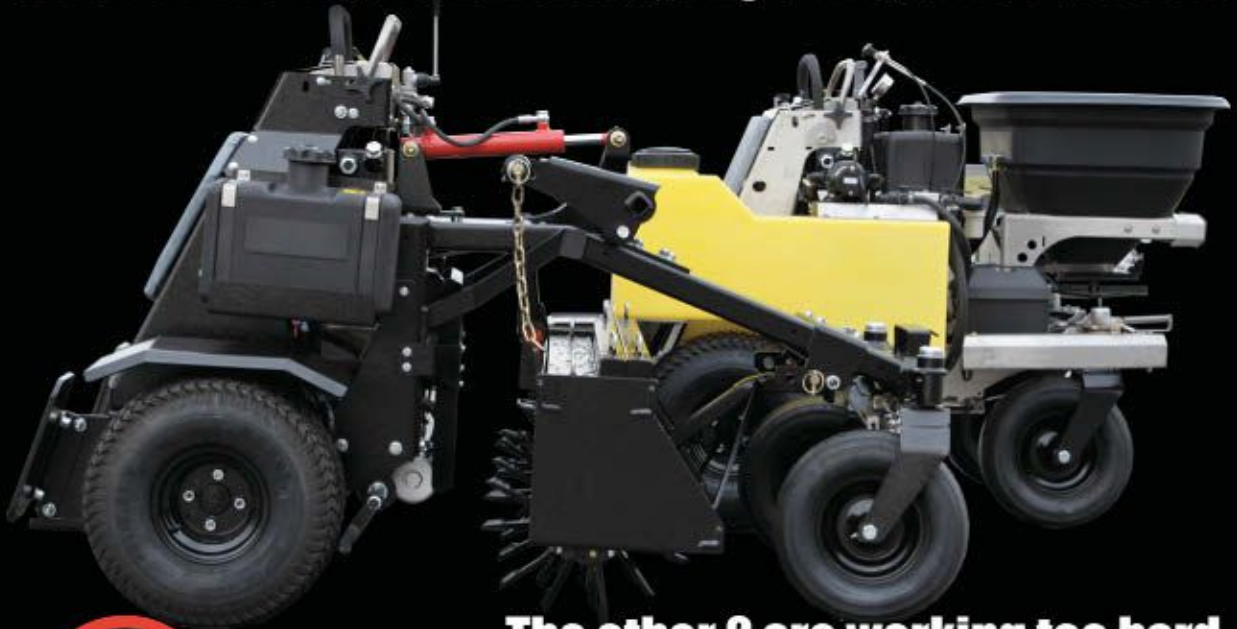


BUSINESS PLANNER 2011

RESOURCE PROFILES

A look at what some of the top companies in the Green Industry have to offer. >>

8 out of the top 10 Landscaping companies use us.



The other 2 are working too hard.



L.T. Rich Products
Call us at: (877) 482-2040
or visit us at: www.zspray.com

Come see us at GIE!
Indoor Booth #1022
Outdoor Booth #7429D

#151

SPREAD IT & FORGET IT
for greener turf all season long



Agrium Advanced Technologies
2915 Rocky Mountain Ave.
Suite 400
Loveland, CO 80538

Phone: 888-757-0072
Web site: www.agriumat.com

Agrium Advanced Technologies

Agrium Advanced Technologies is the leading manufacturer and marketer of slow- and controlled-release fertilizers, plant protection products and micronutrients for agriculture, golf courses, greenhouses, nurseries, landscapes, lawn care and specialty agriculture. Agrium Advanced Technologies is at the forefront of economic, environmentally friendly technologies. Our company is working hard to provide innovative, cost-saving solutions with slow- and controlled-release products that release nutrients to the soil gradually and consistently over a longer period of time to meet plant demands.

Our turf brands include **Spread it & Forget it™**, **XCU®**, **DURATION CR®**, **POLYON®**, **NITROFORM®** and **NUTRALENE®** slow- and controlled-release fertilizers; **AMP™** micronutrients; and **PRECISE®** controlled-release plant protection. These products go into dozens of fertilizer brands and hundreds of blends sold by blenders and distributors throughout North America.

Our products are also available from our new direct-to-market sales division called Agrium Advanced Technologies Direct Solutions, which boasts more than 100 industry professional field representatives across North America.

Agrium Advanced Technologies continues to focus on further advancing enhanced efficiency fertilizers with an emphasis on quality and customer service. We are committed to developing new technologies, products and best practices that will help turf and lawn care professionals do their jobs more efficiently, save money and discover *smarter ways to grow*.

Our turf products help you do *more* with less:

➤ **Spread it & Forget™** is a new, season-long fertilizer **DRIVEN BY DURATION™** that is formulated to effectively feed lawns or professional turf for six months or more. In many parts of the country, that means you get a full growing season's worth of green, healthy turf with just one fertilizer application. By using **Spread it & Forget**, you can drive down your fertilizer costs plus save on labor, fuel and other overhead associated with multiple fertilizer applications.

➤ **XCU® Slow-Release Fertilizer** is the only sulfur-coated urea (SCU) with a polymer layer inside the protective sulfur layer. This adds durability and consistency so there is less breakage during blending and application, which means less quick release,

less surge growth and longer residual feeding. **XCU** provides steady, slow release of nutrients for up to 10 weeks of green, healthy turf.

➤ **DURATION CR® Controlled-Release Fertilizer** uses an advanced generation polymer coating technology to gradually meter nutrients from two months to all season long to meet the turf's needs. Thanks to **DURATION CR's** enhanced efficiency, lawn care professionals can use up to 40% less nitrogen per year, which is good for the environment and your bottom line.

➤ **POLYON® Controlled-Release Fertilizer**, with its trademarked green color, has been used by turf professionals for nearly 20 years. In fact, **POLYON** is the No. 1 polymer-coated fertilizer in turf today. Because **POLYON** is engineered to provide 100% controlled release of nutrients, there is virtually no environmental loss or nutrient lock-off.

➤ **NITROFORM®** and **NUTRALENE® Slow-Release Fertilizers** have been trusted brands delivering dependable, long-lasting performance to countless turf professionals.

Jack Roser
President

AlturnaMATS, Inc.



in Titusville, PA, birthplace of the oil industry.

Major product lines:

AlturnaMATS manufactures ground protection mats, including:

- ▶ The original **AlturnaMAT** with diamond cleats on both sides. This mat was designed for heavy equipment and to keep equipment from getting stuck in the mud, sand or snow, and to keep the equipment from tearing up manicured landscapes. This style is available with cleats on both sides, one side or smooth both sides, depending on your application. AlturnaMATS are available in sizes ranging from 2-ft. x 4-ft. up to 4-ft. x 8-ft. and are ½-in. thick. The AlturnaMATS will bend, but will not break. Made of 100% recycled HDPE, AlturnaMATS is environmentally friendly.

- ▶ The **VersaMAT** features a flat, oval, slip-resistant tread on the top surface and the diamond cleat on the under surface. This mat was designed for pedestrian traffic or lightweight equipment such as wheel barrows, mini Bobcats, etc. The VersaMATS are available in 3-ft. x 8-ft. and 4-ft. x 8-ft. and are ½-in. thick. Made of 100% recycled HDPE, VersaMATS is environmentally friendly.

- ▶ The **Mobile Matt** is designed for light and heavy weight equipment. The Mobile Matt has an "M" shaped tread and studs on the under surface for maximum traction. The Mobile Mats are available in sizes ranging from 2-ft. x 4-ft. up to 4-ft. x 8-ft. and are made of "virgin" HMWP.

All three styles of mat are guaranteed for six years.

Product focus:

AlturnaMATS has been providing landscape professionals with ground protection they can count on for more than 15 years.

Manufacturing facilities:

AlturnaMATS began and continue to be manufactured



AlturnaMATS, Inc.
701 E. Spring St., Building 63
Titusville, PA 16354

Phone: 888-544-6287

Fax: 814-827-2903

Web site:

www.alturamats.com

E-mail:

sales@alturamats.com

Eddy Gibbs
President

Ameristar Fence Products

Product focus:

Ameristar® was chartered more than 25 years ago to provide specialty fence products that were more affordable but did not compromise the quality level demanded by specifiers and consumers. This could



be accomplished only by a 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 designed and 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. Ameristar will maintain its leadership in providing fences of multiple performance capability and design style, within the limitations of applicable building codes and budget allotments.

Major product lines:

▶ **Montage®** is the new generation of ornamental fencing that is changing America's landscape. Unparalleled quality, made affordable through new technology and manufacturing processes, has made Montage the No. 1 choice of landscapers across America for both new fence construction and replacement of existing wood, chain-link or PVC fences. The popular Montage Plus® Fence System has been taken to the next level, with 7- and 8-ft.-tall fencing in several styles. All systems include matching gates available for a wide range of opening sizes and, for projects requiring added distinctiveness, special arched gates called Estate Gates are available.

▶ The **Aegis®** ornamental fence system is the strongest steel ornamental fence in the industry. It has a proprietary internal fastening system that eliminates unsightly exterior fasteners and allows the fence to follow changing landscape grades.

▶ The **Echelon™**

ornamental fence system offers an aluminum alternative for projects where corrosion considerations are amplified by harsh environmental conditions.

▶ **Ameristar's Impasse™**

Security Fence (patent pending) offers the resistive strength of heavy-duty ornamental spear-tipped steel pales, vertically secured to a framework of specially formed steel rails and I-beam posts. The stylish design of the Impasse™, combined with its strength and security, provides an effective first line of defense.

▶ The addition of

Ameristar's Stalwart® integrated cabling system provides an anti-ram defense against forced entry, ballistic attack or vehicular impact. The Stalwart® barrier has earned the U.S. Department of State K8 and K12 ratings, successfully stopping a 15,000-lb. truck traveling at 40 mph and 50 mph, respectively, within one meter of the fence line.



Ameristar Fence Products
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Tulsa, OK 74116

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Web site:
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E-mail:
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Andersons Turf Products



Product focus:

Andersons Turf Products is the industry's leading supplier of premium granular turf-care products for sports turf, golf courses and lawn care markets, and is also a manufacturer of turf and ornamental fertilizer and control products sold by retailers in the U.S.

Andersons formulates granular fertilizers and combination products including herbicides, insecticides, and granular and fluid fungicides. Utilizing its research and development lab, Andersons has created many exclusive and unique products over the years, several of which are patented. Andersons works closely with its distributors and with superintendents to ensure that the products it creates meet the needs and specifications of the market.

Andersons Turf Products is a division of The Andersons Processing Group, a business unit that also produces corncob-based chemical and feed ingredient carriers, animal bedding, cat litter and ice-melt products. The Processing Group operates facilities in Maumee and Bowling Green, OH; Montgomery, AL; and Delphi, IN.

Andersons is an active member of the Golf Course Superintendents Association of America, National Golf Foundation, ITODA, RISE and many other industry organizations.

Major product lines:

- ▶ **Contec DG®**, the only patented dispersing granular fertilizer
- ▶ **Foltec™** foliar nutrients (the perfect complement to Contec DG)
- ▶ **Prophesy™** fungicide (the only granular propiconazole)
- ▶ **Governor™** (granular products based on Syngenta's Primo)
- ▶ **ProSect™** (bifenthrin)
- ▶ **Extend™** (long-lasting polymer-coated urea)
- ▶ **Allectus** (Merit + Talstar combination)

Sales and service:

Andersons products are available through a comprehensive network of distributors in the U.S. and international markets.



Andersons Turf Products
480 W. Dussel Drive
Maumee, OH 43537

Phone: 800-253-5296

Fax: 419-891-2745

Web site:

www.AndersonsTurf.com

Randy Strait
Owner

Arctic Snow and Ice Control

Armed with a snowplow, a 1977 Chevy Blazer and a passion for satisfied customers, Randy Strait turned one snowy Chicago winter into big business. More than 30 years later, Arctic Snow and Ice Control is still dedicated to providing the cleanest and most efficient snow removal service in the industry. But Strait wasn't done yet. After years of working with plows that didn't clear down to the surface, left significant amounts of snow behind and were costly to repair, he developed a solution—the Sectional Sno-Plow.



Arctic Snow and Ice Control
22763 South Center Road
Frankfort, IL 60423

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www.sectionalplow.com
E-mail:
pusherpro@yahoo.com

Design features

Because it was designed by snow removal professionals, Sectional Sno-Plow is unlike any other plow on the market. It has been designed to combat common issues associated with other plows thanks to several unique and innovative features:

- ▶ Comprised of individual 32-in. moldboards, Sectional Sno-Plow's patented design allows the plow to contour to any surface so nothing is left behind to replot;
- ▶ Spring-loaded trip edges on each moldboard section independently trip over obstacles hidden under the snow;
- ▶ Mechanical side panels sense impact and allow the plow to easily clear objects up to 9-in. high;
- ▶ AR-400 hardened steel cutting edges scrape compacted snow and ice down to the pavement and can be individually replaced, eliminating the need to replace several feet of costly steel or rubber;

▶ The patented Slip-Hitch™ system allows the operator to drop and go with no adjustments needed. It ensures full traction and eliminates drag, while continuously adjusting to the pavement for effective plowing;

▶ Steel shoes lay flat and resist premature wearing for several seasons of use.

Sectional Sno-Plow is the solution to turn idle equipment into a powerful, productive snow removal fleet. It's available for a variety of light- and medium-duty equipment, including loaders, skid steers and even telehandlers, and offered in models ranging in length from 8 to 22 ft. Check out the Sectional Sno-Plow in action by watching the video at www.sectionalplow.com and see why Sectional Sno-Plow is the only plow you'll ever want.





Jeff Gibson
Landscape Business
Manager

Ball Horticultural Co.

Product focus:

Landscape professionals across North America turn to Ball Horticultural Co. for the best-performing, easiest-to-use products and the latest information. Our business is breeding, producing and selling the plants you need. We'll help you choose the right products for the right season to assure complete landscape color confidence.

The Ball Landscape advantage gives you:

▶ Top-performing annuals, perennials, grasses, tropicals and shrubs selected by the color experts at Ball. Count on season-long color, low maintenance and outstanding landscape performance.



▶ Exceptional support from planning to purchase to planting. We have more people committed to your business than any other horticultural supplier, including a dedicated business manager, 56 sales reps, technical product reps, and many others with the knowledge to help you succeed.

Visit BallLandscape.com to find a local supplier and to get more information about the Ball Landscape program. Sign up to receive timely newsletters, or to receive business resource tools. The website is filled with details on new varieties and proven landscape performance. Find fast, easy landscape color solutions from Ball.



Major product lines:

- ▶ Wave® Petunias
- ▶ Dragonwing® Begonia
- ▶ Matrix® Pansy
- ▶ Taishan® Marigold
- ▶ Zahara® Zinnia
- ▶ Landmark™ Lantana
- ▶ Super Elfin® Impatiens
- ▶ Purple Flash Ornamental Pepper
- ▶ Voltage™ Yellow Osteospermum
- ▶ Serena® Angelonia
- ▶ Henna Coleus
- ▶ Fantasia® Geranium
- ▶ Dakota Gold Helenium

Ball Horticultural Co.
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West Chicago, IL 60185

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Fax: 800-234-0370
Web site:
www.balllandscape.com
E-mail: jgibson@ballhort.com

Belgard Hardscapes



Belgard Hardscapes sets the standard for innovative outdoor hardscapes with the Belgard® collection of paver and wall products. The company has a long history of successful applications on thousands of residential and commercial projects. Offering a versatile range of styles—in antiqued, classic and natural textures—premium Belgard products are found in America’s first homes and dream homes. Commonly used applications include driveways, walkways, patios, outdoor rooms and retaining walls. **When quality matters—Choose Belgard.**

Manufacturing facilities:

Oldcastle APG plants are located throughout the United States, providing regional distribution and color palettes for each region of the country.

Support:

Belgard University and www.belgarddesignpro.com

Major product lines:

- ▶ Belgard Hardscapes, an Oldcastle Architectural Brand
- ▶ Pavers, walls and curbs
- ▶ Custom and modular applications for backyard kitchen designs



Belgard Hardscapes

375 N. Ridge Road
Suite 250
Atlanta, GA 30350

Phone: 877-235-4273

Web site: www.belgard.biz

Blizzard Snowplows

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:

➤ **POWER PLOW®:** This plow sets the 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.

➤ **SPEEDWING™:** This BLIZZARD exclusive plows 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 retains 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-, 8½- and 9-ft. widths, these plows feature an aggressive cutting edge angle, optimized blade curl and the time-saving Power Hitch™ 2 attachment system.

➤ **LT Straight Blades:** Built for lighter-duty plowing applications, these plows share the same basic features as the HD straight blades. 7½- and 8-ft. models are available for pickup trucks, SUVs and even select utility vehicles.

➤ **Ice control equipment:** BLIZZARD offers both a low-

profile tailgate spreader and a line of ICE CHASER™ poly/ electric hopper spreaders to match your ice control needs.

Manufacturing facilities:

A division of Douglas Dynamics, LLC, the country's leading manufacturer of snow and ice removal equipment, BLIZZARD products and components are manufactured in 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 dealer, please visit blizzardplows.com



Blizzard Snowplows
PO Box 245038
Milwaukee, WI 53224-9538

Web site:
www.blizzardplows.com
E-mail:
info@blizzardplows.com

Rich Goldsbury
President,
Bobcat Americas

Bobcat



Product focus:

With the invention of the M400, Melroe Manufacturing Co. (which would later become Bobcat Co.), created the world's first true skid-steer loader. "Skid steer" describes the unique steering system, which enables the machine to turn within its own length. Today, nearly one out of every two skid-steer loaders is a Bobcat machine.

Today, Bobcat Co. is the leading provider of compact equipment for global construction, rental, landscaping, agriculture, grounds maintenance, government, utility, industrial and mining markets. We strive to empower our customers to do their jobs more efficiently and effectively. We're North

Dakota's largest manufacturer, with the most extensive compact equipment distribution network in the world.

Manufacturing facilities:

- ▶ Gwinner, ND
- ▶ Litchfield, MN
- ▶ Pont-Château, France
- ▶ Wujiang, China
- ▶ Dobříš, Czech Republic

Technical support, sales, training:

About 1,000 independent dealers in more than 100 countries serve our customers through more than 3,000 sales specialists. Known for their dedication to the customer, Bobcat dealers provide customer service for long, reliable equipment performance.



Major product lines:

- ▶ The Bobcat-exclusive all-wheel skid loader
- ▶ Compact excavators
- ▶ Compact track loaders
- ▶ Compact tractors
- ▶ Mini track loaders
- ▶ Skid steer loaders
- ▶ Utility work machines and vehicles
- ▶ Telescopic tool carriers
- ▶ More than 500 models of attachments



Bobcat
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Web site: www.bobcat.com



Mark Tipton
Managing Partner

Mission Statement

To enable profitable growth in landscape companies by leveraging leading edge software technology to control costs, increase efficiency and deliver premier customer service. Our goal is to provide tools to build a better future for you and your company.



BOSS® LM—
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Fax: 636-449-3900
Web site:
www.bosslm.com
E-mail: info@bosslm.com

BOSS® LM — The Integra Group, Inc.

Product focus:

The Integra Group was founded in 1999 as a custom software development firm. More than 100 software systems have been designed, developed and successfully deployed. One of these systems was developed for a large landscape company with offices in multiple cities. We captured their vision and delivered BOSS® LM, a powerful, easy-to-use business management software system—a single integrated solution that spans all core business operations from sales through invoicing and accounting.

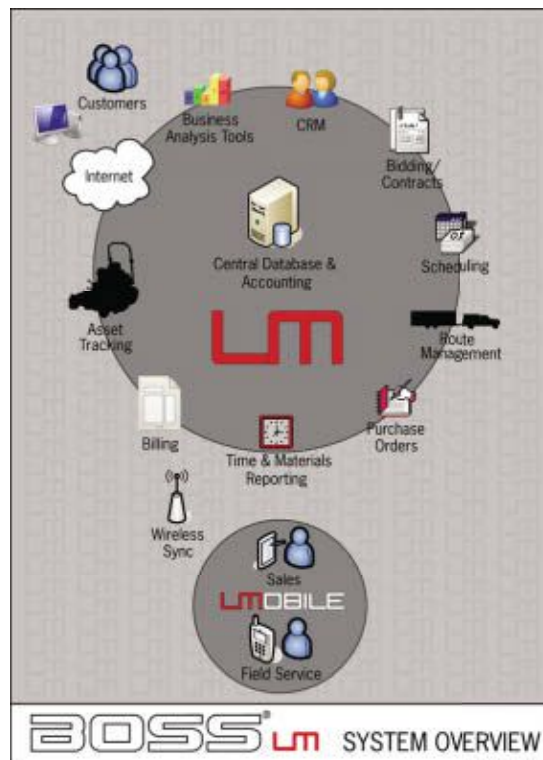
BOSS® LM is enabling companies of all sizes to better understand and manage their businesses by providing greater visibility and control over what is happening on a day-to-day basis. BOSS® LM presents the information you need for strategic planning to improve and expand your business.

One of BOSS® LM's unique features is that it is designed for use by employees throughout the organization from sales to production, not just accountants and administrators. BOSS® LM provides simple graphical screens with intuitive drill downs that give users the information they need quickly and easily. They will throw out their spreadsheets and charts—and actually use it.

That's why clients are telling us that sales is able to sell more and production is able to produce more since they implemented BOSS® LM.

Our first customer told us: "My return on investment for BOSS® LM is higher than any piece of equipment I've purchased."

Calculating the ROI doesn't just apply to equipment, but to any asset that requires an



investment, including software. One of the steps in our process with each client before he or she purchases BOSS® LM is to create a value analysis to identify the ROI.

Technical support:

Unlike many software purchases that typically don't have a plan until after you purchase the software, ours begins long before you have made any commitments. After some initial discussions, we put together a mutually agreed upon evaluation plan, which outlines the steps that we will go through together to determine whether BOSS® LM is a good fit for your business. After implementation, we provide complete support including product upgrades.



Mission Statement

Brite Ideas Decorating, Inc. strives to be recognized as the premier festive holiday light product company. Our employees are committed to creating a unique and durable product, which will provide long-term satisfaction to our distributors and customers.



Brite Ideas Decorating
3852 Farnam St.
Omaha, NE 68131

Phone: 888-200-5131
Web site:
www.sayitwithlights.com

Brite Ideas Decorating

Product innovation

- › Design
- › LED Products
- › UV-Protected Poly Clips
- › Steel Construction
- › Aluminum Construction

Software

Brite Ideas Decorating has developed easy-to-use software. The software is an Access-based proposal form that allows you, our distributor, to bid out jobs and control your profits. With the ease of the proposal software, your next sale is a few clicks of the mouse away.

Profits

Brite Ideas Decorating has a successful plan for profitability that provides you with the tools and support to make holiday lighting a revenue source. Not only will you make impressive profits the first year, you will establish residual business for years to come.



Training and support

Brite Ideas prides itself on making sure that you know all there is to know about holiday lighting so that you can have a successful and lucrative business. We take our time training you in every aspect of the adventure with a two-day training session about the business as a whole.

With 24/7 support 365 days a year, Brite Ideas' knowledgeable staff is available any time for any questions. We also offer web support from other distributors through online forums.



Blake Smith
President

The Decor Group
Christmas Decor, Inc.
NiteTime Decor, Inc.

Mission Statement

The 'light' way to new revenue and additional profits from two proven business systems!



Christmas Decor
NiteTime Decor
7602 University Ave.
Lubbock, TX 79423

Phone: 1-800-687-9551
Fax: 806-722-9627
Web sites:
www.ChristmasDecor.net
www.NiteTimeDecor.com
E-mail:
jbush@thedecorgroup.com

Christmas Decor, Inc. / Nite Time Decor, Inc.

The Decor Group has helped more than 375 service companies achieve greater success with its unique franchise concepts. Times like these call for action and positive steps to better position yourself for success. Our systems work and can give you the edge you need to zoom past competitors.

The Decor Group diligently works to ensure the success of all of our franchises. No other franchisor will do more to train, support and encourage its franchisees. By providing an extensive range of educational programs, technical support, in-the-field site visits, specification assistance and marketing support, we set the standard in total franchisee support. We were named a 2008 Top Ten Home Improvement Franchise by *Entrepreneur* magazine and AOL.

The holiday season can provide many opportunities for your business:

➤ **Christmas Decor** is a proven system that will help you provide professional holiday decorating services to homes and businesses using many of your existing assets. Trucks, equipment and employees produce more. Our franchisees earn an average of 28% net profit, and can produce \$2,698



per day with a three-person crew! We train and support you, and give you access to our exclusive product lines year-round. Contact us today for a complimentary Christmas Decor Market Assessment of your area! Call 1-800-687-9551 or visit www.christmasdecor.net.

➤ **NiteTime Décor** is our architectural and landscape lighting system, and the demand for this service continues to grow! Tap into this exciting industry to diversify

your services and earn higher margins. Our training and support system teaches you to operate more efficiently while commanding a higher price for your service. Call to find out how our franchisees earn an average sale of \$3,765—earning about \$100 gross profit per man hour. Contact us today for a complimentary NiteTime Decor Market Assessment to see your territory's potential. Call 1-800-687-9551 or visit www.nitetimedecor.com.

Corona Clipper



Product focus:

Corona is the leading manufacturer of superior quality forged pruning and long-handled tools for both the professional and consumer markets. Corona’s legendary reputation is built on classic design, handcrafted forged workmanship and superior customer service. This reputation has made Corona America’s first choice in hand tools, season after season.

Born in the orange groves of southern California in the early 1920s, Corona has a long history of designing tools that provide lasting performance for professionals and gardeners who take pride in a job well done.

Corona’s customer base includes landscape, irrigation, horticultural, agricultural, forestry, construction, maintenance and public works markets, served by

professionals and home gardeners.

Manufacturing facilities:

Headquartered in Corona, CA, approximately 60 miles south of Los Angeles, Corona has three manufacturing and warehouse facilities in the United States and Mexico, employing approximately 250 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:

The company’s product line includes hand pruners, shears, loppers, saws, garden tools, shovels, rakes and wheelbarrows.

In 2010, Corona introduced its new brand image and innovative line of cutting tools, the Dual Cut Series of pruners, loppers and hedge shears.

Based on its heritage, Corona’s new mark and tool design innovations continue to assert leadership and expertise in manufacturing the best garden and landscape tools. Check out the full line of Corona tools and accessories at www.coronaclipper.com.



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E-mail:
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“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.

“Both our professional and passionate consumers demand the best; and at Corona, we believe we make the best gardening and landscaping tools in the world. To be the best, Corona’s tools must always be unique in the marketplace, relevant to professional and consumer lifestyles, and authentic to our company’s values and heritage. For decades we’ve applied our advanced principles of tool design while researching those who use our tools and understanding how they use them. We apply our research into making tools that help professionals work faster, smarter and more efficiently, season after season.”

—Steve Erickson, President



Antonio Galindez
President and CEO

Mission Statement

As part of The Dow Chemical Company, we share a common mission of constantly improving what is essential to human progress by mastering science and technology. This mission is embodied in what we call the “Human Element”—our commitment to drive and apply science to solve the world’s most challenging human problems. This focus empowers our thinking, encourages teamwork and gives our employees the freedom to develop creative approaches. Together with The Dow Chemical Company, we strive to make the biggest impact while leaving the smallest footprint.

Dow AgroSciences
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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. Every day, our employees—our Human Element—combine their different perspectives to constantly improve our organization and the products and services we deliver. This is evident in the Turf & Ornamental 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 important, that’s our commitment to you.

Major product lines:

➤ **Dimension®** specialty herbicide provides premium season-long pre-emergence control of crabgrass, spurge, oxalis and other grassy weeds, along with early postemergence control of crabgrass. With multiple formulations, including water-based Dimension 2EW specialty herbicide, Dimension can be used over the top of field- and container-grown nursery and landscape ornamentals, and on established lawns, golf courses and commercial sod farms without staining surroundings.



➤ **Gallery®** specialty herbicide is the most effective pre-emergence herbicide for broadleaf weeds labeled for cool- and warm-season turf. It can be applied in spring or fall; helps minimize costly callbacks due to weed breakthrough; and provides control for up to eight months.

➤ **LockUp®** specialty herbicide is available through distributors as a formulated product for superior control of dollarweed in the South and dandelion in the North. It offers postemergence weed control to lawn care professionals, golf course superintendents and sports turf managers. It provides activity at extremely low use rates (0.02 to 0.06 lb. a.i./A) and

can be applied to wet or dry cool- or warm-season turf.

➤ **Eagle® 20EW** specialty fungicide is a liquid systemic fungicide for preventive and curative control of roughly 20 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. It won’t harm popular turfgrass and ornamental species.

Support: We have more than 30 dedicated individuals serving as sales representatives, technical account managers, nursery specialists, sales managers and field scientists providing training, stewardship and solutions to formulators, distributors, university researchers and end users nationwide. Labels and MSDS are available at www.dowprovesit.com.

Our Power of MORE™ earning program allows companies to earn cash rebates on Dow AgroSciences product purchases. Visit www.powerofmore.com.

®™ Trademark of Dow AgroSciences LLC. State restrictions on the sale and use of Dimension specialty herbicide products, LockUp specialty herbicide and Eagle 20EW specialty fungicide apply. Consult the label before purchase or use for full details. Always read and follow label directions.

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
114A W. 3rd St., Suite #301
Kansas City, MO 64105

Phone: 800-231-8574
Fax: 816-842-5554
Web site:
www.prolandscape.com
E-mail:
sales@prolandscape.com

PRO Landscape by Drafix Software

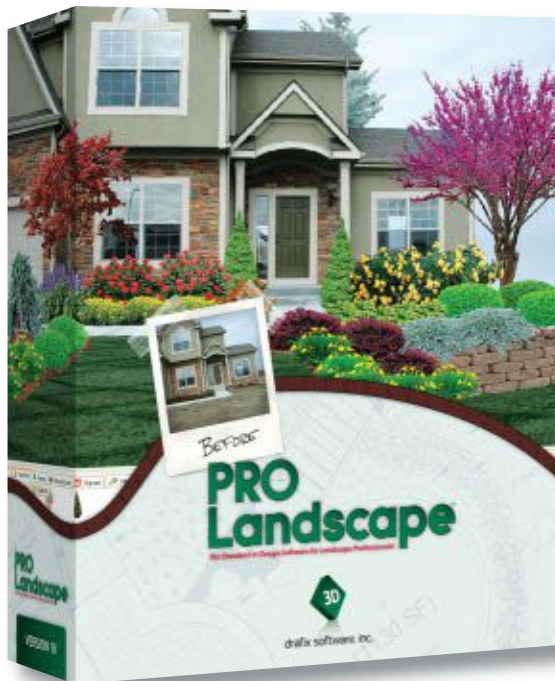
Product focus:

Take your business to the next level using PRO Landscape design software.

PRO Landscape is the most complete, easiest-to-learn and easiest-to-use professional landscape design software package you can buy. The software creates breathtaking visual landscape designs, 2D site plans, 3D walk-throughs and accurate estimates. PRO Landscape makes it fast and easy to sell, plan and bid your landscape designs.

➤ **Photo Imaging:** Do your customers have difficulty understanding exactly what you are proposing for their property? Use PRO Landscape’s photo imaging to create a realistic visual representation of what your proposed landscape design will look like. Simply start with a digital photograph of your customer’s house and then you can easily drag and drop your landscape items right onto the photograph. PRO Landscape’s library contains 8,500 of the industry’s highest quality images of plants, trees, shrubs, grass, mulch, hardscapes, water features, night and holiday lighting and much, much more. Easily create visual designs that your customers can understand.

➤ **Easy-to-Use CAD:** Tired of drawing by hand and spending hours labeling and doing take-offs? PRO Landscape allows



you to quickly create scaled 2D-site plans that accurately represent your proposed design elements including plantings, hardscapes and irrigation systems. PRO Landscape Planner keeps track of all materials, calculates hardscape areas and material volume of items such as mulch. With a single click you can create a title block, callouts or a plant legend.

➤ **True 3D:** Our 3D is exactly what the name says it is—three dimensional. It’s as easy as pushing a single button from either your photo imaging or CAD file and automatically converting it to a stunning 3D representation of your design. You can then view the design from any angle as well

as perform fly-overs or walk-throughs.

➤ **Customer proposals:** Would you like to improve the professionalism of your estimates? PRO Landscape generates an accurate bid directly from your photo imaging or CAD files using your prices and tax rate. 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 with a 60-day money-back guarantee, tutorial/training CD and free technical support.



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™ Imprelis™, DuPont™ Acelepryn® insecticide, DuPont™ Advion® fire ant bait, DuPont™ Advion® insect granule and

broadleaf weeds. Plus, it can be used with granular fertilizer or on post-emergent weeds with unprecedented results. Although Imprelis™ is tough on weeds, it has one of the lowest application rates in lawn care. In addition, it has low toxicity to mammals.

➤ **DuPont™ Acelepryn® insecticide** provides season-long control of every turf-damaging white grub species plus key surface-feeding insects with just one application when applied according to label use directions.

Acelepryn® is also gentle on the environment, a key feature as more homeowners are requesting environmentally-smart choices. Classified as reduced-risk by the EPA for applications to turfgrass, Acelepryn® has a mode of action different from other turf insecticides. It is available in a liquid formulation, a granular ready-to-use formulation and a ready-to-use fertilizer formulation.

Acelepryn® is designed and approved for use on residential and commercial turf as well as landscape ornamentals.

➤ **DuPont™ Provaunt® insecticide** offers a mode of action that controls a wide range of caterpillars and other key insect pests as listed on the approved label. Applications of Provaunt causes target insect pests to stop their feeding in hours or less—and that activity helps to stop damage to your customers' turf and landscape

ornamental plants. Provaunt® is effective at the low label application rates. And this effectiveness can be attributed to the class of chemistry and mode of action of the active ingredient in Provaunt®.

➤ **DuPont™ Advion® fire ant bait** has been tested in the field and through professional use to show that fire ant colony control can be achieved in 24 to 72 hours. Just one or two applications of the bait formulation has been shown capable of achieving year-long control in a fire ant-infested area that has been treated—at an annual cost per acre that's more affordable than many other fire ant control products currently on the market. This product features the DuPont active ingredient indoxacarb, which was recognized by the U.S. EPA in its Reduced Risk Program for fire ant control.

➤ **DuPont™ Advion® insect granule** is a non-repellent bait that is attractive to ants, cockroaches, silverfish, house and field crickets, and earwigs. It provides lawn and pest management professionals with desirable insect control in a ready-to-use, dry bait formulation. This formulation is easy to apply in a wide range of approved application use sites including broadcast lawn treatments, attics, crawl spaces, basements and perimeter applications.

DuPont™ Provaunt® insecticide. Our R&D efforts focus on creating high-performing turf and landscape ornamental products with the best environmental attributes possible.

Major product lines:

➤ **DuPont™ Imprelis™ herbicide** is the most scientifically advanced turf herbicide in more than 40 years. Its innovative new technology is effective on even the toughest broadleaf weeds—like ground ivy and wild violets—with more application freedom than ever before. That's because there are no restrictions to when it can be applied. Even during reseeding or rainy days, it provides long-lasting residual control on a wide range of



The miracles of science™

DuPont Professional Products

4417 Lancaster Pike
CRP Building 705
Wilmington, DE 19880

Phone: 888-638-7668

Fax: 302-355-3218

Web site: www2.dupont.com

E-mail:

proproducts@dupont.com



John Goers
General Manager

Mission Statement

Firestone Specialty Products aims to be the global leader in the protection, conservation and reutilization of water.

Firestone Specialty Products Co., LLC

Product focus:

Firestone Specialty Products manufactures high-quality, durable liner and geomembrane systems for a variety of decorative, stormwater management and critical containment applications. Our products are manufactured at five facilities located throughout the United States.

➤ **Residential:** Each year, Firestone lining products help enhance the beauty and value of thousands of private homes around the country. Perfect for ponds, waterfalls and other landscaped water features, Firestone offers an affordable solution for all residential applications.

➤ **Commercial:** From decorative ponds and lakes for apartment complexes and golf courses, to more utilitarian



applications in agriculture and aquaculture, Firestone has a range of geomembrane systems to meet any business need.

➤ **Industrial:** Industrial applications such as canals, dams, reservoirs and retention ponds often account for some of the most demanding lining projects. Firestone

geomembranes provide proven performance in conditions where quality and durability are critical.

Support, sales, training and customer service:

Visit www.firestonesp.com to locate a sales rep or distributor near you, to view installation detail videos, to find technical information, to order literature and samples, or to learn about our contractor training program.

Firestone Specialty Products Co., LLC
250 W. 96th St.
Indianapolis, IN 46260

Phone: 800-428-4442
Fax: 317-575-7002
Web site:
www.firestonesp.com/lm
E-mail:
info@firestonesp.com



Major product lines:

- Firestone PondGard Pond Liners
- Firestone EPDM Geomembranes
- Firestone fPP Geomembranes
- Firestone TPO Geomembranes
- A full line of accessories

Fisher Engineering

Product focus:

Dedication to quality and service has been a FISHER® tradition from the start. Fisher Engineering has been manufacturing snowplows for over 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 snowplowers. Major product lines include:



Fisher Engineering
50 Gordon Drive
Rockland, ME 04841

Web site:
www.fisherplows.com
Contact:
fe2000@fisherplows.com

- ▶ **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 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 poly moldboard.
- ▶ **XLS™ (Expandable 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:** 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 range, these plows are designed for serious snowplowing.
- ▶ **HT Series™:** Targeted specifically for today's half-ton 4WD pickup trucks, the FISHER HT Series snowplow is a full-size, full-featured snowplow with the strength to handle institutional and extended-use homeowner applications.
- ▶ **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 recently expanded 200,000-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' Milwaukee, WI facility.

Technical support: FISHER distributors and dealers are factory trained to provide exceptional product and service support before, during and after the sale.



Amy O'Shea
 Director, FMC Professional Solutions

Mission Statement

Feeding the world, protecting health and providing the conveniences of life. 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 Corporation
 1735 Market St.
 Philadelphia, PA 19103

Phone: 800-321-1362
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Web site:
www.fmcprosolutions.com
E-mail:
fmc.prosolutions@fmc.com

FMC Corporation

Product focus:

FMC is a global, diversified chemical company that has been providing innovative solutions, applications and quality products for more than a century to agricultural, industrial and consumer markets.

FMC products are formulated in the United States. Our corporate headquarters and customer support center is located in Philadelphia, and our extensive team of research, sales representatives and technical support are scattered throughout the United States.

Major product lines:

FMC provides a full line of proven liquid, granular and aerosol insecticides for indoor and outdoor pest and termite control, pre- and post-emergence herbicides, fungicides, and more.

Talstar: Our Talstar® products are the #1 trusted brand in general pest control, giving lawn care operators cost effective, proven solutions for long-lasting, broad-spectrum control of more than 75 of the toughest lawn and ornamental pests, including ants (including fire ants), billbugs, chinch bugs, fleas, ticks, and more.

This includes the popular **Talstar® EZ** granular insecticide for unmatched control of surface feeding pests and an



odorless, low-dust formulation; **Talstar® Professional**, a water-based, liquid formulation; **Talstar® PL** granular insecticide, which uses a sand carrier for more invisible control of perimeter pests; and the new **Talstar® XTRA**, which eliminates fire ants and other outdoor pests in as little as minutes, while not sacrificing the long-lasting residual that professionals expect from Talstar.

Herbicides: Our new and ever-expanding list of herbicides gives lawn care operators control of weeds without the

wait. The list includes:

- **Solitare®** herbicide, the only all-in-one postemergence weed control solution against crabgrass, sedges and tough broadleaf weeds;
- **Dismiss®** herbicide, the industry's fastest control of sedges with visible results in 24-48 hours;
- **Echelon®**, a pre-emergent crabgrass and sedge control that is both root and shoot absorbed for over 100 days of control that is available in a sprayable formulation and on fertilizer;
- **New SquareOne™** herbicide for increased application flexibility on newly seeded turf;
- **QuickSilver®** herbicide, a common tank mix partner with typical 3-way broadleaf products for fast and broader spectrum control of common broadleaf weeds.

Additional products for lawn care are listed on our web site at www.fmcprosolutions.com.

(FMC, Talstar, Solitare, Dismiss, Echelon, SquareOne, and QuickSilver are trademarks of FMC Corporation. © FMC Corporation. All rights reserved.)





Joe Shoener
Solutions Manager and
Vice President

Mission Statement

Our mission is to make it easy for landscape and lawn care professionals to grow their businesses. Our marketing solutions improve our clients' image and results.

Focal Point Communications

Product focus:

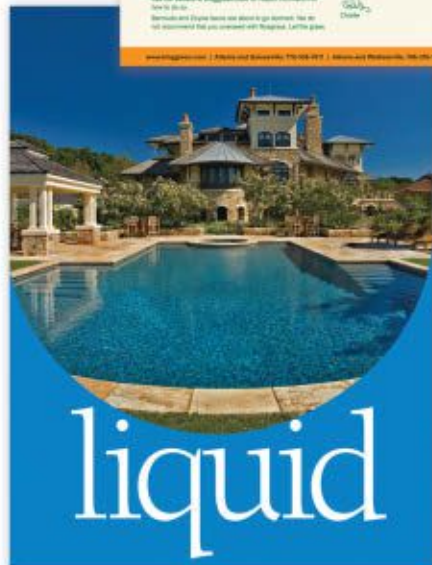
Focal Point is a marketing company serving landscape and lawn care professionals exclusively. We focus on getting results for our clients by generating more leads, helping to close more sales, retaining more clients and utilizing new media to improve credibility and success. We've been serving the green industry since 1987, providing effective marketing solutions with our dedicated and talented team of professionals.

Support, sales and service:

We pride ourselves on exceptional customer service, and when you work with us, you can expect a smooth, trouble-free and friendly experience. Our new website at www.growpro.com enables our customers to learn about our products, send inquiries and shop for marketing materials at any time.

Product lines:

Focal Point creates and manages newsletter, e-newsletter and direct mail programs. We provide website design and custom graphic design, in addition to our catalog of postcards, presentation folders, educational materials and client communication tools. We develop marketing plans for our clients and offer full rebranding services.



Focal Point Communications
61 Circle Freeway Drive
Cincinnati, OH 45246
800-525-6999

Web site:
www.growpro.com
E-mail:
joeshoener@growpro.com

Grant Gibson
 Founder & President

Mike Rorie
 CEO

Go iLawn



Product focus:

Go iLawn, www.goilawn.com, delivers an online measuring service for green industry professionals. Go iLawn combines high-resolution aerial photographs, a suite of measuring tools and property information all into one easy-to-use application. Go iLawn can be used to accurately measure area, linear distance, height and more of both residential and commercial properties from the convenience of the office.

The process is simple and efficient: enter an address, view a high-resolution image of the property, measure anything on the screen. All measurements can be color-coded, labeled, copied, edited, printed and saved. Measurements are automatically calculated

and formatted to an Excel spreadsheet, making it easy to include both measurement data and property photos in customer job files.

Go iLawn offers more than just measuring tools. Neighborhood and property reports allow users to gather information about their markets and the surrounding area. Neighborhood reports include local demographics, and property reports provide specifics that include owner name, property value and mail carrier route.

Go iLawn is available 24 hours a day and does not require software installation.

With Go iLawn you can:

- ▶ View high-resolution photographs of residential and commercial properties from the office

- ▶ Measure prospective and verify existing properties
- ▶ Measure area, linear distance, height, slope and more (turf, mulch beds, trees, parking lots, etc.)
- ▶ Color code, label, copy, edit, print and save data and photos
- ▶ Create site maps
- ▶ Extract property information for marketing

Sales and support:

The Go iLawn team is dedicated to educating its customers with training and live support along with a help center that features tutorial videos and a knowledge base of support related articles.

Major product lines:

Go iLawn: www.goilawn.com
Go iSnow: www.go-isnow.com



Go iLawn
 7157 East Kemper Road
 Cincinnati, OH 45249

Phone: 800-270-6782
Web site: www.goilawn.com
E-mail:
goisales@gisdynamics.com



Stan Guyer
President

Mission Statement

Design, manufacture and distribute high-quality, versatile, zero-turn outdoor power equipment that provides long-lasting value to its owner.



Grasshopper
P.O. Box 637
Moundridge, KS 67107

Phone: 620-345-8621
Fax: 620-345-2301
Web site:
grasshoppermower.com
E-mail:
info@grasshoppermower.com

Grasshopper

Product focus:

The Grasshopper Company is a pioneer of zero-turn mowers and grounds maintenance equipment, continually innovating for maximum performance, durability and comfort since 1969.

Major product lines:

For more than 40 years, Grasshopper has focused on manufacturing a complete line of zero-turn mowers, PowerVac™ Collection Systems, and other turf-renovation and snow-removal implements that are highly productive, supremely comfortable and easy to maintain. These fuel-efficient, environmentally friendly products provide easy operation, versatility and timesaving performance—a turf care professional’s production solution based

on zero-turn maneuverability.

Grasshopper offers durable horizontal- and vertical-shaft engine options—fuel-efficient diesel or gasoline, 16- to 35-horsepower – with mid-mounted (MidMount™) or front-mounted (FrontMount™) DuraMax® decks.

Grasshopper power units optimize the zero-turn performance of a wide range of year-round implements, including the AERA-vator™, dethatcher, Little Bully™ dozer blades,



Edge-EZE™ edger, PowerVac™ Collection System, CleanSweep™ rotary broom, Remote Vac™, shielded sprayer, DriftBuster™ snow thrower, turbine blower and V-plow. The exclusive QuikConverter™ implement system allows operators to remove FrontMount™ DuraMax® decks and connect implements in minutes without tools. Only Grasshopper lets you mow, aerate, edge, blow leaves, dethatch, pick up debris, and push, sweep or throw snow with only one engine to maintain.

Among the company’s major firsts for the industry, Grasshopper is the originator of dual swing-away control levers for mowers as well as the ergonomic PowerFold® deck lift that raises the deck to vertical at the touch of a switch, and provides electric cutting height adjustment capability. Now PowerFold® is a standard feature on the massive 72-in. DuraMax® decks as well as the new 35 Series dedicated rear-discharge decks for FrontMount™ power units.

As the first zero-turn manufacturer to offer diesel engine options, Grasshopper

continues to lead and perfect diesel-powered mowing and turf maintenance equipment with engines that are CARB Tier 4-I compliant, save 700 gallons of fuel for every 1,000 hours of operation, and pack power and efficiency to add more than \$9,000 every year to the bottom line.

Manufacturing facility:

Grasshopper engineers continuously research and innovate new product features and improvements at its 300,000-sq.-ft. facility in Moundridge, KS. Our skilled manufacturing specialists use computer-aided manufacturing integrated with 3-D solid modeling computer design system, CNC fabrication and machining and robotic welding.

Sales, training and customer service:

Dealers benefit from factory service training, support from knowledgeable territory sales representatives and helpful factory customer service representatives.

Jim Ross
President

Mission Statement

As a professional distributor to the Green Industry, we are committed to exceeding our customer's expectations by providing quality products, innovative services and professional knowledge; measured by the mutual profitability and success of our customers, employees and shareholders.

Horizon Distributors, Inc.



Product focus:

Horizon is more than just a landscape and irrigation distributor; we are your partner, ready to deliver the products and services you need to be successful. Horizon offers the most complete selection of products in the industry, including irrigation, fertilizer, pesticides, seed and sod, mowers, 2-cycle equipment, lighting, pond supplies, barbeques, tools, safety products, pavers and more. Every Horizon region has an in-store service center that offers repairs and maintenance to your power equipment.

More than 60 locations in 11 states means that there is a Horizon store conveniently located near your job or property. All stores are open merchandised, helping you to get in and out more quickly. And Horizon's professional, knowledgeable staff—which includes many bilingual team members—can offer ideas and

solutions to any member of your crew. Horizon teams include experts in agronomy, water conservation, equipment and ponding that can answer your questions and ensure you find the right solution.

Horizon offers the Business Builder Program, an innovative new program that helps landscape professionals grow their business and be more profitable. The BBP features services like the Marketing

Toolkit—templates and printing services to help you create marketing materials to advertise your business. Most recently Horizon launched BizPro, an online training program that discusses ideas for new services you can offer to increase income along with the tools you need to help sell those services to your clients.

With on-time delivery, will-call, online account access, parts hotline, accounting hotline, paperless invoicing and more, Horizon is the only distributor you need to get the job done.

Stop by your local store today to see the Horizon difference first hand. Or you can reach Horizon by calling 800-PVC-TURF or online at horizononline.com.

Horizon Distributors—the edge you need.



Horizon Distributors, Inc.
261 N. Roosevelt Ave.
Chandler, AZ 85226

Phone: 800-782-8873
Fax: 480-337-6701
Web site:
www.horizononline.com
E-mail:
info@horizononline.com



Mona Haberer
President and CEO

Mission Statement

To guide and provide the green industry with superior, cost-effective insurance solutions.



Hortica Insurance & Employee Benefits

1 Horticultural Lane
P.O. Box 428
Edwardsville, IL 62025

Phone: 800-851-7740

Fax: 800-233-3642

Web site:

www.hortica-insurance.com

E-mail:

sales@hortica-insurance.com

Hortica Insurance & Employee Benefits

Product focus:

Founded in 1887, Hortica is the only U.S. insurance company solely dedicated to landscape professionals, nurseries, greenhouse growers, garden centers, interior plantscapers, retail florists and wholesale floral distributors—the entire green industry. We realize the industry is unpredictable and ever-changing. Rest assured our focus is, and will remain, dedicated to protecting you.

Hortica will guide you in designing an insurance plan to provide protection for equipment at job sites, on-the-job employee injuries, chemical application, landscape design/architecture errors and omissions, your employees and other risks unique to your business. With the right coverages at competitive prices, Hortica can help your business improve its bottom line.

Hortica actively participates and supports many national and state industry associations including Professional Landcare Network, Association of Professional Landscape Designers, American Nursery & Landscape Association, OFA—an Association of Horticultural Professionals, Master Nursery Garden Centers and Society of American Florists.



Facilities:

Hortica is a national company with its corporate office located in the St. Louis metropolitan area in Edwardsville, IL. The company has branch offices in California, Massachusetts, Pennsylvania and Virginia. Hortica has approximately 80 account executives throughout the country.

Support:

When you call Hortica's toll-free number, a real person will answer your call. Our knowledgeable insurance experts will help you stay abreast of your insurance program. Hortica provides cost-saving services to our clients such as loss control training programs, safety resource materials and proactive claims handling. We will even help you

avoid unreasonable liability by reviewing legal contracts. In the event of a loss, a professional on-staff adjuster will guide you through every detail and provide a prompt, fair and hassle-free claim settlement.

Major product lines:

Hortica is the green industry advocate that is a trusted partner for all business insurance, employee benefits and personal insurance. We provide a full range of products and services including business package policies, business automobile, workers compensation, bonds, errors and omissions, umbrella, nursery crop, employment practices liability, flood and earthquake, health insurance, long-term care, disability and a variety of personal lines coverage.



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

Hustler Turf Equipment
200 South Ridge Road
Hesston, KS 67062

Phone: 800-395-4757

Fax: 620-327-1321

Web site:

www.hustlerturf.com

E-mail: info@excelii.com

Hustler Turf Equipment



Product focus:

In 1964, Hustler Turf Equipment built the first true zero-turning-radius mower. Since then, Hustler has continued to concentrate on providing the highest quality, most productive, and innovative mowers to its customers.

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:

- ▶ The **Sport™** offers homeowners exceptional Hustler quality and dependability at a more affordable price.
- ▶ The **X-ONE™** is a commercial mower at an attractive price, without

compromising quality and features.

- ▶ Hustler Turf has raised the bar for its competition with The Next Generation Super Z. Built to industrial standards, the **Super Z™** features Hustler's new VX4 technology. Look for the new Super Z in January 2011.

▶ The **TrimStar™** is the most innovative and technologically advanced walk-behind mower on the market. The feature-rich TrimStar is priced lower than competitive hydrostatic, floating-deck mowers, making it a tremendous value.

- ▶ Want to lower your carbon footprint? **The Hustler Zeon™**, the world's first all-electric zero-turning-radius mower, can help you reach that goal.

Samuel R. Allen
Chairman & CEO

John Deere



Product focus:

The John Deere organization is noted for more than 170 years of innovation, the highest quality products and product operator safety initiatives.

John Deere 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

finance options and seasonal payment plans to optimize cash flow through John Deere Credit, superior parts and service, and the support of a strong national dealer network.

Manufacturing facilities:

John Deere manufactures commercial products in Fuquay-Varina, NC; Horicon, WI; Augusta, GA; Alpharetta, GA; and Dubuque, IA.

Technical support and training:

At www.JohnDeere.com, customers can find information on a variety of support functions, including online product operator manuals and training modules, warranty information and product selector tools.



John Deere
1 John Deere Place
Moline IL, 61265

Phone: 800-537-8233
Web site:
www.JohnDeere.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





Rand A. Baldwin
Managin Director

Mid-America Horticultural Trade Show

The Mid-America Horticultural Trade Show (Mid-Am), scheduled for Jan. 19-21, 2011, will appeal to everyone throughout the horticulture industry at every level. Business owners, CEOs, landscape architects, arborists, garden center retailers, landscape construction/maintenance professionals and more will find something of value at Mid-Am. Mid-Am provides buying opportunities with hundreds of exhibits displaying the latest equipment, products and services, career-advancing education and relationship-building networking events.

Mingle with your peers at the Pier

Mid-Am is returning to Chicago's Navy Pier—a favorite location of attendees and exhibitors alike. Close to the action in downtown Chicago, Navy Pier provides a fantastic backdrop for Mid-Am with a wide variety of dining and entertainment options.

Mid-Am is the original industry social network, helping horticulture professionals in the Midwest to connect and facilitate business for 38 years! At Mid-Am you'll find the resources to get answers, build contacts and obtain ideas to grow and enhance your business.

Mid-Am 2011 Highlights include:

▶ **Free Mid-Am Mixer & Reception.** Scheduled for Thursday, Jan. 20 from 5-6:30 p.m. in the Grand Ballroom at Navy Pier, the Mid-Am Mixer is a great place for professionals to connect and network.

▶ **Sustainability Zone.** This specialized section of exhibits on the show floor is organized to help attendees keep up with the latest plants, products and information on today's hottest trend: sustainability. Find out what you should know, discover products for your business, and learn sustainable techniques in the Sustainability Zone.



Educational opportunities

Mid-Am's education and career growth options feature sessions presented by some of the brightest minds in the industry. Visit midam.org for program and registration details.

Pre-conference workshops. The Mid-Am Pre-Conference Workshops on Tuesday, Jan. 18, presented by the Illinois Green Industry Association (IGIA) and the Illinois Landscape Contractors Association (ILCA), offer three concurrent full-day educational workshops designed to provide ideas and solutions for green industry businesses.

Mentoring roundtables. Ask questions, get feedback and find solutions at the Mentoring Roundtable on Jan. 19. Two 50-minute sessions with concurrent table topics keep owners and managers abreast of the latest and hottest issues. Industry veterans who have been in the trenches offer advice and share their experiences to provide a valuable learning experience.

Midwinter Conference. Presented by IGIA and ILCA, the Midwinter Conference on Wednesday and Thursday, Jan. 19 and 20, offers two full days of business-centric sessions focusing on timely topics for green industry professionals. Tracks include Sales & Marketing, Plants & Horticulture, Management & Operations, Sustainable Solutions and Business Retail.

For all the latest information and to register, visit www.midam.org.



Mid-America Horticultural Trade Show
1000 N. Rand Road
Suite 214
Wauconda, IL 60084

Phone: 800-223-8761
Fax: 847-526-3993
Web site: www.midam.org
E-mail: mail@midam.org

For exhibiting information, visit www.exhibitmidam.org or contact Show Manager Suzanne Spohr.

Jim Jackson
President

Mission Statement

MistAway® Systems is the leading manufacturer of outdoor misting systems that control mosquitoes, spiders, no see-ums and other annoying insects. We are committed to providing our dealers with the best business opportunity in misting.

MistAway Systems



Product focus:

MistAway manufactures a system that sprays a very fine mist of a dilute botanical insecticide through a nozzle circuit that is installed around the perimeter of a backyard or other area where people want to spend time outdoors. The mist settles on the grass and landscaping and as mosquitoes and other pests come into contact with the insecticide, they are killed. The systems are both very effective and safe.

While the margins from installation of the systems are attractive, our units make an ideal platform for our dealers to operate a highly profitable recurring service business.

Technology, support and training:

MistAway is committed to innovation, and our products are the most advanced and reliable in the industry. Our design and engineering is primarily driven by the ideas, experiences and feedback of our dealers, who have installed more than 15,000 of our systems in the U.S. and abroad.

We offer unmatched technical and sales support and reliable, quick, friendly service.



We also offer comprehensive, practical training at MistAway University, conducted monthly in our offices in Houston.

Dealer opportunities:

We are very excited about the opportunity to introduce this new application of misting technology to every market where property owners seek relief from mosquitoes, no-see-ums and other outdoor pests; and we are actively seeking entrepreneurs to act as dealers for our products.

We offer a chance to “get in on the ground floor” of a great business opportunity and build a lasting relationship with a leader in the industry. If you would like to learn more, please don’t hesitate to call us at 866-485-7255 or e-mail info@mistaway.com and we’ll contact you.



MistAway Systems
2121 Brittonmoore, #5200
Houston, TX 77043

Phone: 866-485-7255
Fax: 713-255-5055
Web site:
www.mistaway.com
E-mail: info@mistaway.com



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
1217 W. 12th St.
Kansas City, MO
64101-04090

Phone: 800-821-7925
Fax: 816-474-0462
Web site:
www.pbigordon.com
E-mail:
webmaster@pbigordon.com

PBI/Gordon Corporation

Nobody knows your turf like we do

New for 2011!:

Zylam 20SG Systemic Turf Insecticide is a 20% soluble granule formulation of dinotefuran, the latest generation of neonicotinoid insecticides. It is the product of choice when you need “muscle in your tank” for outstanding control of turfgrass’ toughest pests, including chinch bug, cutworms, mole crickets, European crane flies, billbugs and annual bluegrass weevils.

Trimec® 1000 Low Odor Broadleaf Herbicide is a proprietary mixed-amine formulation. It contains MCPP and dicamba with two forms of 2,4-D – DEA (diethanolamine) and DMA (dimethylamine) for a total of four ingredients. The formulation resists crystallization, allowing more thorough absorption into the plant, resulting in more active material translocating down to the root of even the most deep-rooted perennials. This mixed-amine 2,4-D provides an incredibly broad spectrum of weed control.

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.

Technical support:

Technical support is available from dedicated support personnel at 800-821-7925 (answered by real people!) or at www.pbigordon.com or www.weedalert.com.

Gordon’s Professional Turf and Ornamental Products:

- ProForm® Herbicides
- Trimec® Herbicides
- Embark® and Atrimmec® Plant Growth Regulators
- Azatrol® EC Insecticide
- Ferrmec® Liquid Iron
- Launch® and Focus® Plant Nutrient Supplements





Tom Jessen
Founder

PermaGreen Supreme



Company focus:

PermaGreen Supreme, Inc. was founded in 1980 as a lawn care company, making its way by pulling hoses on lawns. It was not long before founder Tom Jessen developed innovative turf application technologies such as Low Volume (1 gallon/ thousand) spraying; the first commercially available Injection Gun System; and the first Ride-On Spreader Sprayer, which vastly increased production numbers and reduced operator fatigue. Ten-thousand spreader sprayers later, the concept has remained the same: a powerful mechanized rider, fast enough to treat 1 million square feet per day, yet small enough to fit through 36-in. gates and treat tiny lawns.

The PermaGreen™ philosophy is: "One machine that you'll use every day on almost

every lawn." It virtually eliminates walking and pushing, generates huge profits through increased production and gives employees very favorable working conditions. In today's market you can't compete using your feet.

PermaGreen™ is more than a great machine.

› **Knowledgeable and**

professional customer service:

Our Tech Support team includes former lawn care owners and technicians, in addition to former assembly line people, who know every nut and bolt of every machine we have ever built. Getting parts is fast and simple, thanks to our extremely knowledgeable technical staff and \$2 million parts inventory.

› **We stand behind you**

all the way:

We are certain you'll *love* your

PermaGreen™. To prove it, we offer a 30-day buyback guarantee and a 1-year warranty. PermaGreen™ also offers the largest dealer and repair center network in the industry.

› **Ideas to help you thrive not just survive:**

PermaGreen™ offers a free, comprehensive consultation to help you accomplish your business goals. Our Tactical Handbook (written by lawn care pros with more than 100 years of experience) offers a wealth of business tips for maximizing the output and effectiveness of your operation.

Call 800-346-2001 or visit permagreen.com for a free handbook and dealer locations.

PermaGreen Supreme
5609 Murvihill Road
Valparaiso, IN 46383

Phone: 800-346-2001

Fax: 219-476-7113

Web site:

www.permagreen.com

Mission Statement

We are a team dedicated to helping our customers fulfill their dreams by providing quality brick products and unmatched service to make it easy for them to build beautiful homes and buildings.

Pine Hall Brick Company



Product focus:

Pine Hall Brick enjoys a long history of commitment to our employees, the communities where we operate, our customers and the environment.

Since 1922, our policies, products and actions have been coordinated to harmonize with our natural surroundings including earth, water and air.

Our products can also help qualify for LEED certification in these categories:

- ▶ Sustainable Sites: Credit 6 Stormwater Design
- ▶ Sustainable Sites: Credit 7 Heat Island Effect-Non Roof
- ▶ Energy & Atmosphere: Credit 1 Optimize Energy Performance
- ▶ Materials & Resources: Credit 2 Construction Waste Management
- ▶ Materials & Resources: Credit 3 Materials Reuse
- ▶ Materials & Resources: Credit 4 Recycled Content

- ▶ Materials & Resources: Credit 5 Regional Materials
- ▶ Innovation & Design: Credit 1.2 Life Cycle Cost & Durability

Major product lines:

StormPave and **RainPave** permeable clay pavers allow rainwater to filter down through a specially constructed paving system and dissipate into the soil, rather than carry excess pollutants into storm drains. **StormPave** permeable clay pavers are perfect for institutional and commercial projects where impervious surface restrictions apply and joint openings need to meet ADA restrictions (>1/2-in.). **RainPave** Rumbled permeable clay pavers are also available.

Our rose color pavers contain 53% pre-consumer recycled content and also qualify for the Solar Reflectance Index (SRI<29).

City Cobble pavers offer a cobblestone look, which is the most popular look in segmental paving today. This 2 1/4-in. product includes two sizes, a 5 1/2-in. square and a 5 1/2-in. x 8-in. rectangle, and when they are installed in an "i" or modified herringbone pattern, they give a random cobble look reminiscent of ancient walkways laid in stone. **City Cobble** is easier to install because it's 10% smaller size allows the rectangles to be easily handled without special clamps or grippers. The Siesta color contains 54% pre-consumer recycled content and also qualifies for the Solar Reflectance Index (SRI<29).



Pine Hall Brick Co.
2701 Shorefair Drive
Winston-Salem, NC 27105

Phone: 800-334-8689
Fax: 336-721-7517
Web sites:
www.americaspriemierpaver.com
www.pinehallbrick.com
E-mail:
info@pinehallbrick.com

Progressive Commercial Insurance



If you use a car or truck in your small business, feel confident that you're protected from the unexpected with commercial auto insurance.

Join the hundreds of thousands of business owners who trust us with their insurance needs and have made us the #1 truck insurance company.

Quotes that save you time and money

Getting a Progressive Commercial auto insurance quote with a local agent takes just a few minutes.

To get started, call us at 1-888-806-9598. We'll give you a list of local agents to contact for personal service, or

connect you with an inside sales representative who can give you a quote over the phone.

Claims service that gets you back to work fast

You work hard to keep your truck on the road so you can grow your business. Choose a company that helps you get your truck repaired fast so you can get back to work.

Progressive has more than 1,000 claims representatives that specialize in commercial claims, including heavy trucks. Nearly half of the heavy truck claims we handle are fully processed within the first week—that's almost three times faster than a claim

handled by an independent adjuster.

You can also get coverages that will cover a rental vehicle or provide downtime payments. That way, your business will stay profitable if your truck's out of commission.

Customer service, your way

If you need to add a driver, switch a vehicle or just pay a bill, you can contact your agent, log in to your policy online, or call us directly any time.

Progressive Casualty Ins. Co. and its affiliates, Mayfield Village, OH. No. 1 truck from Highline Data's 2009 national written premium data.

Progressive
6300 Wilson Mills Road
Mayfield Village, OH 44143

Phone: 888-806-9598
Web site:
www.progressivecommercial.com

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.



QXpress Scheduling Software

57 Spadina Ave., Suite 210
 Toronto, Ontario
 M5V 2J2 Canada

Phone: 888-QXpress

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:

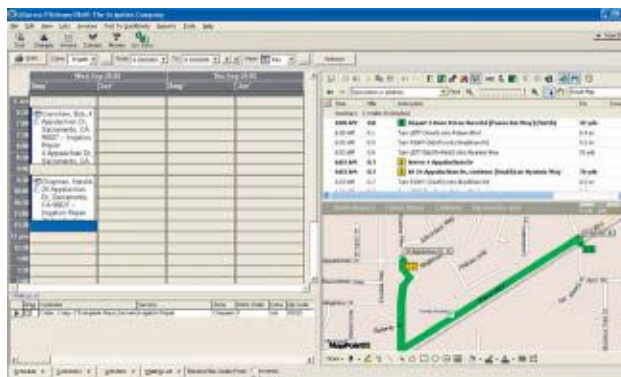
- ▶ Instantly integrate with your entire QuickBooks database with one click.
- ▶ Real-time synchronization: i.e. when a customer is added in QuickBooks, it instantly appears in QXpress and vice versa.
- ▶ Scheduled services turn into QuickBooks invoices, minimizing data entry and mistakes.



▶ 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.



QXpress Online:

A customizable, web-based version of QXpress Scheduling Software is now available. QXpress Online is completely customizable, so you can create your ideal scheduling add-on for QuickBooks. Simply edit existing screens, or create your own screens, tables, fields, forms, buttons and entire business processes using drag and drop wizards (no coding!).

With QXpress Online, you can access your QXpress and QuickBooks data from anywhere with an Internet connection. Using patent-pending real-time sync technology, it is the first and only web-based field service app to sync with QuickBooks in real-time.

In addition to scheduling capabilities, QXpress Online also includes a full featured CRM, customer portal and automatic backups of your database. To see a full list of features, visit www.qxpressonline.com.

Sales & technical support:

Sales and support can be reached Monday through Friday from 9 a.m. - 6 p.m. EST at 888-QXpress. Call sales for a free online demo or view movie tutorials at www.qxpress.com/MovieTutorials.

Walter K. Byrd
President

R&K Pump & Equipment

Product focus:

R&K Pump & Equipment manufactures sprayers for the lawn care, pest control, aquatics, nursery and agricultural industries. With 30 years of experience in the spray equipment industry, we produce

more than 50 models with various pump, engine and hose reel options to meet every spraying need. Our exclusive all-welded aircraft-grade aluminum frames

allow us to produce a high-strength, lightweight piece of equipment that will never rust and never needs painting.

Manufacturing facility:

Located in Pompano Beach, FL, since 1980, R&K is proud to be an American manufacturer. All welding, fabrication and assembly is completed in-house to ensure quality control and on-time deliveries. Our shops are organized into work cells that can easily be adjusted to build a custom unit or 100 production units just as efficiently. We manufacture for some of the largest fleets in the lawn care and pest control industries and provide maintenance for more than 1,500 commercial spray units.

Major product lines:

➤ **Lawn/Turf Care Trucks.**



Truck-mounted spray systems are available from 200 to 1,600 gallons.

We offer complete turnkey body and chassis combinations, or we can custom build on your existing vehicle.

➤ **Pro-Series Skid Mounted Units.** Skid units range in size from 50 to 600 gallons with poly or fiberglass tanks and more

than a dozen pump and engine combinations. These units offer exceptional service at an economic price.

➤ **Portable Commercial Sprayers.** Our 50-, 100- and 200-gallon 4-wheel carts and 2-wheel trailers are available with boom spray options and hose reel accessories to match any spraying application.



R&K Pump & Equipment, Inc.
500 NE 28th St.
Pompano Beach, FL 33064

Phone: 954-295-3144
Fax: 888-229-4341
Web site:
www.randkpump.com
E-mail:
ken@randkpump.com

Anthony “Tony” LaFetra
President

Corporate Philosophy

Water is a 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 and responsibly. From smart controllers to pressure regulating rotors and low-volume drip irrigation, Rain Bird creates products that use water efficiently.

Through partnerships and 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
970 W. Sierra Madre Ave.
Azusa, CA 91702

Phone: 1-800-RAINBIRD
(1-800-724-6247)

Web site:
www.rainbird.com

Twitter: @RainBirdCorp

Facebook: www.facebook.com/RainBirdCorp

YouTube: www.youtube.com/RainBirdCorp

Rain Bird

A History of Innovation

For more than 75 years, Rain Bird has offered the world’s most trusted line of irrigation products for homes, commercial developments, farms, golf courses and sports arenas. A true industry pioneer, Rain Bird has been awarded more than 130 patents, including its first in 1935 for the original horizontal action impact drive sprinkler.

Today, Rain Bird continues that same spirit of innovation at one of the most comprehensive irrigation testing facilities in the world. At this facility, Rain Bird engineers evaluate products under the most demanding conditions, helping ensure unsurpassed product performance and durability while finding more efficient ways to provide the moisture that turf and plants need to thrive.

Quality products for top performance

▶ **Controllers.** Rain Bird is known for introducing groundbreaking controller technology, and the new ESP-LXD is no exception. This controller combines the programming ease of traditional controllers with the flexibility and cost savings of two-wire decoder systems. Another recent innovation, the new Landscape Irrigation and Maintenance Remote (LIMR), enables a single crew member to communicate with a system’s



controller from a distance to perform tasks that formerly required a two-person team.

▶ **Drip Irrigation.**

Rain Bird’s drip irrigation products continue to provide outstanding water efficiency. Unaffected by wind or evaporation, XF-SDI Series Subsurface Dripline effectively irrigates turf, shrubs and groundcover with 30% to 70% less water than overhead sprays. Patent-pending Copper Shield™ Technology protects the dripline’s emitters from root intrusion without the use of chemically-treated filters.

▶ **Sprays and Rotors.** For

decades, Rain Bird’s sprays and rotors have developed a proven track record of unmatched performance. With integrated pressure regulation, Rain Bird’s 1800-PRS spray heads eliminate inefficient misting and fogging. And Rain Bird’s 5000 PRS Rotors save 15% to 45% more water than other brands of rotors on the market today.

▶ **Accessories.** Rain Bird

offers a host of irrigation system accessories that

save time and water. The revolutionary SMRT-Y Soil Moisture Sensor measures plant and turf moisture levels where they matter most—at the roots—and transmits that information back to the controller. A water-saving accessory that’s both efficient and affordable, the WR2 Wireless Rain and Rain/Freeze Sensor makes it possible for customers on a budget to enjoy the benefits of smart technology.

The Intelligent Use of Water™

Rain Bird’s commitment to excellence extends beyond products to education, training and services. From the new EPA WaterSense-labeled certification program offered by Rain Bird Services Corporation to thought-provoking white papers like *Water Conservation and the Green Industry*, Rain Bird continues to promote The Intelligent Use of Water™.

Visit www.rainbird.com and discover the many reasons why Rain Bird is the world’s leader in irrigation.

Fred Diaz
President & CEO,
Ram Truck Brand

Ram Trucks



Ram 1500 Laramie Crew Cab –
the most awarded Ram truck ever



RAM

Ram Trucks
1000 Chrysler Drive
Auburn Hills, MI 48326

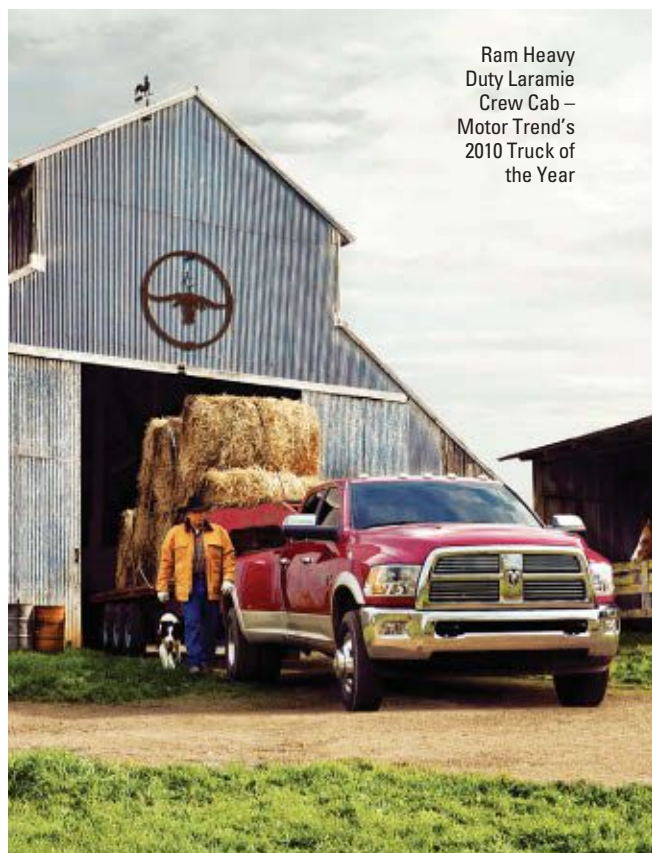
Phone: 866-726-4636
Web site: ramtrucks.com

Product focus:

Ram trucks are built, designed and constructed by a new breed of machinists, engineers and truck fanatics who share the same unending passion for trucks as the people who drive them. They are the gear-heads, the master craftsmen, the guys who bleed gasoline and aren't afraid to get a little dirt under their fingernails. Ram is composed of people whose mission is to revive the long-standing tradition of building trucks the way they were meant to be built, with legendary HEMI and Cummins engines, refined interiors and ground-breaking features. That's what makes Ram run.

Major product lines:

- › Ram 1500 Pickup
- › Ram 2500 / 3500 Pickups
- › Ram 3500 Chassis Cab
- › Ram 4500 / 550 Chassis Cabs
- › Dakota



Ram Heavy
Duty Laramie
Crew Cab –
Motor Trend's
2010 Truck of
the Year

Swanson Graves
President

Reddick Equipment Co.

Product focus:

Reddick Equipment Co. has been manufacturing sprayers since 1965. We produce sprayers for multiple markets, including lawn care, turf, pest control, deicing, tree care, nursery, agricultural and highway. Our equipment is available with frames built from mild steel, stainless steel or aluminum to carry poly or fiberglass tanks from 8 gallons to 1,650 gallons. With more

than \$1.2 million in sprayer parts inventory, we can build most equipment right off the shelf and provide replacement parts for most major brands throughout the industry.

Manufacturing facility:

Located in eastern North Carolina just east of I-95, we operate in 28,000 square feet of manufacturing space. The strong values of our rural community are reflected in the conscientious attitude of our employees and management staff.

Technical support:

Our customer service department is staffed by five senior technicians with a wide variety of expertise within the spraying industry, and they enjoy sharing their knowledge. The value to you is receiving the right parts and equipment for your job—the first time.

Major product lines:

➤ **Pest Control / Lawn Care**

Skids. Aluminum skid frames with poly tanks or our seamless fiberglass tanks with safety cross baffles from 30- to 500-gallon capacity to fit ATV, UTV and truck applications.

Diaphragm, centrifugal and 12V pumps options, manual

and electric hose reel options.

➤ **Deicing Skids.** Aluminum or stainless steel frames and rear-mounted shielded spray booms with poly or our seamless fiberglass tanks with safety cross baffles from 100- to 500-gallon capacity.

➤ **Agricultural.** Three-point hitch, utility tool bar and trailer sprayers up to 1,000-gallon capacity with spray booms available up to 72 feet.



Reddick Equipment Co.
1909 W. Main St.
Williamston, NC 27892

Phone: 800-334-3388

Fax: 252-792-4913

Web site:

www.reddickequipment.com

E-mail: sales@reddick.cc



Pat Cappucci
President

Mission Statement

To make it easier for grounds care professionals and serious do-it-yourself homeowners to care for their property and gardens and achieve the superior results they demand.

Vision

To have our brands be recognized by our end-user customers as the performance leaders in each segment of the grounds care market that we serve.

Schiller Grounds Care
1028 Street Road
Southampton, PA 18966

Phone: 877-596-6337
Fax: 215-357-1071
Web site:
www.schillergc.com
E-mail:
lbeatie@schillergc.com

Schiller Grounds Care



Product focus:

Schiller Grounds Care manufactures some of the most trusted brands in the outdoor power equipment industry—BOB-CAT, Classen, Little Wonder, Mantis, Ryan and Steiner. To learn more about our brands or to locate a dealer in your area, visit our web sites:

- www.bobcaturf.com
Commercial walk-behind and riding mowers
- www.classenturfcare.com
Turf care equipment
- www.littlewonder.com
Landscaping and debris management equipment
- www.mantisdealer.com
Gardening and yard care
- www.ryanturf.com
Turf renovation equipment
- www.steinerturf.com
Mid-sized compact tractors and attachments

Manufacturing facilities:

Southampton, PA; Johnson Creek, WI; Norfolk, NE

Major product lines:

- Mowers: Walk-behind & Zero-turn riding mowers
- Tillers
- Walk-behind Blowers
- Hedge trimmers
- Edgers
- Loaders
- Debris vacuums
- Composters
- Log splitters
- Aerators
- Dethatchers (Power Rakes)
- Seeders
- Sod cutters
- Tractors
- Snow management tools and accessories

Our core values / beliefs:

- Customers Come First. Walk a mile in their shoes.
- Innovation and Product Quality
- Customer Service and Continuous Improvement
- Teamwork
- Passion
- Entrepreneurial Spirit



Martin Tirado, CAE
Executive Director, SIMA

Daniel Gilliland, CSP
President, SIMA Board
of Directors

Snow & Ice Management Association (SIMA)

The Snow & Ice Management Association (SIMA) is a non-profit trade association that ensures professionalism and safer communities by helping those who manage snow and ice master essential skills and practices. The association represents more than 1,600 industry professionals, connecting suppliers to buyers, and peers in snow and ice.



Snow & Ice Symposium

Each year, SIMA coordinates the go-to event in the industry, the **Snow & Ice Symposium**. This event features more than 20 educational sessions, a pre-conference event, and multiple networking receptions and opportunities. Furthermore, it provides a two-day trade show where industry pros can find the newest and best equipment and services to help them grow their businesses. It's also a ton of fun, with contests, a closing event and annual Snow Warrior awards banquet, which honors the best of the best in snow and ice management. The 14th annual Snow & Ice Symposium will take place June 22-25, 2011, in Schaumburg, IL.



Certified Snow Professional

SIMA is proud of the **Certified Snow Professional** program (CSP). In the past five years, SIMA has certified nearly 200 snow and ice management professionals, and the program is growing at a strong pace. The CSP designation is more than letters after a name—it illustrates a long process of experience, preparation and testing that helps grow the skill set of a snow and ice professional. Owners and managers looking to better themselves and their snow businesses should strongly consider this program.



Bidding programs

For anyone in the industry looking to learn more about how to build a consistent and accurate pricing/bidding structure specific to snow, SIMA's **Build a Bid** and **Beyond the Bid** programs offer the industry's only snow-specific bidding programs.

Education and training

▶ In print, online and in person, SIMA delivers incomparable value to snow and ice professionals: SIMA owns **Snow Business** magazine and **www.GoPlow.com**, the two best sources of information, training and tips in the industry.



▶ The annual **Snow Strategies Forum** delivers high-quality programming for snow and ice management business owners.



▶ Quarterly webinars are presented through **SIMA Online**.

▶ Snow-specific training materials cover a wide selection of operational scenarios.



Supplier savings

SIMA members enjoy discounts and savings with many of the leading manufacturers and suppliers in the industry through our **SIMA Savings** program.

To learn more about SIMA and how it can be a valuable resource for snow and ice management professionals, visit www.sima.org or call 414-375-1940.



SIMA
7670 North Port
Washington Road
Suite 105
Milwaukee, WI 53217

Phone: 414-375-1940

Online with SIMA:
www.sima.org
www.goplow.com
[facebook.com/The Snow & Ice Management Association, Inc.](https://www.facebook.com/TheSnow&IceManagementAssociation)
[twitter.com/@SIMASnow](https://twitter.com/SIMASnow)
[Linkedin.com/Snow & Ice Management Association](https://www.linkedin.com/company/Snow-amp-Ice-Management-Association)

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 professional turf managers exceed the expectations of their customers while growing their profits with add-on services.



Syngenta

Major product lines:

Syngenta offers some of the industry's most effective herbicides, insecticides, fungicides and plant growth regulators, including:

➤ **Barricade®**, 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

a wide application window in both liquid and wettable granule formulations, both of which give operators a high degree of flexibility. Barricade is also available in an "on-fertilizer" formulation.

➤ **Meridian®**, a low use rate insecticide that provides lawn care operators with control and application flexibility in managing a broad spectrum of grubs and insects. It also metabolizes slowly in turfgrass, allowing for extended control with good knockdown activity.

➤ **Headway®**, a fungicide that includes two complementary active ingredients to deliver broad-spectrum disease control against brown patch, dollar spot and other major turf diseases. Headway's dual

modes of action provide lawn care operators with a cost-effective and practical way to control major turf diseases plus ward off disease resistance.

➤ **Heritage® G** granular fungicide, which provides the same effectiveness of a liquid formulation, but with the flexibility to spread when weather or other conditions prevent spraying. Heritage G uses a highly water-soluble carrier that offers long-lasting, broad-spectrum control of turf diseases including brown patch, anthracnose and take-all patch.

Customer support:

Syngenta offers lawn-care operators:

➤ More than 30 territory managers, who consult with customers to solve problems and work in partnership with a nationwide network of full-service distribution partners;

➤ Field technical managers located across the country, who are available to assist with issues that customers might face;

➤ A Customer Center, available at 1-866-Syngenta(a), which gives lawn care operators access to technical and product support as well as assistance with marketing programs;

➤ Innovative online tools such as GreenCast® (www.greencastonline.com), a web-based technology platform that delivers weather,



pest and reference information directly to customers' desktops; and

➤ The GreenTrust™ 365 Professional Turf Management Program, which allows customers to earn rebates for purchases of qualifying products throughout the year. Program participants can lock in a yearlong rebate percentage with only \$5,000 worth of purchases of qualifying products during the early order period. Details are available at: www.greentrust365.com.

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Syngenta
P.O. Box 18300
Greensboro, NC 27419

Phone: 866-SYNGENTA
886-796-4368

Fax: 336-632-6135

Web site:
www.greencastonline.com

E-mail:
dan.steltz@syngenta.com



George Kinkead
President

Turfco Direct

Company focus:

A family-owned company, Turfco Manufacturing has roots in the turf maintenance industry dating back to 1919. From day one, we have been driven by a passion for helping turf maintenance professionals be more effective and productive. We created Turfco Direct to form a direct connection with lawn care professionals. From buying and servicing equipment, to getting direct answers to renovation questions, we strive to be the easiest, most helpful company to work with in the industry. By building equipment that is intuitive, productive and easy to operate, 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—"10+ 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.

› **Service/Support:** Downtime costs you money. That's why our team of turf renovation experts is available

to help 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 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. Check the status of your shipment online at 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 web site, 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 customers with the highest quality landscape management program at competitive prices through a national organization of dedicated local 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 customers, our employees and our vendors.



U.S. Lawns Inc.
4407 Vineland Road
Suite D-15
Orlando, FL 32811

Phone: 866-781-4875
Fax: 407-246-1623
Web site:
www.uslawns.com
E-mail:
franchise@uslawns.net

U.S. Lawns Inc.

Commercial landscape management since 1986

Commercial landscape management is one of the most sustainable new businesses you can start. Mother Nature is on your side. Grass and plants grow every day. Commercial property landscape must be maintained. And that's where you come in. More than 200 franchisees have started right where you are now, some with a landscaping background, some without, but all with one thing in common: the desire to succeed as a business owner.

Business to business results in economic stability

Annual commercial contracts produce recurring income. As a U.S. Lawns franchisee, you support only commercial accounts—no residential. You will provide landscape management services to commercial office buildings and centers, apartment complexes, homeowners associations, banks, municipalities and more. Commercial properties need professional business partners to maintain their landscapes year-round and supply them with an accurate accounting of costs and quality control. Our proven model allows your business to consistently grow, regardless of the economy.

Low investment/overhead

We set ourselves apart from many franchise systems by maintaining a low overhead structure. Avoid the expensive build-outs that many concepts require. You acquire office space, and add labor and equipment as you grow your commercial clientele.

U.S. Lawns is extensive and provides you with a competitive edge in your market. You won't have to hire an in-house team or consultants to advise you. You will have access to a full staff of experts in all areas of commercial landscape maintenance, business and accounting.

You will receive ongoing



No prior experience necessary

If you do not have landscape industry experience and/or you have no experience starting or expanding your own business, no worries. Our comprehensive training program and ongoing support provides you with the tools to get your business off the ground. Our experienced industry professionals will support and train you to use your sales and management abilities to build the business, while your crews service the properties.

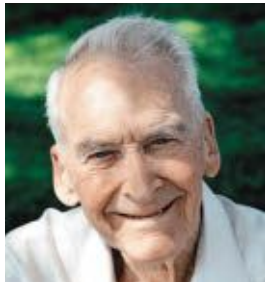
one-on-one mentoring in bidding and estimating, financial management, routing and scheduling, marketing and customer acquisition. You'll benefit from our corporate purchasing power for your equipment and supplies. We have support and training for your office procedures and human resource needs.

Like your family and friends, we are here to support your success every day.

➤ **For more information** about joining the U.S. Lawns team, please contact: Brandon Moxam, Director of Franchise Recruiting, at 866-781-4875 or franchise@uslawns.net.

Systems and support

The operational systems and support you will receive from



John A.A. Thomson
President-Founder

Vitamin Institute

SUPERthrive® is a proprietary formulated invention by John A. A. Thomson, Ph.D., D.A. This is the 50-vitamins-hormones solution that helped Dr. Thomson and his Vitamin Institute win the Science and Industry gold medal at the Golden Gate International Exposition official Worlds Fair at San Francisco in 1940, for "Use for the greatest public benefit of scientific advances of the past decade."

Thomson started with the purpose of arriving at the formula that would be universal for all plants and all plant processes. SUPERthrive is the popular material for activating, reviving, transplanting, growing (beyond the effects of fertilizers) and perfecting trees and other plants.

In fact, the record shows that the Vitamin Institute has, without a challenge for 70 years, offered \$5,000 to the first person to create a product to beat SUPERthrive's efficacy for these purposes.

SUPERthrive has long been billed as "America's most unanimously respected horticultural product" for half a century and also is said to be the "World's No. 1 plant supply."



Vitamin Institute
12610 Saiticoy St. South
North Hollywood, CA 91605

Phone: 800-441-VITA (8482)
Fax: 818-766-VITA (8482)
Web site:
www.superthrive.com

This formula is a highly concentrated liquid that is understood to have normalizing effects that bring out the maximum potential of any plant. Some 50 types of horticulture are listed by SUPERthrive's maker as improved by the product. The most popular concentration for many purposes is 3 fluid ounces of the product per 100 gallons of water.

SUPERthrive provides carbon, hydrogen and oxygen molecules that would otherwise have to be constructed by each plant in order to complete cells. It is not a fertilizer or so-called

"plant food." It, therefore, would not be required by plant materials under ideal growing conditions and with plenty of time available. It is when growing conditions are not perfect and time is a factor that SUPERthrive brings about otherwise unattainable effects, including saving 100% of trees under difficult conditions.

Some of the most noticeable results observed from adding SUPERthrive to a growing program include earlier and stronger plants, with earlier crop with heightened quality and quantity.



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.



walkermowers.com

Walker Manufacturing Co.
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Fort Collins, CO 80528

Phone: 1-800-279-8537

Fax: 1-970-221-5619

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.

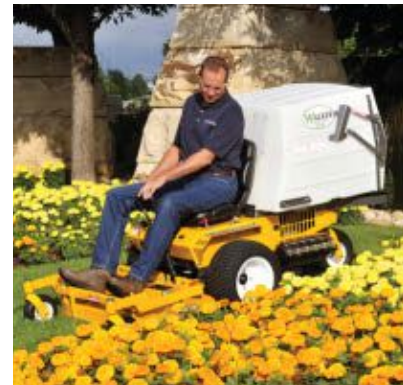


Manufacturing facility:

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 60 years, WESTERN® snowplows have been the choice of the professional plower.

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. Designed for heavy-duty commercial and municipal applications, the PRO PLUS line fits a wide range of vehicles, from ¾-ton to F550-size trucks.

➤ **WIDE-OUT™ Adjustable Wing Snowplow:** The WIDE-OUT features a 9-ft. scoop and 9- 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 powder-coated steel and maintenance-free poly. An 8½-ft. model is offered in steel only.

➤ **HEAVYWEIGHT:** With the largest blade available from WESTERN, HEAVYWEIGHT 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 powder-coated steel or high-density polyethylene.

➤ **HTS™:** The new WESTERN HTS snowplow is a full-size, full-featured plow designed for today's lighter half-ton 4WD pickup trucks, providing pro-like performance without the extra weight.

➤ **Ice control equipment:** WESTERN offers a full line of spreaders. Choose from ICE BREAKER™ hopper spreaders in 8- and 10-ft. lengths or the redesigned TORNADO™ poly/electric hopper spreader in 7- and 8-ft. lengths. 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.



Western Products
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