

**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](http://horizononline.com).

Horizon Distributors—the edge you need.




**Horizon**

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

**Phone:** 800-782-8873

**Fax:** 480-337-6701

**Web site:**

[www.horizononline.com](http://www.horizononline.com)

**E-mail:**

[info@horizononline.com](mailto: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](http://www.hortica-insurance.com)

**E-mail:**

[sales@hortica-insurance.com](mailto: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 55 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.

# Husqvarna®

Husqvarna®, the global leader in outdoor powered products, is the total source outdoor power equipment supplier to the landscape industry. From the new PZ Series zero-turn mowers, to a professional lineup of hand-held equipment from chain saws to trimmers, today's commercial landscaper can turn to one source for all their power equipment needs.

Innovative technology and

address the unique needs of the commercial landscaper, and then asked landscape companies from coast to coast to put the mowers to rigorous in-the-field tests, with outstanding results.

Destined to set the industry standard in zero-turn mowers, the new **PZ Series** incorporates a high level of productivity through a balance of optimized ground speed, cut quality, clipping dispersal and maneuverability. The new cutting deck optimizes flow patterns, provides high cut quality, even clipping dispersal and reduced blowout—even at high ground speeds.

All components of the new PZ Series were carefully



New PZ Series mowers

well. For example, Husqvarna's patented X-Torq® engine technology, found on select chain saws, trimmers and blowers, reduces fuel consumption up to 20% and emissions up to 60%—giving landscapers more power while using less fuel and lessening the impact on the environment.

These are just a few of the many ways that Husqvarna can help maximize uptime and productivity backed by a strong heritage of global leadership in outdoor power equipment.

For a dealer locator, visit [www.husqvarna.com](http://www.husqvarna.com).

## Major product lines:

Chain saws, trimmers, brushcutters, blowers, zero-turn and walk-behind mowers, tractors, generators, snow throwers, power cutters and accessories.

180BT backpack blower with X Torq® engine



327LS Trimmer

advanced ergonomic solutions make Husqvarna a world leader in outdoor power equipment. Working closely with end-users ensures that the equipment offers high power and performance, durability and is comfortable for the operator—to increase overall productivity.

For example, Husqvarna designers and engineers created the new PZ Series mowers to

designed to stand up to the day-to-day rugged use of commercial landscapers and stay in the field longer overall due to its durability.

Outstanding engineering capabilities extend to Husqvarna's extensive lineup of hand-held equipment as



**Husqvarna**  
7349 Statesville Road  
Charlotte, NC 28269

**Web site:**  
[www.husqvarna.com](http://www.husqvarna.com)



**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@hustlerturf.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 new **Hustler Z4™** merges the maneuverability and efficiency of a compact mower with the productivity of high horsepower and a fine cut.
- ▶ With a top speed of 15 mph, the **Hustler Super Z™** is one of the most productive commercial z-riders on the market. The Super Z's XR-7™ deck design produces a beautiful lawn in nearly any condition. The Super Z features a large selection of deck and engine combinations.
- ▶ 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 will arrive at dealers in January.

**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](http://www.z-spray.com)

**E-mail:** [sales@z-spray.com](mailto:sales@z-spray.com)

**Katherine Bishop**  
President and CEO,  
Lebanon Seaboard Corp.

**LebanonTurf staff:**

Dave Heegard, Director of  
Sales and Marketing

Cynthia Andrews,  
Marketing Associate

Mike Sisti,  
Marketing Manager

Lori Zimmerman,  
Marketing Manager

Murray Wingate,  
Marketing Manager – Seed

Gary Neyman,  
International Sales  
Manager

Tom Wentz,  
Sales Manager

# LebanonTurf

**Company focus:**

At Lebanon Seaboard Corp., we have a proud 60-year history of serving customers, commitment to excellence, and dedication to innovation. In addition to Preen® and other well-known national consumer brands, our LebanonTurf division offers several product lines dedicated to the needs of green industry professionals. Landscape professionals, golf course superintendents and sports turf managers know they can count on LebanonTurf to provide the products they need to thrive in today's competitive business environment.

**Major product lines:**

▶ **ProScape** fertilizers, fertilizer combination products and seeds are specially designed to deliver optimum performance for the serious turf professional. The ProScape line includes homogeneous fertilizers offering the ultimate in uniform distribution and coverage, premium blends featuring the latest technology in controlled release nutrient sources, and seed blends with top-ranked NTEP seed varieties. Whether you're looking for nitrogen technologies such as Meth-Ex 40 and MESA, or the top rated seed varieties, you'll find it all in LebanonTurf's ProScape brand.

▶ Our **Lebanon Pro** line is designed to be the professional's toolbox with products created for just about any landscape situation. The Lebanon Pro line includes a wide variety of high-quality, cost-effective, blended fertilizers, fertilizer control combinations, granular control products and award-winning seed varieties. A practical approach that delivers performance and convenience.

▶ **ROOTS** products offer an array of biostimulants, chelated nutrients, beneficial organisms and patented organic products for turf, flowers, trees and shrubs that help enhance the entire biological life of the soil and plant.



**Technologies:**

▶ **MESA**® is the first nitrogen source to combine ammonium sulfate with methylene urea in a single particle. The result is an effective and efficiently controlled nitrogen source. MESA provides a consistent, brilliant color with virtually no burn potential. Unlike SCU, MESA does not rely on a coating or lose its slow release attributes when cracked. With MESA, even if cracked, the granule still maintains its slow release properties. That's why half a piece of MESA is still MESA!  
*(Typical nitrogen Release: 6-9 weeks)*

▶ **Meth-Ex** is the most efficient, high activity methylene urea complex available today. Meth-Ex 40® is derived from a chemical reaction creating a nitrogen source that provides extended microbial release without the need for coatings. Microbial release, dependent upon soil moisture and soil temperature, allows nitrogen to be released when the turf needs its most. The result is color the same day of application with minimal surge growth and maximizing long-term response.  
*(Typical nitrogen release: 8-10 weeks)*

▶ **LSN** (Lebanon Stabilized Nitrogen) is a new fertilizer technology from LebanonTurf that provides a cost-efficient source of nitrogen by reducing nitrogen volatility. LSN maximizes nitrogen availability and offers an agronomic alternative to other slow-release nitrogen sources.



**LebanonTurf**  
1600 E. Cumberland St.  
Lebanon, PA 17042

**Phone:** 800-233-0628

**Fax:** 800-806-8563

**Web site:**  
[www.LebanonTurf.com](http://www.LebanonTurf.com)



**Rand A. Baldwin**  
Managin Director

# Mid-America Horticultural Trade Show

For nearly 40 years, the Mid-America Horticultural Trade Show (Mid-Am) has been helping green industry professionals connect with suppliers of plants, products, services and equipment. Mid-Am exhibitors are ready to answer questions, share their expertise, and show you how to increase your bottom line.

Mid-Am—scheduled for Jan. 20-22, 2010—is proudly owned and sponsored by the Illinois Green Industry Association (IGIA), the Illinois Landscape Contractors Association (ILCA) and the Wisconsin Green Industry Federation (WGIF).

Unlike for-profit trade shows, proceeds from the Mid-Am Trade Show go back into the industry to support the vital work and programs of these organizations. Because Mid-Am was developed by green industry professionals for green industry professionals, the event provides targeted, industry-specific products, information, education and networking opportunities.

Mid-Am will appeal to everyone throughout the horticulture industry at every level, from business owners and CEOs to landscape architects and educators, and beyond.

## Cultivate your sustainable future

Sustainability means more than offering green products and services for your customers. Your business practices need to be sustainable in order for your company to be profitable and successful. At Mid-Am you'll find the resources to help you get answers, build contacts and obtain ideas to cultivate your sustainable future.

## Mid-Am 2010 highlights include:

➤ **Sustainability Zone.** A 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



movement: sustainability. Find out what you should know, what you can do, how you can start and more at the Sustainability Zone.

➤ **Free Relax & Learn Workshops** feature the latest products, services and techniques for landscape and design professionals, making their jobs easier and more productive. Learn new techniques and gain valuable tips right on the show floor from industry professionals who know what works and what sells.

➤ **Free Mid-Am Mixer & Reception.** Scheduled for Thursday, Jan. 21, 2010, at McCormick Place West, the Mixer & Reception provides attendees an unparalleled networking opportunity. Mid-Am is a great place to nurture and cultivate your business and career. Connect with people who, like you, love what they do and look for new ways to learn and grow.

➤ **Educational Opportunities.** Mid-Am offers industry-focused education presented by IGIA and ILCA. Attend the Pre-conference Workshop Tuesday, Jan. 19, and the Midwinter Conference scheduled Jan. 20-21. Mid-Am also provides training classes and certifications through educational partnerships with other industry groups and associations. Register by Jan. 15, 2010, to save \$10 off the regular registration fee. Visit [www.midam.org](http://www.midam.org) for details.



**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](http://www.midam.org)  
**E-mail:** [mail@midam.org](mailto:mail@midam.org)

For exhibiting information, visit [www.exhibitmidam.org](http://www.exhibitmidam.org) or contact Show Manager Suzanne Spohr.



**Loren Olson**  
President

### Mission Statement

Modeco Systems' goal is to provide comprehensive cost-reducing software solutions to you, our customer, to afford new vision into your business which in turn allows for a more lean and efficient operation. With simple technology, Modeco will provide software solutions that make a difference.

We work hard to make your job easy.

**Modeco Systems, LLC**  
Offices in Jackson, WI  
and Scottsdale, AZ

**Phone:** 866-677-8184

**Fax:** 262-677-8186

**Web site:**

www.modecosystems.com

**E-mail:**

sales@

modecosystems.com

# Modeco Systems, LLC

### Product focus:

Modeco Systems, LLC's TimeScape™ software is a proven mobile time tracking system designed to streamline the data collection process and generate dozens of comprehensive reports for job costing, payroll, invoicing and managerial oversight. Using a small handheld scanner and barcodes to gather production information from the field, TimeScape™ downloads to a central database at the end of the day with a few clicks of the mouse. Having today's data at your fingertips proves invaluable for management at all levels. Reduce overtime, check on progress of installation projects, compare budgeted hours against actual and much more.

This business critical information will help you make business decisions based on facts rather than speculation.

TimeScape replaces daily log sheets as well as time cards, plus eliminates hours of data



entry. The information integrates into accounting packages and payroll services. Customization for your specific requirements makes this software solution for the service industry a valuable tool to ensure higher profits and lower costs for a brighter future.

### TimeScape's features

#### include:

- ▶ Employees collect data with small hand-held scanner
- ▶ Shows exact time of arrival and departure from customer sites
- ▶ Replaces time cards and job log sheets

- ▶ Downloads to a central database with a click of the mouse

- ▶ Crew scanning, remote downloads and dozens of reports

- ▶ Less time crunching numbers — more time for profit

### Support:

Our team of professionals will work with your company from initial purchase until you are running TimeScape™ smoothly and beyond.

### TimeScape has helped large and small contractors:

*"I think the more companies that know their costs the better for the industry. Your system can really help the industry with that problem."*

Jim Schwantz, President  
Acres Group, Wauconda, IL  
No. 30 on *Landscape Management's* 2009 Top 150





**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](http://www.pbigordon.com)

**E-mail:**

[webmaster@pbigordon.com](mailto:webmaster@pbigordon.com)

# PBI/Gordon Corporation

## Nobody knows your turf like we do

### New for 2010!:

#### T-Zone™ Broadleaf Herbicide for Tough Weeds

provides exceptional broadleaf weed control in cool-season turfgrasses. T-Zone contains four active ingredients including triclopyr ("T"), a proven ingredient for hard-to-control weeds.

Energized with sulfentrazone ("ZONE"), T-Zone is fast-acting with visible activity in hours. Weed death can occur within 7 to 14 days.

#### Katana 25WG Turf Herbicide

(flazasulfuron) is a sulfonylurea herbicide that controls annual and perennial grasses, sedges, kyllingas and broadleaf weeds with post-emergent and some pre-emergent activity. Highly selective in bermudagrass, zoysiagrass and certain other warm-season turfgrass, Katana 25WG is an excellent product for removal of overseeded cool-season grasses.



### 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 service is available from dedicated support personnel on our toll-free line at 800-821-7925 (answered by real people!) or online at [www.pbigordon.com](http://www.pbigordon.com) or [www.weedalert.com](http://www.weedalert.com).

### Gordon's Professional Turf and Ornamental Products:

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

**Michael Weagley**  
President

# Pro-Tech Manufacturing & Distribution

## Product focus:

The Switchblade is designed for changing weather and jobsite conditions. The Switchblade is a reversible Sno Pusher for loaders, backhoes and skid steers that has both a rubber cutting edge and a steel trip edge. The rubber edge is perfect for wet, heavy snow conditions where the rubber can squeegee the surface



value of having a tool that is adaptable to changing conditions and reliable during the busy season. The Switchblade is the best of both worlds.

## Manufacturing facility:

Pro-Tech's products are manufactured at its facility in Rochester, NY. We use the latest equipment technology in the steel manufacturing and welding industry, combined with the expertise and experience of our employees. Pro-Tech unites its manufacturing abilities with a formal R&D branch, including a testing course on its site.

## Technical support:

Pro-Tech integrates its customer support through a dedicated internal sales and customer service staff with an expansive dealer network. Pro-Tech is very concerned with progression and training of the snow and ice industry. We worked with the Snow & Ice Management

Association to produce the most comprehensive training video and guide to date for Sno Pushers. Pro-Tech offers several online resources, including [www.snopusher.com](http://www.snopusher.com), which contains helpful and relevant information for the experienced contractor down to the novice contractor. As always, our staff is available at 888-PUSHSNO to assist you.

## Major product lines:

- ▶ **Rubber Edge Pushers**  
Loader (SPL); Backhoe (SPB); Skid Steer (SPS); Compact (SPC); Fold Out (FPB/FPL); Pull Back (PBS/PBB); Super Duty (SDL); Angle (APL/APB)
- ▶ **Switchblade Pushers**  
Loader (SBL); Backhoe (SBB); Skid Steer (SBS)
- ▶ **IST Pushers**  
Loader (ISL), Backhoe (ISB), Skid Steer (ISS)
- ▶ **Heavy Duty V Plow (VP05S)**

clean. The steel side is ideal for scraping up hard, packed snow conditions and comes standard with the patented IST steel trip system.

Like all of Pro-Tech's products, the Switchblade is engineered for simplicity and reliability. There are few moving parts and no surprises with this snow-removal tool, taking the risk of equipment malfunction out of the equation during your snow-removal operation. Professionals understand the



**Pro-Tech Manufacturing & Distribution, Inc.**  
711 West Ave.  
Rochester, NY 14611

**Phone:** 888-787-4766

**Fax:** 585-436-8172

**Web site:**

[www.snopusher.com](http://www.snopusher.com)

**E-mail:**

[sales@snopusher.com](mailto:sales@snopusher.com)