaging's strategic partnership with the Corel Corporation. Together, we develop the ultimate software that enables designers to transform their ideas into professional results. Since 1993, the combination of vision, business management and focus on customer service has made Visual Impact



Bob Walker
President

Mission Statement

The only way for a small company to enter an established product market and stay there is to design products with irresistible superiority and uncompromising quality. A conventional product with conventional performance may be acceptable and even attractive when offered by a large established company; the same company cannot hope to survive in the marketplace where profit margins are small, competition is strong, and consumer loyalty to existing product lines is great.

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Web site:
www.walkermowers.com
E-mail:
info@walkermowers.com

Walker Manufacturing Co.

Product focus:

> WALKER RIDING MOWERS MEAN "PRODUCTIVITY"

Contractors, municipalities and homeowners alike are finding the Walker Riding Mower to be one of the most compact zero-turn radius mowers available. The tractor's size and maneuverability are designed to fit and do the work of mid-size walk-behind mowers with the increased productivity of a rider. Ten tractor models are offered from 13- to 31-hp with gas or diesel engines, and 13 mower deck sizes range from 36-74-in. with grass collection, side discharge or mulching capability. All decks tilt up to 90 degrees for easy maintenance and compact storage.

In conjunction with Kohler Engines, Walker has become an industry leader for Electronic Fuel Injection (EFI) designs in power equipment—an efficiency that offers easy starting over a wide temperature range, less maintenance, and improved throttle response; along with considerable fuel savings.



Manufacturing facility:

Walker Mowers are hand crafted in our 216,000-sq.-ft. facility in Fort Collins, CO. Walker takes pride in being more than an assembly shop. We have a full metal fabrication area and a full staff of highly skilled welders. Our average term of employment is over nine years.

Technical and sales support:

Walker sells through two-step distribution throughout North America and around the world. Our distributors are factory supported for service but have their own in-house technical staff to support their dealer network.



Major product lines:

Commercial riding mowers and a full range of attachments make the Walker Mower a work horse all year long.



Western Products



Product focus:

For 58 years, WESTERN® snowplows have been the choice of the professional plower. With the latest product line additions, that tradition is sure to continue. Major product lines include:

> **PRO PLUS®**—Since its introduction, the PRO PLUS has been a best-seller that's big, tough and built to last. Contractors continue to be impressed with its strength and versatility. Designed for heavy-duty commercial and municipal applications, the PRO PLUS line fits a wide range of vehicles, from ¾-ton to F-550-size trucks.

> **WIDE-OUT™ Adjustable Wing Snowplow**—The WIDE-OUT features a 9-ft. scoop and an 8- to 10-ft. straight blade. With the leading wing angled forward, it delivers the ultimate in high-capacity windrowing. At the touch of a button, WIDE-OUT hydraulically

transforms to perfectly match every plowing condition, delivering time-saving performance at each jobsite. It's the one plow that does it all.

> **MVP PLUS™**—As the ultimate in speed and efficiency, the MVP PLUS line takes V-plow performance to the next level with industry-leading speed and productivity. It's available in steel or poly in three sizes: 7½, 8½ and 9½ feet.

> PRO-PLOW® & POLY

PRO-PLOW®—Leave it to the Pros. Designed to meet the requirements of the professional plower, the 7½- and 8-ft. PRO-PLOW models are available in both powdercoated steel and maintenance-free poly. An 8½-ft. model is offered in steel only.

> **Heavy Weight**—With the largest blade available from WESTERN®, Heavy Weight plows are ideal for all-purpose, low-speed plowing. They are a great choice for clearing local streets, parks, county roads and large parking lots.

> **MIDWEIGHT™**—As a leaner plow with lots of muscle, the 7½-ft. MIDWEIGHT is a high-performance plow designed for personal and light commercial use. It's available in powdercoated steel or high-density polyethylene.

> **Ice Control Equipment**—WESTERN® offers a full line of spreaders. Choose from ICE BREAKER™ hopper spreaders in 7-, 8-, 9- and 10-ft. lengths or the TORNADO™ Poly/Electric hopper spreader. A variety of top-performing tailgate spreaders are also available.

Manufacturing facilities:

Western Products' 150,000-sq.-ft. manufacturing facility is in Milwaukee. As a division of Douglas Dynamics, LLC, the country's leading manufacturer of snow and ice removal equipment, WESTERN® products and components are also manufactured in Douglas Dynamics' facilities in Rockland, ME, and Johnson City, TN.

Technical support:

Western Products are sold through an extensive North American distributor network with service technicians who are factory-trained to properly set up and maintain your snowplowing and ice control investment. For the name and location of your nearest Western Products distributor, visit westernplows.com.

WESTERN

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Bruce Wilson & Tom Oyler
Co-founders

Mission Statement

Our mission is to provide our clients with the sales, operational and administrative tools that enhance their business processes, systems, services and relationships. We commit to teaching how to better understand what today's complex customers want; to helping our clients determine what they want and deserve from their business; and to assisting in the development of operating models that satisfy both. Our systems provide methods that allow our customers to expand their current base toward a more balanced business with a "margin of excellence." We aid in testing models for their effectiveness in meeting the realities of an ever changing and dynamic marketplace.



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Wilson-Oyler Group

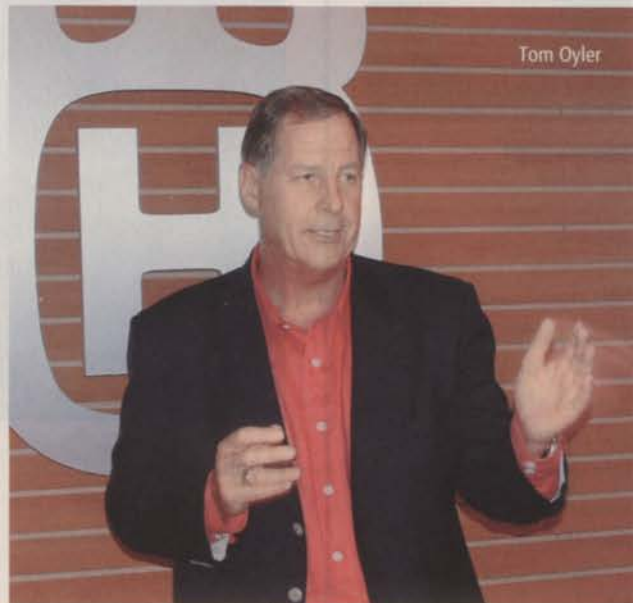
Company focus:

Market leaders recognize that people are the pulse of the best organizations. Wilson-Oyler Group will help you plan and implement training programs that focus on leadership development, core competencies and productivity; and because people learn in various ways, we choose our trainers carefully.

We have developed a mentoring program that educates, motivates and inspires. Our approach understands that the underlying attitude in positive performance is that people do best when they have a passion for what they do. We help you find, develop and reward that passion, and build leaders at every level of your organization.



Bruce Wilson



Tom Oyler

Bruce Wilson and Tom Oyler are nationally acclaimed speakers and consultants who have developed their innovative methods and experience over three decades of real-world experience.

Uniquely qualified, Wilson-Oyler Group has developed innovative processes to help businesses develop effective, scalable strategies by focusing on operational frameworks, effectiveness issues, goal implementation, and improvements linking performance and strategic objectives.

The group's distinctive training and teaching platforms revolve around four vital elements—financial performance, social architecture, market positioning and operational best practices. To ensure achievement of all four, they are committed to providing a powerful tool kit to facilitate change, gain competitive advantages, and turn goals into results.



Shawn Wolf
President

Mission Statement

To enjoyably, safely and profitably participate in the business of manufacturing and promotion of the most safe, useful, durable and excellent quality lawn equipment in the world.

We endeavor to relentlessly and continuously improve and remove waste from our processes and systems according to lean concepts. We treat each other, our internal and external customers, suppliers and stakeholders with the highest respect while promoting each other's real success and progress in life.

Wright Commercial Products

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Web site:

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Wright Commercial Products



Product focus:

Wright Manufacturing invented the stand-on mower in 1997. Today, the company manufactures a complete line of commercial lawnmowers. Wright's focus is on providing the commercial lawn care operator and landscaper with safe, durable, powerful, agile, affordable lawn mowing products in the designs, sizes and capabilities they need to care for any size or type of lawn.

Manufacturing facility:

All Wright mowers and accessories are manufactured in Frederick, MD. The company's processes and systems use the concept of lean manufacturing to assure quality products at an affordable price. The company is very environmentally-conscious and every effort is made to conserve energy and our natural resources whenever possible and feasible.

Technical support:

Wright products are sold only through distributors and servicing dealers. Technical support and customer service can be accessed by visiting the web site, e-mailing or calling the factory. Technical support and training aids, including technical specifications and illustrated parts bulletins for each product, can be downloaded from the web site.

Major product lines:

> **Stander**® compact, fast, safe,

durable, affordable stand-on mowers.

> **Sentar**® zero-turning-radius mowers that can be operated from a standing position or sitting.

> **Velke**™ walk-behind, which can be equipped with a drop-down sully, allowing the operator to walk or ride.

> **Mid-Mount Z** with the lowest center of gravity of any mid-mount zero-turn mower.

> **Accessories**, including grass catchers and sulkies.





Where would you be without green?

For starters, you'd be looking for a new job. Luckily, Project EverGreen is dedicated to showing the rest of the world why what you do is so important. We understand that green makes spaces more beautiful, reduces energy costs and lowers noise and pollution. And with your support, Project EverGreen can help your industry grow.

To learn more and to contribute, visit www.projectevergreen.com or call 877-758-4835.



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Products

RESOURCES

TOOLS OF THE TRADE

Light-duty workhorse

The SLT Pro 12GL is the newest addition to Super Lawn Trucks' (SLT's) line of vehicles engineered specifically for the Green Industry, and its first entry into the light-duty arena. It's designed for smaller businesses with annual revenues under \$250,000. Features include a GMC Savana Cutaway cab and chassis and a Vortec 4.8L V8 engine that offers 15 mpg/city and 18 mpg/highway. SLT's complete tool organization system allows contractors to organize and transport tools needed for all landscape jobs, while an on-board fuel station transport system carries enough fuel to last a week — reducing the need to stop for fueling equipment and eliminates the need for gas cans.

Contact SLT at 866/923-0027 or www.superlawntrucks.com

Compact tractors

Bobcat Co. has added four new models to its line of compact tractors: CT335, CT440, CT445 and CT450. Three packages are available: Economy features a three-point implement hitch with power take-off; Standard also offers a loader joystick and control valve; and the Standard with Cab features an enclosed, climate-controlled and radio-ready cab. All models feature four-wheel drive for traveling over and working in rough terrain, and also come with hydrostatic transmissions for easy operation. In addition, Bobcat's Bob-Tach quick attach-

Portable generator

Honda Power Equipment introduces the EU2000i, a portable generator with innovative inverter technology and Natural Gear Camo exterior. Weighing less than 47 lbs., the unit features a totally enclosed body that results in quiet performance. Its two-tiered noise dampening system reduces noise to 59 decibels (db) at rated load and 53 db (quieter than normal speech) at one-quarter load. Its Eco-Throttle feature lets it run up to 15 hours on 1 gal. of fuel. Other features include simultaneous AD/DC use (auto battery charging) and the Oil Alert overload alarm.

Contact Honda Power Equipment at 800/426-7701 or www.honda.com



ment mounting system is now available as an option on the front-end loader of all Bobcat compact tractors.

Contact your Bobcat dealer or visit www.bobcat.com

Grub control

DuPont Acelepryn insecticide is now registered for use in California after an accelerated review and approval process. Proven to control all key turf-damaging white grub species and other key pests such as the black turfgrass atenioides and the black cutworm, it was granted reduced-risk status by the U.S. Environmental Protection Agency in April 2007 for turfgrass applications. It has been tested in independent studies and proven to have minimal impact on beneficial arthropods, birds, fish, bees and mammals. In

addition, Acelepryn has the lowest water solubility of any white grub control product.

Contact DuPont Professional Products at 888/6DUPONT or www.proproducts.dupont.com/acelepryn



Industry software

Intac International's latest release, Wintac Green 2009, expands upon the series' all-inclusive design by combining the functionality of several programs into one integrated system, including: customer relationship management, field service management, contact management, vehicle management and complete accounting. Available in single-user and multi-user network configurations, the program offers an interactive tutorial, both an online and a printed user's guide, and unlimited access to live technical support services for a full year. A free demo is available.

Contact Intac International at 800/724-7899 or www.wintac.net

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Products

continued from page 238

Lawn tractors

The Briggs & Stratton Yard Power Products group is restoring the Allis-Chalmers brand to the Green Industry with two new lawn tractors. Available at Simplicity dealerships this fall, the design of the new AC130 lawn tractor leans heavily on the familiar orange color and distinctive Allis-Chalmers logo. It's available as a 23-hp unit with 42-in. mow-



ing deck and a 24-hp tractor with a 46-in. mowing deck. Both models offer a Briggs & Stratton Extended Life Series V-Twin engine with spin-on oil filter, advanced debris management system and full pressure lubrication. Other features include single-pedal, foot-controlled hydrostatic transmission; cruise control; a cast-iron front axle; and a tight 14-in. turning radius.

Contact your Simplicity dealer or visit www.allischalmerslawn.com

Landscape edger

E-Z Trench's new Edge Artist uses the patented Bedscaper carbide-tipped blade design, focusing 5.5-hp into small bites and easily cutting through hard soils. The Edge Artist has a durable centrifugal clutch that eliminates the downtime associated with slipping and burning belts. At 100 lbs., the edger is light enough to operate all day, even on hillsides. Other features include a



3x3-in. cut, all-metal construction and a folding handle for compact storage.

Contact E-Z Trench at 843/756-6444 or www.eztrench.com

Eco-friendly pumps

All components of GoatThroat Pumps have now been certified to meet stringent new worldwide regulations aimed at reducing or eliminating materials hazardous to the environment. These regulations include Directive 2002/95/EC, European End of Life Vehicle (ELV), Restriction on Hazardous Substances (RoHS), Waste Electrical and Electronic Equipment (WEEE), Emergency Planning and Community Right to Know (EPCRA), and Proposition 65, California, Consent Judgment for wire and cable manufacturers in the U.S. The substances banned under RoHS are lead, mercury, cadmium, hexavalent chromium, polybrominated biphenyls and polybrominated diphenyl ethers.

Contact GoatThroat Pumps at 646/486-3636 or www.goatthroat.com

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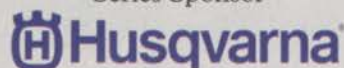
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Questions? Call 866.517.2272 or email info@wilson-oyler.com.

Products

continued from page 240

Sweeper attachment

MB presents the latest addition to the TOUGH Broom family, the MCD-UV. This engine-driven broom development has been aimed squarely at the commercial utility vehicle customer market as a four-season attachment that can be used for clean-up at construction sites, sweeping of public trails and roads, and snow control sweeping down to the pavement. Offered with a 25-in.-diameter, 6-ft.-wide brush, the 13.5-hp engine offers the power demanded for moving up to 6 ft. of snow and a myriad of



different types of particulate. Supporting the float and oscillation of the attachment, two, 10-in.-diameter pneumatic tires allow the quick-tach unit to travel at transport speed without the additive of special components and extra costs.

Contact MB Companies at 800/558-5800 or www.m-bco.com

Gas-powered utility

Kubota's new gas-powered RTV500 offers the comfort, technology and refinement of a larger utility vehicle, but is compact enough to fit in the bed of a full-size, long-bed pickup truck. At 54.7 in. wide and 72 in. tall, the unit gets the job done with a quiet,

handle upward of 440 lbs. or 9 cu. ft. in its durable metal dumping cargo box.

Contact Kubota Tractor Corp. at 888/4KUBOTA or www.kubota.com

Biological fungicide

BioWorks has received registration from the U.S. Environmental Protection Agency for RootShield WP, its new and improved wettable powder formulation of PlantShield HC. RootShield WP will not clog drip emitters, drip tape or irrigation booms. It provides preventative control of major root diseases including pythium, fusarium, Rhizoctonia thielaviopsis and cylindrocladium by growing on roots, protecting them against damaging fungi. It's registered for indoor and outdoor control, and has a 0-hour Restricted Entry Interval, the lowest of all biological fungicides.

Contact BioWorks at 800/877-9443 or www.bioworksinc.com

Artificial shrubbery

National Tree Co. offers a line of artificial shrubs and topiaries for indoor or outdoor use, especially in problem areas where insufficient water or sunlight are a concern. Maintenance-free and resistant to insects and animals, this shrubbery is available in a wide range of sizes and shapes, both lit and unlit.

Contact National Tree Co. at 800/280-TREE or www.nationaltree.com



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Work boots

Wolverine's DuraShocks feature a full-grain performance leather upper, a Gore-Tex waterproof liner, a slip-resistant rubber compound outsole, and an optional composite safety toe. Their outsole lugs increase traction, while the tread design proves high surface area contact. Available in brown, dark brown and black in

6- and 8-in. styles, the boots offer a 30-day comfort guarantee and are resistant to oil, water, abrasion, chemical and heat.

Contact Wolverine Boots & Shoes at 866/699-7369 or www.wolverine.com



hydraulic system. It features a dynamically balanced high-speed rotor with 34 tungsten carbide teeth for efficiently cutting vegetation. Three sets of counter-rotating knives mulch materials completely, and help produce brush as big as 8 in. in diameter.

Contact your Cat dealer or visit

www.cat.com

Mulcher attachment

Caterpillar introduces the HM315 Mulcher, designed for high productivity when teamed with the Caterpillar C-Series and earlier

skid steer loaders and multi-terrain loaders equipped with XPS hydraulics. The 57-in. cutter head and 72-in. overall width enable the mulcher to make full use of the powerful

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Landscape MANAGEMENT

Finding light in darkness

BY MARTY WHITFORD / Editor-in-Chief

I'm in the dark, but that's not unusual. What is unusual is it's not my fault this time. On Sept. 14, hurricane-force winds whipped through Ohio and toppled trees, and electrical lines serving more than 1 million households.

I can't lie: I'm so much looking forward to two days from now, Sept. 19, which is when I've been told I just might be able to turn on something other than an electric toothbrush.

But another truth is that this temporary darkness has been rather enlightening on both the professional and personal fronts, as well as on the line that is increasingly thinning between our home and work worlds.

Most of us take electricity for granted. This week, thanks to Mother Nature, I'm taking one less thing for granted — actually, more than one thing. From the electrically-run key card security system and elevators at work, to my office's lights, PC and phone, to the kitchenette's coffee maker and cold-water dispenser, work seems a bit like the Ritz-Carlton these days.

Having said that, I'm also learning to leave work closer to "on time." My wife is spending this week at home with three kids and no TV, PC or hot meals, and she's starting her days without her trusty hair dryer. Let's just say I've been married 18 years and very much want to keep the streak alive — one day at a time, of course.

To that end, this week I've also been much better about not bringing work home. Don't applaud. It's pretty easy when you're a journalist, your home phone and computer aren't working, and your editing lights are on strike. Sure, having a cell phone helps stay connected to both worlds, but no car battery has enough juice to power an inquisitive, talkative reporter's Blackberry 24 x 7.

Our work and home worlds can and should conflict less, but we also must recognize they are married, too — tethered in good times and in bad.

Work pays for our homes' electricity, and our TVs, PCs, hot meals, hair dryers and many other amenities along with most living essentials.

Home, in turn, gives most of us several very good reasons to work hard every day — for me, those reasons are named Bridgid, Mickey, Jamie and Meg. Home also gives us something to strive for at work: a true sense of family.

When things are stormy in either world — or perhaps in both worlds some days — we must look to our home and work families to find the light in the darkness.

The light is always there. We just need to stick with family — the people who can help us and others find, and transition to, the light.

Contact Marty at
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