

**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.



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**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 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](http://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](http://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



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Lebanon, IN 46052

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



## Project EverGreen: Continuing to Make a Measurable Difference

*By Norman Goldenberg, President  
Project EverGreen Board of Directors*

Just six years ago, with the support of our contributors, staff and industry partners, Project EverGreen launched an effort to preserve and enhance green spaces in our communities for today and future generations.

We remain committed to winning the hearts and minds of consumers by using local grassroots efforts to carry the resonating message about green spaces throughout America—ultimately sustaining the vibrant green industry that makes it all possible.

### Highlights:

- The Milwaukee EverGreen Zone launched with landscape personality, Melinda Myers, as spokesperson.
- Our third EverGreen Zone launched in North Carolina in Spring 2010.
- We officially launched Project EverGreen in Canada.
- Green industry companies are now including the Project EverGreen logo into their business and marketing materials.
- A new hosta named for GreenCaare for Troops goes on sale this summer.
- We continue working closely with other green industry associations to help educate consumers about how we are positively impacting green spaces.
- Holiday CD by Little Chicago is a big hit nationwide.

### EverGreen Zone Grassroots Education Program Returned in Akron, Ohio and launched in Milwaukee, Wisconsin in 2009

Independent research verifies that we continue to increase consumer awareness about the benefits of green spaces. By educating consumers through EverGreen Zones, we are changing consumer attitudes.

#### Change in Awareness:



### GreenCare for Troops Continues to Grow

- The total number of families grew by 21% in 2009.
- The total number of volunteers grew by 20% in 2009.
- Approximately 9,200 military families and more than 2,400 volunteers are involved.



### Help Us Spread the Good News About "Managed Green Spaces"

Continue your financial support of Project EverGreen because "a rising tide lifts all boats."

For more information about Project EverGreen go to [www.ProjectEverGreen.com](http://www.ProjectEverGreen.com) or call us toll-free at 1-877-758-4835.



**Rand A. Baldwin**  
Managin Director



**Mid-America  
Horticultural Trade Show**  
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Wauconda, IL 60084

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**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.

# 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](http://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](http://www.midam.org).

**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](mailto:info@mistaway.com) and we’ll contact you.



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landscapemanagement.blogspot.com

**Want instant feedback from the GIE+EXPO delivered direct to you?**

Be sure to check *Landscape Management's* Facebook and Twitter feeds and the LM Blog for live updates from the show floor October 27-30.



**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.



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# 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](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

