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Propane Mower Incentive Program

PERC offers two ways to save on propane-fueled mowers through its Propane Mower Incentive Program. Receive \$1,000 toward the purchase of a qualifying new propane mower or \$500 toward the conversion of eligible gasoline- or diesel-powered mowers to propane, on up to 25 mowers. Participants assist PERC in documenting the cost savings and benefits of propane-fueled mowers. Data collected is then used for new product development.

Propane Education & Research Council // PoweredByPropane.org
Booth #7094



Vanguard 810cc engine line

Briggs & Stratton Commercial Power's new line of Vanguard 810cc engines for commercial zero-turn mowers are available in 24 or 26 gross hp models. The engine features 810 cc of displacement for higher torque and a new debris chopper fan that provides up to 30-degree cooler engine temperatures. Debris access panels allow for quick and easy maintenance.

Briggs & Stratton Commercial Power // VanguardEngines.com
Booth #7104

Pro-Turn 400

Gravely introduces Kawasaki Big Block engine options to the Pro-Turn 400 zero-turn mower lineup. The mowers also feature the industry's first air-suspension seat and a new effortless deck lift, the company says. A rubber isolated foot platform minimizes vibration for a more comfortable ride. Each gas and diesel mower has a 13.4-gal. fuel capacity.

Gravely // Gravely.com
Booth #7120



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Avant 2-stage Snowblower

The new Avant 2-stage Snowblower is powerful and compact, the company says. It's available in 48- or 60-in. models, and is shown here with the Avant 640.

AvantTecnO USA // AvantTecnOUSA.com

Booth #10080



EFI Z Master


Toro's expanded line of electronic fuel-injected (EFI) mowers includes additions to its Z Master Professional 6000 Series and Z Master commercial 3000 Series. Each is equipped with Kohler Command Pro closed-loop EFI engines that automatically adapt to load, weather, fuel and altitude changes for faster response and up to 25 percent better fuel economy, the company says.

The Toro Co. // Toro.com/professional

Booth #7148

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LI 700

LI 700 with LECI-TECH Non-ionic Penetrating Surfactant is a spray adjuvant that delivers multifunctional properties as a surfactant, water acidifier and penetrant. It makes your herbicides, insecticides, fungicides and plant growth regulators work harder, the company says, by allowing droplets to penetrate to the plant on the plant's surface and in the plant's root zone.

Direct Solutions // AATDirectSolutions.com

Booth #9148



SuperMaxx II

Available in 3.3-, 4.3- and 6.0-cu.-yd. capacities, new SuperMaxx II spreaders feature an enhanced material feed system with a new stainless steel trough, where brine and salt are mixed before being delivered to the spinner. The exclusive cab-forward hopper boasts up to 33 percent better payload distribution, the company says, resulting in improved safety and reduced stress on the carrying vehicle.

SnowEx // SnowExProducts.com

Booth #9180



Spread it & Forget it

AAT has teamed up with Syngenta and Dow AgroSciences to offer end-users a single-application fertilizer solution: Spread it & Forget it controlled-release fertilizer is now available with Barricade or Dimension premium preemergent crabgrass control. This solution helps grow green, healthy turf while reducing crabgrass outbreaks, the company says.

Agrium Advanced Technologies //

AgriumAT.com

Booth #9168



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www.airolator.com

800-821-3177



Sno-Thro with AutoTurn

New Auto-Turn technology is available exclusively on Ariens' two-stage Sno-Thro equipment, enabling operators to turn effortlessly without adjusting speed.

No manual adjustments are necessary, nor is there the need to take large loops during a turn, the company says. Instead, users make even, tight turns from the center axis of the machine.

Ariens Co. // Ariens.com/autoturn

Booth #7120

Pendulum AquaCap Shuttle

The new 220-gallon returnable, refillable packaging from BASF provides ease of use and eliminates triple rinsing and container disposal problems. The stainless steel container with electric pump and flow meter improves delivery accuracy of Pendulum AquaCap herbicide, with the preemergent active ingredient pendimethalin, which controls more than 40 unwanted weeds including crabgrass, spurge, oxalis, annual bluegrass and foxtail.

BASF // BetterTurf.BASF.us

Booth #TBD



XC Series of zero-turn mowers

This new commercial mower line from Altoz promises an array of features, including a maximum speed of 19 miles per hour; its Aero Deck System with 54-in., 64-in. and 72-in. widths available; a push-button operated electro-hydraulic lift for height adjustments in 0.25-in. increments; anti-scalp wheels; dual 7-gallon fuel tanks; and various operator-comfort elements.

Altoz // Altoz.com

Booth #11086



TurfTeq Edge Attachment

The new Turf Teq Edge Attachment for Walker Mowers can edge landscaping beds up to 250 ft. per minute. The grooming blade cuts up to 4.5 in. deep. Designed for redefining a sharp edge around trees, along flowerbeds or creating a new bed, it allows operators to edge beds quickly and accurately.

Turf Teq // TurfTeq.com

Booth #11036



www.turfbooks.com

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Daniel S. Gordon, CPA

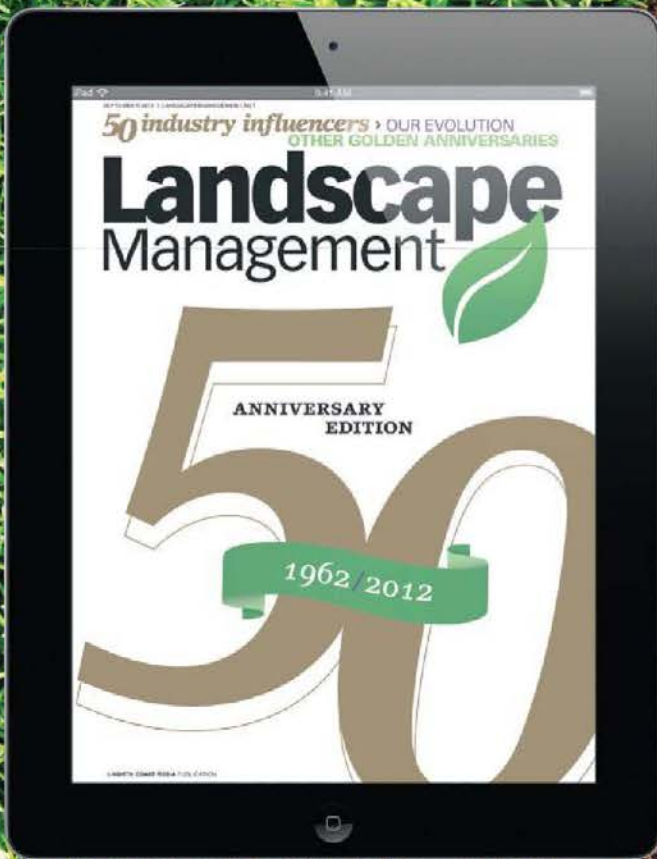
As an Owner, Manager, CFO and Industry Consultant, Dan has been involved with the development of several service companies from inception to \$15 million in annual sales levels and beyond.

What Others are Saying:

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Matt Jesson
President, Green Lawn Fertilizing, Inc

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Glenn Jacobsen, LIC

president, Jacobsen Landscape Design & Construction, Midland Park, N.J.



How'd you get your start? I get asked that all the time. I got in this business just like many others did, cutting lawns in the neighborhood. That evolved into going to college and into the design part of the business. I started my business in 1978 in high school. You can tell by the number of hairs on my head it's been 35 years.

What was your original company name? At first it was Jacobsen Landscaping & Tree Service because my dad had a part-time tree business. It evolved from that and after about 10 years we went to Design & Construction.

You're current president of the Professional Landcare Network's (PLANET) board of directors. When did you first get involved with the association? What about your involvement has helped your business? It was ALCA back in the mid-1990s when I got involved. I went to a Green Industry Conference out in Fort Worth, Texas. I saw the industry as having a national presence and that opened my eyes. I got involved with committee work—membership and a few others. I did that until 2003-2004. Right before the [ALCA/PLCAA] merger I was on the ALCA board, then I was off for a couple years before joining the PLANET board. The No. 1 thing is just seeing other companies and the networking I've had the opportunity to do. You're not operating in a bubble, as you often do.

Any words of wisdom? You can't expand too quickly and overleverage yourself with debt. We've always been fiscally conservative as far as taking loans and we've grown organically versus through acquisitions. There are a lot of people who will lend you money and you can go into debt pretty quickly. We've never done that. I've always been wary of it, probably because of my wife, Melissa. She's CFO here and she's fiscally conservative. In the tough economic times, a lot of the companies that went out of business were overleveraged. We're virtually debt free.

Any advice for working with your spouse? Work with each other's strengths, know each other's weaknesses and separate duties as much as possible. It's the same as having any partner, as far as I'm concerned. With any partnership, you want to separate duties. We've been married 30 years. It's not easy to be in business with your spouse, but we've been blessed with different traits, personalities and skills. In the same respect, it's a blessing because we have the same end goal.

What's the best business decision you've made? Running it like a business, hiring the right people and building the right team. It's been said many times but there's so much truth to it: Hiring is not an exact science. You can do as much research as you want and try to fit people into the right positions. There are definitely some lessons learned, as far as thinking you have the right hire and 'Boy, what was I thinking?' As the company has evolved, hiring is what it's all about.

OFF THE CLOCK

TELL US ABOUT YOUR FAMILY.

Our daughter Rachel, who's 24, is a special education math and science teacher at a charter school in Boston. Our son Christopher, 25, completed his master's at Harvard this past May and works in development at Hamilton College in upstate New York. He is getting married in October.

FAVORITE FOOD? Italian food.

WHAT DO YOU DO TO RELAX?

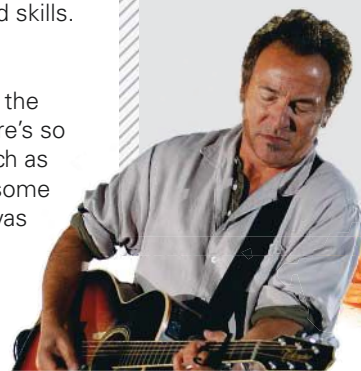
I enjoy outdoor activities. We have a lake house in New York state. I like sailing, not that I get a chance to do it too much. We're outdoor people.

FAVORITE MUSICIAN?

That's easy. I'm from New Jersey, so it's either Bon Jovi or Springsteen, but Springsteen is the guy. I've been to many of his concerts.

SO WHAT'S THE BEST SPRING-STEEN SONG?

My favorite is "Thunder Road." It has that great ending.



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