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# Agrium Advanced Technologies

## Company focus:

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, and we're committed to helping our customers discover smarter ways to grow.

Our non-agricultural brands include POLYON®, DURATION CR®, XCU™, 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 throughout North America, and utilize proprietary advanced-generation technologies to control nutrient release for improved plant growth and environmental performance.

Agrium Advanced Technologies' environmentally friendly fertilizers release nutrients to the soil gradually and consistently over a longer

period of time to meet plant demands. The gradual release increases the efficiency of the fertilizers and minimizes the chance of nutrient losses to the environment through leaching or volatilization.

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 lawn care professionals do their jobs more efficiently and save money.

## Earth Friendly Turf Product Line:

▶ **POLYON® Controlled-Release Fertilizer**, with its trademarked green color, has been used for years by top golf courses to feed the turf effectively and consistently for months at a time. In fact, POLYON is the No. 1 polymer-coated fertilizer in turf today. POLYON is very affordable in an annual fertilizer program and gives you access to the company's exclusive POLYGRAPH® nutrient prediction software, which customizes programs for your specific growing area.

▶ **DURATION CR® Controlled-Release Fertilizer** uses an advanced-generation polymer-coating technology to gradually meter nutrients

for 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 25% less nitrogen per year, which is good for the environment and your bottom line.

▶ **XCU™ Slow-Release Fertilizer** brings a major advancement in sulfur-coated urea (SCU) technology. The patented process provides the highest nitrogen content (43%), most durable coating, and is the longest-lasting SCU on the market. XCU provides up to 10 weeks of green, healthy turf.

▶ **NITROFORM® Slow-Release Fertilizer** has been a trusted brand for more than 50 years. With more than two-thirds being water-insoluble nitrogen (WIN), it effectively delivers organic feeding like no other fertilizer by supplying both nitrogen and energy-rich carbon to increase and sustain populations of beneficial microorganisms in the soil.

▶ **NUTRALENE® Slow-Release Fertilizer** is a premium, methylene urea fertilizer trusted by countless turf professionals for dependable, long-lasting performance. NUTRALENE's release is triggered by temperature and microbial activity in unison with plant demand, assuring highly efficient feeding for up to 16 weeks.

**Eddy Gibbs**  
President

# Ameristar Fence Products

## Product focus:

Ameristar® was chartered a quarter-century 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, now 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-pound truck traveling at 40 mph and 50 mph, respectively, within one meter of the fence line.



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**Mission Statement**

Ariens Company has been building premium outdoor power equipment since 1933. The company provides professional snow removal products and the Gravely brand of commercial mowing equipment. Gravely commercial mowing equipment includes walk-behind, zero-turn and out-front mowers.

# Ariens Company

**Ariens® Deluxe Platinum SNO-THRO® Series**

Ariens Company introduces the **Deluxe Platinum SNO-THRO® Series**, which offers powerful 14-in. steel serrated augers to handle serious snowfall. A dual auger belt drive continuously transmits 100% of the engine power directly to the blower head with no maintenance adjustments needed.



Ariens Deluxe 30 Platinum Snow Blower

Made of an all-steel construction, the Deluxe Platinum series features a heavy-duty aluminum XS GEAR CASE® and three-blade and 14-in. steel impeller. This series also offers reversible skid shoes, standard clean-out tools, 15-in. by 5-in. directional snow tread tires and automatic traction control. Available in two models, the Deluxe 24 Platinum and the Deluxe 30 Platinum, both machines have standard halogen headlights, hand warmers and automatic traction control.



Gravely 260H XDZ LP Zero-Turn Mower

▶ **Deluxe 24 Platinum**

24-in. clearing width  
249cc 1150 series Briggs & Stratton® engine  
21-in. housing height

▶ **Deluxe 30 Platinum**

30-in. clearing width  
342cc 1650 series Briggs & Stratton® engine  
21-in. housing height

Additionally, Ariens Deluxe Platinum SNO-THROS have a 3- to 50-ft. throwing distance, 200° Quick-Turn remote chute control and a 2.9-quart fuel capacity. Accessories include a snow cover, which improves airflow and prevents moisture build-up during storage, as well as composite skid shoes, protective cab and drift cutters.

**“Green” Mowers**

With high gas prices and heightened awareness of environmental issues, the product development team has been focusing on

alternative-fuel powered equipment. Aimed at reducing emissions, the new alternative-fuel powered introductions guarantee your ability to mow during Ozone Action Day restrictions—all intended to “Keep You Cutting.”

As you look for ways to save on rising fuel costs, the **Gravely 260H XDZ LP** units have the ability to reduce your fuel use significantly. Other advantages include less noise, the opportunity to qualify for bid work that requires environmental solutions and the option to reduce your impact on the environment.

To see firsthand how these units still maintain the reliability and quality of cut associated with Ariens and Gravely equipment, spend time at the outside demonstration area Booth No. 6022-D at GIE+EXPO in Louisville, on Oct. 29-30, 2009.

For more information, visit [www.gravely.com](http://www.gravely.com).



**Gravely, an Ariens Company**

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**Dr. Toni Bucci**  
Business Manager

#### Mission Statement

BASF is committed to the following values: innovation for the success of its customers; safety, health and environmental responsibility; personal and professional competence; sustainable profitable performance; mutual respect and open dialogue; and integrity.



**BASF Professional  
Turf & Ornamentals**  
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Research Triangle Park,  
NC 27709

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[www.betterturf.basf.us](http://www.betterturf.basf.us)  
[www.basfturftalk.com](http://www.basfturftalk.com)

# BASF Professional Turf & Ornamentals

#### Product focus:

Better turf comes from better science. As the world's leading chemical company, BASF invests millions in R&D each year, applying for 1,000 patents a year and literally creating innovations on a daily basis. These investments eventually help lawn care operators control their customers' pests more efficiently, which improves customer satisfaction and increases profit.

BASF Turf & Ornamentals has an innovative product portfolio with a high proportion

of patent-protected products, as well as a strong late-stage R&D pipeline. Its patented and post-patented product offering helps lawn care operators choose the most efficient pest management product for their customers' challenges.

Headquartered in Research Triangle Park, NC, the BASF Turf & Ornamentals business group develops and markets chemical solutions for improving turf quality through pest management, which includes weed, disease and insect control.

#### Manufacturing facilities:

BASF is represented with production and sales facilities worldwide.

#### Major product lines:

The BASF Turf & Ornamentals portfolio includes:

- ▶ Insignia® and Trinity® fungicides;
- ▶ Drive® XLR8, Onetime®, FreeHand™ 1.75G, Segment®, Pendulum® AquaCap™, Basagran® T/O and Image® 70 DG herbicides; and
- ▶ Amdro® Pro insecticide.



# Blizzard Snowplows



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 farther 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 select utility vehicles.

► **Ice Control Equipment**—BLIZZARD® offers both a low-profile tailgate spreader and the new 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 Johnson City, TN, Milwaukee, WI, and Rockland, ME.

## Technical support:

BLIZZARD®'s expanding distributor organization provides the product knowledge and technical expertise to match the appropriate BLIZZARD plow to your vehicle and snow removal needs to maximize your plowing efficiency and profitability. To locate your nearest BLIZZARD dealer, visit [blizzardplows.com](http://blizzardplows.com).

## Product focus:

BLIZZARD® is dedicated to providing the most innovative, highly productive snow removal equipment available. It pioneered the expanding moldboard technology and today manufactures and markets a full line of innovative snowplows.

► **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 plow like a POWER PLOW but is as easy



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**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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# 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.

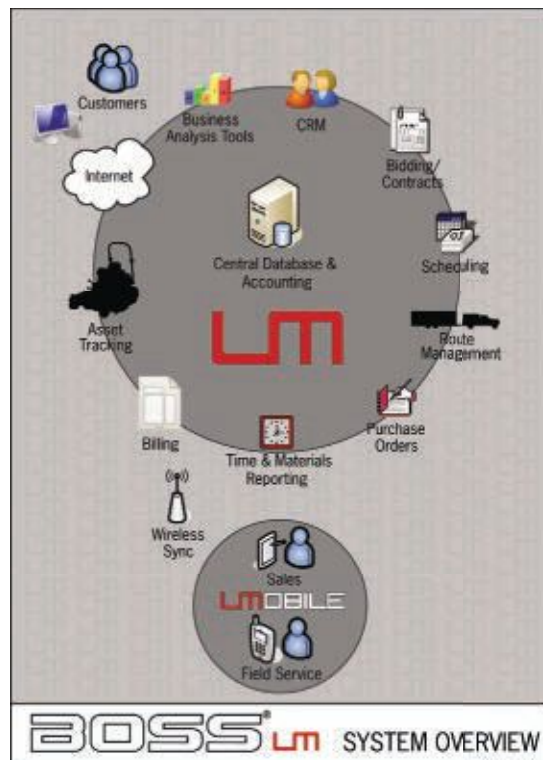
BOSS® LM is enabling companies of all sizes to better understand and manage their businesses by providing greater visibility and control over what is happening on a day-to-day basis. BOSS® LM presents the information you need for strategic planning to improve and expand your business.

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.

# THE BOSS Snowplow



## Product focus:

Since 1985, THE BOSS Snowplow has made snowplowing efficient and easy with innovative products for professionals and homeowners that set new industry standards for quality, reliability, craftsmanship and performance. Northern Star Industries, Inc. acquired The BOSS Snowplow 24 years ago and quickly became an industry leader and innovator. Using new technology and state-of-the-art engineering, the company has pioneered a number of revolutionary features and equipment additions for snowplows, setting new standards within the industry.

## Manufacturing facility:

All THE BOSS Snowplows are designed, built and put to the ultimate performance test in Michigan's rugged Upper

Peninsula, where winters—and deep snow—are a way of life. THE BOSS Snowplow products are designed and manufactured at the company's ISO 9001:2000-registered facility in Iron Mountain, MI.

## Technical support:

THE BOSS satisfies customer needs by designing and manufacturing quality products and providing extraordinary customer service. Working as a team, the company uses the resourcefulness of its entire workforce to continuously improve its processes and products.

## Major product lines:

BOSS offers its plows in both steel and poly designs. THE BOSS Snowplow line consists of four main categories including:

- ▶ **Power-V Multiposition Plows** for ½- through 2-ton trucks.
  - ▶ Straight-Blade Plows for downsized 4x4s, ½- to 2-ton trucks, and SUVs.
  - ▶ Straight-Blade Snowplows for Skid Steers.
  - ▶ Salt Spreaders for ½- to 1-ton trucks.

## Company innovations:

▶ **SmartHitch® 2**—Changing the standard in snowplow attachment time forever,

Smart-Hitch 2 allows snowplow operators to attach and detach a plow in a matter of seconds in three very simple steps. Smart-Hitch 2 represents the latest in breakthrough technology for snowplow mounting systems.

## ▶ Power-V Multiposition

**Plow**—Synonymous with THE BOSS, the Power-V Plow, introduced and perfected by the company more than two decades ago, is the industry standard for multiposition snowplows.

▶ **SmartLight® 2**—Designed to illuminate in front of your vehicle wider, farther and more consistently than any



other plow light package on the market, SmartLight 2 uses state-of-the-art reflector optics and Halogen InfraRed bulbs to provide a whiter light that is less fatiguing to the eyes.

▶ **SmartShield®**—Setting the standard in the industry for paint finishes, THE BOSS SmartShield baked-on powder-coat paint finish



begins with an exclusive zinc primer before the finish coat is applied. The zinc primer adheres to the metal better, providing superior corrosion resistance and gives each plow a high-gloss shine that keeps your plow looking great for years to come.



**THE BOSS Snowplow**  
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sales@bosspow.com



**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!



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# 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](http://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](http://www.nitetimedecor.com).

# Collier Metal Specialties LTD



## Mission Statement

To provide customers quality landscape products, rapid turn-around time and excellent customer service..

## Collier Metal Specialties LTD

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## Product focus:

Collier Metal Specialties LTD/COL-MET manufactures an extensive line of steel landscape edging and edging accessories for residential and commercial use. Product line ranges from 14-ga-¼-in. thickness, 4- to 6-in. heights and durable powder coat colors green, brown and black. COL-MET edging products offer professional landscapers "the first choice" for long-lasting, heavy gauge steel that provides attractive landscape areas separation that stays in place for years. Quick and easy installation and less cost make steel edging a better value than any other durable edging product available.

of the overall landscape scene. Other popular applications include brick and stone containment, borders for gravel and asphalt walkways, drives and paths. For years, steel edging has been the choice of professionals who design and build landscape projects at many national monuments, corporate headquarters, college campuses, institutions and resort properties in America.

COL-MET edging products are manufactured from hot-rolled, low-carbon steel that can be easily formed on the job to just about any configuration with minimal radius restrictions depending on the product. Polyester powder coating provides a durable finish that is formulated to withstand outdoor exposure that is used commonly on playground and outdoor power equipment.

Planting beds and tree rings are the most common uses of COL-Met steel edging, to provide a clean-cut separation of planting beds and other areas without being a noticeable part



**Nathan Stobbe**  
CEO

# Cover-All Building Systems



can be installed in a fraction of the time needed for traditional structures. Cover-All buildings can be relocated at any time to meet changing needs.

➤ **A design that works—**

Available in widths up to 300 feet, the clear-span space is proven for unobstructed equipment maneuverability. Designed to meet National Building Code, each Cover-All building is constructed with durable components to stand up to the harshest conditions.

**Manufacturing facility:**

Our state-of-the-art 170,000-sq.-ft. manufacturing plant is located inside two Cover-All TITAN® structures.

**Customer feedback:**

"It's a great building, serving our need for storage in a cost-effective manner. The design is robust and innovative. It was quick to put up, and proved the ideal height and space we needed." — *Mark Dube, Ontario*

**Product focus:**

Cover-All Building Systems is the leading manufacturer of steel-framed, fabric covered buildings. Cover-All® buildings are available in clear-span widths up to 300 feet and are pre-engineered to meet structural requirements. Behind each Cover-All building is a worldwide team of dedicated professionals, an ISO 9001:2000-certified manufacturing facility, and continual investment in product research and development.

Landscaping contractors across North America have discovered that Cover-All buildings are an ideal storage solution for lawn care product and equipment. Contact a dealer in your area to find out how Cover-All can improve your business.

**Cover-All benefits:**

➤ **Lower operating costs—**

The unique properties of the DuraWeave® membrane cover allow natural light inside the building, reducing electrical costs by as much as 80% (Source: SRC Building Report, August 2003).

➤ **Long service life—**

Built for long-term durability, advanced steel finishing processes ensure all steel is corrosion-resistant and tension-membrane covers will never rust—even under the harshest conditions. Backed by a 15-year warranty and an expert service team, Cover-All buildings are worry-free and easy to maintain.

➤ **Quick installation—**

Depending on the scope of the project, Cover-All buildings



**Cover-All Building Systems**  
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**Larry DeWitt**  
President and CEO

**Mission Statement**

The DeWitt Company—committed to environmentally responsible products, unparalleled customer service, innovation and value to customer.

# DeWitt Company

**Product focus:**

Today DeWitt Company has a full line of woven and non-woven landscape fabrics, created for professionals and homeowners alike, along with over 30 other lawn and garden products—all designed to make



work easier for anyone working in landscape. DeWitt has made a serious commitment to the lawn and garden industry by introducing new products, improving existing products, and developing innovative merchandising solutions. DeWitt Company's landscaping products and plant fabrics are the No. 1 choice of professionals in the lawn and garden industry. DeWitt's high performance, quality products save time and long-term maintenance and are environmentally safe.



located in the heartland of America. By continually investing in technology and equipment, DeWitt is able to consistently provide the highest quality products available in the industry.

sales and service team and we know the lawn and garden industry. From manufacturing to on-time delivery, the DeWitt Company prides itself on providing exceptional quality and service. "The bitter taste of poor quality lasts long after the sweet taste of a cheap price is gone."

**Manufacturing facilities:**

DeWitt operates a state-of-the-art, more than 300,000-sq.-ft. facility that is centrally

**Technical support, sales and customer service:**

We are your experienced



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**David Levy**  
President

### Mission Statement

DIG is defined by our commitment to our customers. We strive to exceed customer expectations by embracing continuous improvement throughout our organization.



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# DIG Corporation

### Product focus:

DIG Corporation was founded in 1981 with a commitment to developing a complete line of low-volume irrigation products for the commercial turf and landscape industry. We have expanded this vision, incorporating innovative technology to develop irrigation controls using light as a source of energy.

From concept to design, DIG's engineers are driving

to develop technically superior products that are environmentally friendly while achieving a quality level supporting extended product life and reliability.

Light Energized Irrigation Technology (LEIT) has been developed and refined over the last 18 years with a series of protecting patents. Powered only by ambient light, LEIT Controllers operate around the clock, unlike their solar powered predecessors. Available in up to a 28-station configuration and optional

remote operation (LIET XRC).

Our new LEIT-2 controller defines the term "true wireless" technology. With the elimination of field wires to the valves, and an independently powered control system, the LEIT-2 possesses an array of benefits including savings in time, labor and cost. The RC-2 handset operates up to 99 controllers or 198 valves wirelessly.

With multilingual, icon-based software, the LEIT-2 controller is extremely easy to use and understand.

DIG uses state-of-the-art equipment in its manufacturing processes. DIG commissioned its extrusion line facility in 2000 and produces drip tubing and drip line, using virgin 7510 polyethylene material to ensure a reliable, long-lasting product for its customers.

With over 25 years of product development, DIG Corporation has produced a comprehensive and versatile line of irrigation products and continues to excel in the creation of intelligent irrigation solutions. DIG is dedicated to the research and development of quality, environmentally conscious products that will meet the irrigation industry's needs today and in the future.

### Manufacturing facility:

Located in Vista, CA, DIG owns and operates a 40,000-sq.-



ft. facility where exceptional products are manufactured, assembled and thoroughly tested.

### Technical support:

DIG is defined by our commitment to our customers. We strive to exceed their expectations by providing world-class customer service, embracing continuous improvement throughout our organization and proactively developing products of the highest quality that satisfy our global customer needs and use the earth's resources wisely.



**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**  
9330 Zionsville Road  
Indianapolis, IN 46268

**Phone:** 800-255-3726  
**Fax:** 800-905-7326  
**E-mail:** info@dow.com  
**Web site:**  
www.dowprovesit.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.

### Sales and technical 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](http://www.dowprovesit.com).

Our Power of MORE™ earning program allows companies to earn cash rebates on Dow AgroSciences product purchases. Visit [www.powerofmore.com](http://www.powerofmore.com).

®/™ Trademark of Dow AgroSciences LLC. State restrictions on the sale and use of Dimension specialty herbicide products, Eagle 20EW and LockUp 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. 3<sup>rd</sup> St., Suite 301  
Kansas City, MO 64105

**Phone:** 1-800-231-8574

**Fax:** 816-842-5554

### Web site:

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

### E-mail:

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

# Drafix Software

### Product focus:

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

PRO Landscape is very easy to learn and even easier to use. Create stunning visual landscape designs including night and holiday lighting, 2D site plans and accurate estimates through three integrated modules. You can also automatically transform photo imaging or 2D site plans to stunning 3D.

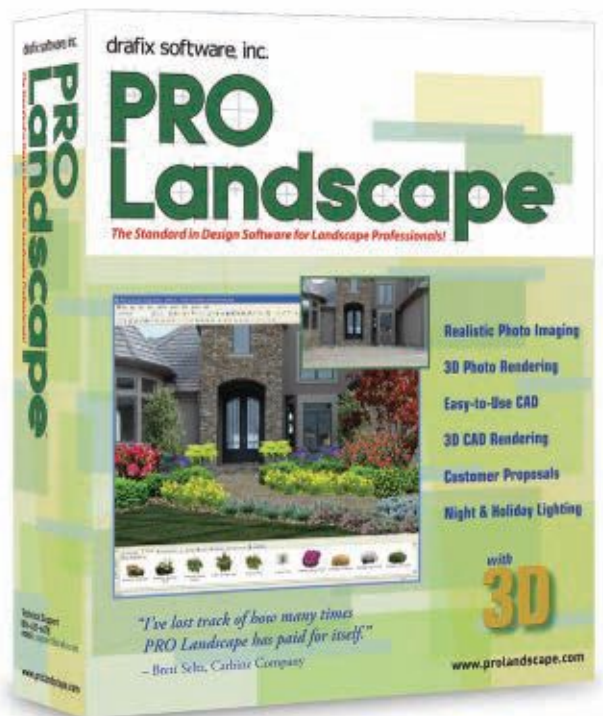
PRO Landscape makes it fast and easy to sell, plan and bid your landscape designs.

#### ➤ Photo Imaging: Do

your customers have trouble visualizing your landscape designs? Use PRO Landscape's Image Editor to create a "life-like" before-and-after image of your proposed landscape using a digital photograph of the customer's house or building. The image library includes more than 7,500 of the industry's highest quality images of plants (by climate zones), grass, mulch, hardscapes, water features, night and holiday lighting and more. Create a design in just minutes that your customer will easily understand!

#### ➤ CAD for Landscape

**Design:** Tired of drawing by hand, then spending extra time labeling your drawing and doing quantity take-offs?



Use PRO Landscape's Planner to quickly create a scaled 2D-site plan that accurately represents the installation of plantings, hardscapes, even irrigation systems. While you are drawing, Planner keeps track of all the plant materials, calculates the area of pavers and other hardscapes, and volume of materials such as mulch or rock. Even creating plant callouts or a legend is quick and easy.

#### ➤ Complete, Professional

**Proposals:** Would you like to improve the professionalism of your estimates? PRO Landscape's Proposal

generates an accurate bid directly from your Image Editor or Planner file, eliminating errors and duplicated efforts. Simply put in your prices and tax rate and Proposal will do the rest. Once you create your estimate, put together a professional-looking customer presentation including the cover sheet, estimate, material list and plant information in just seconds!

### Technical support:

PRO Landscape comes complete with a tutorial/training DVD and free technical support. Classroom and one-on-one training is also available.



**Mike McDermott**  
Global Business Leader  
for DuPont Professional  
Products

# DuPont Professional Products

## Product focus

DuPont Professional Products brings the company's tradition of science, innovation and safety to the pest and green industries. DuPont Professional Products' global portfolio includes DuPont™ Acelepryn® insecticide, DuPont™ Advion® fire ant bait, DuPont™ Advion® insect granule and 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™ Acelepryn®** insecticide was tested in over 500 university field trial protocols and has been proven capable of providing 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. The Insect Resistance Action Committee classifies this active ingredient in Group 22: voltage dependent sodium channel blockers.

▶ **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. The formulation consists of bait particle sizes that appeal to these key insect pests.



## DuPont Professional Products

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**James Higgins**  
President and CEO

# Finn Corporation



is more efficient than sod, broadcast seeding or any other method of establishing turf or controlling erosion. Finn HydroSeeders use hydraulically driven, mechanical paddle agitation and liquid recirculation across its entire range to enhance the loading, mixing and discharge operation. Only Finn's exclusive pump design and numerous options provide

for a more powerful and operator-friendly HydroSeeder, while keeping maintenance costs to a minimum. Finn's standard large- and medium-capacity units—ranging from 900 to 4,000

gallons—are ideal for highway, dust control, landfill, golf course and commercial projects, while the smaller 300- to 750-gallon units are ideal for general landscaping and maintenance work.

► **Straw Blowers:** Finn Straw Blowers multiply your productivity and profits by doubling straw coverage in a fraction of the time it takes to apply by hand. They can deliver up to 20 tons of straw per hour at distances of 100 feet. It's the most efficient way to ensure soil moisture retention and protect against erosion damage to freshly seeded areas.

► **Material Delivery Systems:** Finn Bark Blowers

and Material Transfer Systems (MTS) are the most versatile performers you can find, delivering high quality results in landscaping, erosion control and construction-related applications. Finn's Bark Blowers can increase productivity up to 700%, and since they apply accurate, uniform coverage, you can achieve material savings of 25% or more. The new MTS is Finn's latest offering in bulk material movement. It's designed to carry and discharge heavy aggregate, soil mixes, mulch/compost, sand or palletized loads. Equipped with a standard leaf/debris vacuum, as well as available chipper and auxiliary extension conveyor options, the MTS is an essential tool for maximizing versatility.

► **Hydroseeding Consumable Products** are an exclusive blend of premium products that create the ideal growing environment in a single-step HydroSeeder® tank load. Consumable Products consist of plant hormones, polymers, erosion control tackifiers, soil amendments and microbial bacteria to enhance germination, create moisture retention, promote soil stabilization and provide valuable soil nutrients. Finn's new line of hydraulic mulches, from blends to SFMs and BFM's, rounds out the full offering of products for HydroSeeding professionals everywhere.

## Product focus:

The Finn Corporation is the world's leading manufacturer of HydroSeeders®, bark blowers, straw blowers and the Finn Hydroseeding Consumable Products. Finn is now proud to add to its product portfolio a line of premium Finn-branded hydraulic mulches for use with any line of HydroSeeding machines. Finn's high-quality equipment and products provide labor savings and the highest levels of productivity and reliability in lawn, landscape and erosion control projects.

## Major product lines:

► **HydroSeeders:** Hydroseeding

# FINN®

**Finn Corporation**  
9281 LeSaint Drive  
Fairfield, OH 45014

**Phone:** 800-543-7166

**Fax:** 513-874-2914

**Web site:**

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

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

# Fisher Engineering



## Product focus:

Dedication to quality and service has been a FISHER® tradition from the start. Fisher Engineering has been manufacturing snowplows for more than 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:

➤ **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™** (X-Pandable Length Snowplow)—From an 8-ft. retracted straight-blade width to the 10-ft. expanded width, to a scoop width of nearly 9 feet, 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 standard-duty commercial, institutional and extended-use homeowner applications.

➤ **SD Series**—Designed

for homeowners and non-commercial plowing applications.

➤ **Spreaders**—FISHER® builds PRO-CASTER™ and POLY-CASTER™ hopper spreaders and SPEED-CASTER™ tailgate spreaders to match your ice control needs.

## Manufacturing facilities:

FISHER®'s modern 150,000-sq.-ft. manufacturing facility is in Rockland, ME. As a division of Douglas Dynamics, LLC, the country's leading manufacturer of snow and ice removal equipment, FISHER® products and components are also manufactured in Douglas Dynamics' facilities in Milwaukee, WI, and Johnson City, TN.

## Technical support:

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



## Fisher Engineering

50 Gordon Drive  
Rockland, ME 04841

### Web site:

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

### E-mail:

[fe2000@fisherplows.com](mailto:fe2000@fisherplows.com)



**Joe Shoener**  
Sales/Marketing Manager

**Mission Statement**

Focal Point Communications makes it easy for our customers to market themselves and grow their businesses. We are dedicated to improving the professional image of our clients and the industry as a whole.

**Focal Point Communications**  
61 Circle Freeway Drive  
Cincinnati, OH 45246

**Phone:** 800-525-6999  
**Web site:**  
[www.growpro.com](http://www.growpro.com)  
**E-mail:**  
[joeshoener@growpro.com](mailto:joeshoener@growpro.com)

# Focal Point Communications

**Product focus:**

Focal Point Communications is a green industry marketing company offering newsletter programs, web site design, direct mailing services and more than 100 semi-custom and ready-to-use marketing aids—including postcards, presentation folders, leave-behind materials and client communication tools—to lawn and landscape companies of all sizes. We create marketing plans for our clients and provide full rebranding services.

Focal Point's focus is on making it easy for green industry companies to look more professional, communicate better and sell more work. Focal Point has been serving the green industry exclusively since 1987, providing professional, effective and efficient marketing services for thousands of companies in that time.

**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 web site [www.growpro.com](http://www.growpro.com) allows our customers to shop for marketing materials anytime.



**Paul Webb**  
President

# The Hilliard Corporation

## Product focus:

The Hilliard Corporation offers a broad line of motion control products, oil filtration and reclaiming equipment, starters for industrial gas, diesel engines and gas turbines under the Hilco trade name.

## Major product lines:

### › Auto-Lok® Differential

is used on the primary drive axle and replaces the limited slip or open differential. It is easily incorporated into existing designs and is being offered as an off-the-shelf item for walk-behind equipment.

### › Our patented

### Centralized Front

Differential design offers true 4WD in forward and reverse as a differential package. Featuring automatic engagement on the fly, the Hilliard Centralized Front Differential performs like a locking differential when engaged, but like an open differential when cornering.

## Manufacturing facility:

The Hilliard Corporation has been in business since 1905. We now have more than 500,000 sq. ft. of manufacturing space and employ over 300 skilled craftsman.



**Hilliard**  
[www.hilliardcorp.com](http://www.hilliardcorp.com)

**The Hilliard Corporation**  
100 W. Fourth St.  
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**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 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:**

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**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 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.



**HUSTLER**

**Hustler Turf Equipment**  
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Hesston, KS 67062

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**Web site:**

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**E-mail:** info@hustlerturf.com



**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)

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

**E-mail:** [info@alocet.com](mailto:info@alocet.com)

# QXpress Scheduling Software

### Product focus:

QXpress is the scheduling software of choice for green industry companies who use QuickBooks.

QXpress is a true QuickBooks add-on that turns your favorite accounting package into top-rated, industry-specific management software by adding scheduling, job costing and invoicing capabilities.

You don't have to learn a whole new system—you can just add industry-specific functionality to your existing QuickBooks.

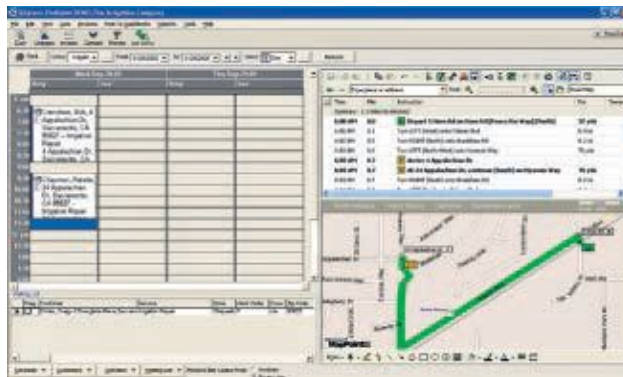
### Highlighted QXpress

#### features:

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



- ▶ QXpress comes with a built-in "Template Designer" to fully customize work orders, invoices, etc.
- ▶ QX Mapping™ uses highly advanced logic to re-route services to the optimal technician, day and time.
- ▶ QX Mobile™ is the most advanced handheld software available for the industry, allowing wireless synchronizing, remote printing, signature capture and a customizable data-entry screen.



### New product:

▶ **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](http://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](http://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 & 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 currently 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.**



**R&K Professional  
& Equipment, Inc.**  
Pump & Spray Equipment

**R&K Pump  
& Equipment, Inc.**  
500 NE 28<sup>th</sup> St.  
Pompano Beach, FL 33064

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

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.



**Anthony "Tony" LaFetra**  
President

### Corporate Philosophy

Water is a most precious resource—and the need for each of us to use it wisely has never been greater.

As the world's largest provider of irrigation products and services, Rain Bird leverages state-of-the-art technologies that help our customers use water effectively, efficiently and responsibly. From central control systems and automatic shut-off devices to pressure regulating rotors and low volume drip irrigation, Rain Bird creates products that use water wisely.

Through partnerships 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](http://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](http://www.rainbird.com)

# Rain Bird

### A History of Innovation

For more than 70 years, Rain Bird has offered the industry's broadest and most trusted line of irrigation products for homes, commercial developments, farms, golf courses and sports arenas around the world. A true industry pioneer, Rain Bird has been awarded more than 130 patents, including the 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, controlled-environment irrigation testing facilities in the world. At this high-tech facility, Rain Bird engineers evaluate products under the most demanding conditions, helping ensure unsurpassed product performance and durability while finding more efficient ways to provide the moisture that turf and plants need to thrive.

### Quality products for top performance

► **Controllers.** In 2009, Rain Bird released the groundbreaking ESP-SMT smart controller for residential and light commercial use. This new controller makes it affordable for more homeowners to incorporate weather-based irrigation at their residences, simultaneously saving water and keeping landscapes healthy. No matter what the application, Rain Bird's



controllers are reliable and easy to program.

#### ► Drip Irrigation.

Rain Bird's drip irrigation products deliver the precise amount of water needed at or near plant root zones for the ultimate in design flexibility and water efficiency. Rain Bird's XF Series Dripline and XPCN Nozzles are perfect for watering small, narrow planting areas, while new Pressure-Regulating Filters reduce the number of components in a control zone for increased reliability and faster installation.

#### ► Sprays and Rotors.

Rain Bird's sprays and rotors offer a proven track record of performance that spans nearly three decades. By maintaining constant optimum pressure of 30 psi at the nozzle, Rain Bird's 1800-PRS spray heads increase system efficiency by eliminating the misting and fogging that high water pressure can cause. And, as the only rotor certified

by Australia's Smart Approved WaterMark program, Rain Bird's 5000 PRS Rotors save 15% to 45% more water than other brands of rotors on the market today.

### Unparalleled service

Rain Bird's commitment to excellence doesn't stop with its products. The company offers a comprehensive selection of training programs taught by Irrigation Industry Certified Trainers. Offered in English and Spanish, courses cover topics such as system design, field installation techniques, troubleshooting and business skills.

Rain Bird also operates a fully staffed technical support call center at 1-800-RAINBIRD (1-800-724-6247) Monday-Friday, 5 a.m. to 6 p.m. (PST).

Visit [www.rainbird.com](http://www.rainbird.com) today, and discover the many reasons why Rain Bird is the world leader in irrigation.



**Joseph Kucik**  
President

### Mission Statement

**Our Commitment to You:**

To exceed customer expectations by providing products and services that are innovative, productive and cost-effective. We measure our success through the success of our customers.

# Real Green Systems

## Company focus:

Real Green Systems is a 25-year-old software company that provides software systems to service-related industries—primarily lawn, landscape and pest control. Real Green Systems provides marketing lists, mapping/routing technology, hand-held devices, custom printing (from posting signs to marketing materials), direct mail and customer assistant websites.

## Major product lines:

► **Service Assistant:** For the past 25 years, Real Green Systems has provided the most powerful business operation system on the market today. Our philosophy has been not only to help people run their business, but also to help grow their business. Our software combines the easy-to-use functionality of a business management program with superior marketing capabilities to grow your business.

Real Green's Service Assistant integrates with Go iLawn, an online measuring service for the green industry. The process is easy, fast and extremely accurate. Enter an address. View an aerial image of the property with parcel boundaries. A teardrop marker puts you on the rooftop or

center of the property so you know you are at the correct address. You can measure anything on the photo—whether it's a lawn, parking lot, house, tree, swimming pool, etc.—by tracing the item with your mouse ... and it calculates your measurements for you.

It can be used to estimate a variety of services including lawn care, landscaping, lighting, snow and ice removal, irrigation, fencing and more.

### ► Mapping Assistant:

Mapping gives you the power to decide where your technicians go each day. Make your techs more productive and keep them safer by providing tighter routes, overview maps and turn-by-turn directions. Use Mapping Assistant to perform distance searches for neighbor marketing and decrease fuel costs.

### ► Customer Assistant

**Web site:** Your own 24-hour storefront will increase referrals, upsell services and most importantly,

retain customers. Customer Assistant allows your customers to make secure, online payments; purchase additional services; request estimates and service calls; view payment and service history; give maintenance tips; and give online quotes.

► **Technical Support:** We include on-site installation and several days of in-house training. After installation, we offer support from the most experienced, professional technical staff in the industry.

► **Printing and Direct Mail Departments:** Let Real Green Systems be your "One-Stop Shop" for all of your business forms and marketing materials. We offer more than 120 in-stock products designed to present a professional look for your business. We specialize in custom printing from posting signs to marketing materials. Save time and let our Direct Mail Department take care of your mailing for you.



**Real Green Systems**  
8601 Boulder Court  
Walled Lake, MI 48390

**Phone:** 800-422-7478

**Fax:** 248-694-2029

**Web site:**

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

**E-mail:**

[realgreen@realgreen.com](mailto:realgreen@realgreen.com)

**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.

> **De-Icing 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 COMPANY INC.

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

**Phone:** 800-334-3388

**Fax:** 252-792-4913

**Web site:** [www.reddick.cc](http://www.reddick.cc)

**E-mail:** [sales@reddick.cc](mailto:sales@reddick.cc)

# Reina, Bates, Kowalski & Kershaw Immigration Law Group

## Mission Statement

The purpose and the goal of this practice are to provide legal representation of the very highest caliber, in all matters concerning immigration and nationality law, to as many people as possible. The effect of our work is very real: we are helping to serve businesses and individuals, one by one. We intend our firm to be the best it can be and we are proud of the quality of the staff and representation that our practice provides.



## Reina, Bates, Kowalski & Kershaw Immigration Law Group

3355 Bee Caves Road,  
Suite 307  
Austin, TX 78746

**Phone:** 1-800-764-5570  
**Fax:** 512-383-0009  
**Web site:**  
[www.reinalaw.com](http://www.reinalaw.com)

\*1120 Empire Central Place  
Dallas, TX 75247  
[www.workvisasusa.com](http://www.workvisasusa.com)

*\*Principal Office*

## Product focus:

Reina, Bates, Kowalski & Kershaw Immigration Law Group is a full service immigration law firm specializing in meeting the needs of U.S. employers and individual immigrants.

Reina, Bates, Kowalski & Kershaw Immigration Law Group helps hundreds of employers each year to find workers for jobs that U.S. workers won't take—including landscaping, construction and hospitality.

Reina, Bates, Kowalski and Kershaw Immigration Law Group has eight offices across the United States and Mexico.

For more than 10 years, Robert Kershaw has maintained one of the best track records in the industry by helping U.S. employers meet their needs for legal labor by obtaining legal H-2B Visa workers. He has spoken and written extensively on H-2B Visa workers for the American Immigration



**Joseph Reina**



**Brian K. Bates**



**Daniel Kowalski**



**Robert D. Kershaw**

Lawyers Association, the University of Texas, the Texas State Bar, Lexis Nexis, and construction and landscape conferences and expos.

The cost for an H-2B application is minimal compared to the possible fines and legal fees to defend hiring undocumented workers.



**William Culpepper**  
President

### Mission Statement

To provide plant protection and plant management products and services that fit specialized market segments that are often outside of the core business strategy of large manufacturers. We acquire, develop, manufacture and market value-added products and services that satisfy the unique needs of our customers. A top priority of all SePRO employees will be product and environmental stewardship.



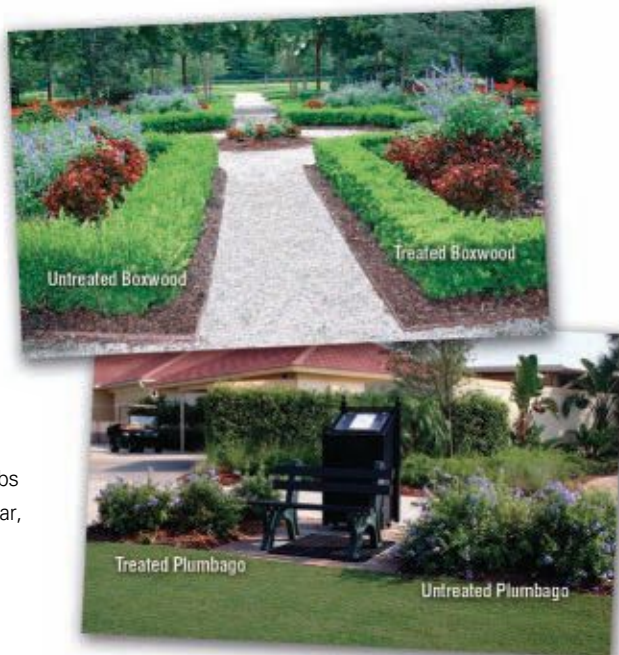
**SePRO Corporation**  
11550 N. Meridian St.  
Suite 600  
Carmel, IN 46032

**Phone:** 800-419-7779  
**Fax:** 317-580-8290  
**Web site:** [www.sepro.com](http://www.sepro.com)  
**E-mail:** [Rogers@sepro.com](mailto:Rogers@sepro.com)

# SePRO Corporation

### Product focus:

The growth-regulating power of **Cutless\* Granular Landscape Growth Regulator** helps your business contribute to sustainability by reducing fuel use and emissions, landscape clippings sent to landfills and plant water consumption—all while improving plant health. And for a greener bottom line, Cutless Granular has been proven to save more than 50% of the labor costs associated with trimming hedges, shrubs and groundcovers. With Cutless Granular, it's easy to be green. Visit [www.CutlessGranular.com](http://www.CutlessGranular.com) or call 1-800-419-7779 for more information.



### Major products:

▶ **Cutless\* Granular Landscape Growth Regulator** is a systemic plant growth regulator that slows shoot growth of hedges, shrubs and groundcovers in landscaped areas. Plants treated with Cutless Granular will require less trimming and will have a more compact growth form.

▶ **Octane\* Herbicide.** Today's lawn care consumers demand dead weeds now, and they don't want to wait weeks to see results. Octane Herbicide\* will add the necessary fuel to your current broadleaf weed control program to speed

toward a more rapid kill. With new Octane herbicide in your tank mix, you can now show your customers the results they want, when they want them. Visual herbicidal results are evident within 24-48 hours following an application of Octane herbicide.

Octane herbicide provides: one-hour rainfastness; flexibility to be tank-mixed with any broadleaf herbicide for increased performance; excellent turfgrass tolerance and affordability.

▶ **Professional ornamental fungicides, plant growth regulators and insecticides**

▶ **Professional aquatic herbicides and algacides**



**Craig Canning**  
President

### Mission Statement

At Solu-cal-USA our mission is to provide quality, university tested and industry proven products to optimize the soil's pH.

# Solu-cal-USA, Ltd.

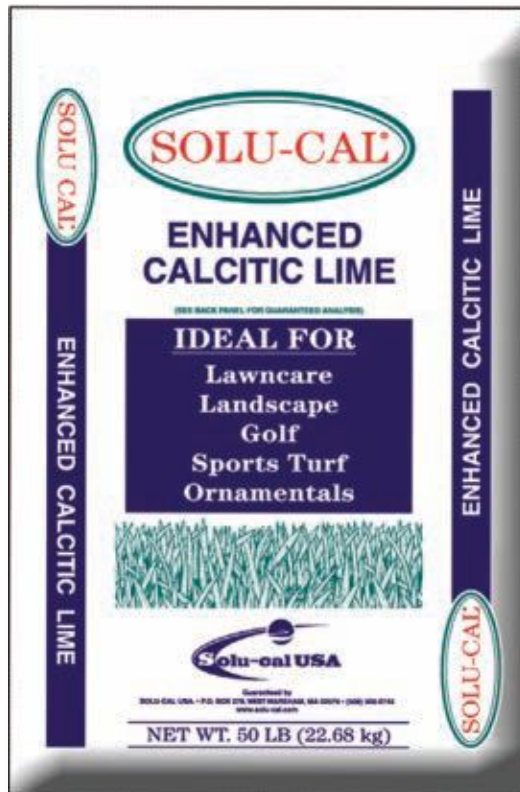
### Product focus:

Turf managers know the critical role that soil pH plays in soil health and turf quality. They are also aware of the effects the products they incorporate into their turf program have on the environment. Solu-Cal USA takes this issue to heart and produces products that are both environmentally friendly and extremely effective.

For instance, our proprietary Carboxy technology is used in all Solu-Cal products.

Carboxy is our PHCA (polyhydroxycarboxylic acid) organic acid that is derived from all natural ingredients. This technology assists turf managers in maintaining optimal pH, which is a major factor in nutrient availability, microbial activity, soil structure and overall turf vigor, reducing the amount of herbicides and their effect on the environment.

Solu-Cal USA's family of calcium and sulfur products allows turf managers to quickly and efficiently address soil chemistry problems. Solu-Cal Enhanced Calcium quickly raises soil pH at one-fourth the rate of traditional liming material. With the reduction of application rates using Solu-Cal products, less time using motorized



spreading equipment means less emissions and less stress on the environment.

Partner with Solu-Cal to efficiently manage your soil and your turf while protecting the environment.

### Major product lines:

▶ **Solu-cal** – Provides available calcium while raising soil pH in weeks instead of months.

Available in 70 and 200sgn.

▶ **Sulfur-Maxx** – Provides available sulfur and calcium while safely lowering soil pH. Available in 190sgn.

▶ **Micro-Cal – Calcium** fortified micronutrient fertilizer.

▶ **Peak** – 4-0-6 w/6 & Micro's provides dark green color without the growth.

▶ **Solu-cal-L** – Effectively replaces liquid lime.



**Solu-cal-USA, Ltd.**  
P.O. Box 278  
West Wareham, MA 02576

**Phone:** 508-500-2745  
**Fax:** 866-418-4184

**Web site:**  
[www.solu-cal.com](http://www.solu-cal.com)

**E-mail:**  
[information@solu-cal.com](mailto:information@solu-cal.com)

**Mission Statement**

To be the best wholesale distributor of specialty agricultural chemicals and supplies to the specialty markets, while striving to serve the needs of our customers, employees, suppliers, community and owners.

# Target Specialty Products



- & Amendments
- ▶ Lake and Pond Herbicides, Algaecides and Colorants
- ▶ Spreader and Nutrient Management Products
- ▶ Spray Application Equipment, Parts and Accessories
- ▶ Personal Safety and Protective Equipment

Target Specialty Products is the West's leading wholesale distributor of specialty agricultural chemicals, fertilizers, application equipment, services and education. Since 1969, Target has provided products and services to both the public and private sectors in the following markets: golf, landscape, nursery, professional pest management and vegetation management. Committed to quality through service, Target is ISO 9002 certified and provides specialized training and education programs, risk management, worker safety classes and regulatory compliance.

In achieving ISO 9002 certification, all processes and procedures throughout the company from customer service to shipping and receiving are documented. ISO 9002 certification ensures consistent, reliable service.

Target Specialty Products carries a complete product line of disease and pest management products and equipment including:

- ▶ Adjuvants, Wetting Agents
- ▶ Fertilizers, Herbicides, Insecticides, Fungicides, Soil Surfactants
- ▶ Soil Conditioners



**Target Specialty Products**  
15415 Marquardt Ave.  
Santa Fe Springs, CA 90670

**Phone:** 800-352-3870  
**Web site:**  
[www.target-specialty.com](http://www.target-specialty.com)

## Branch Offices

**SANTA FE SPRINGS, CA**  
15415 Marquardt Ave.  
Santa Fe Springs, CA 90670  
800-352-3870

**SAN JOSE, CA**  
1155 Mabury Road  
San Jose, CA 95133  
800-767-0719

**SAN MARCOS, CA**  
431 Daisy Lane  
San Marcos, CA 92078  
800-237-5233

**SACRAMENTO, CA**  
524 Galveston St.  
West Sacramento, CA 95691  
800-533-0816

**FRESNO, CA**  
2478 N. Sunnyside Ave.  
Fresno, CA 93727  
800-827-4389

**TEMPE, AZ**  
1059 W. Geneva Drive  
Tempe, AZ 85282  
800-352-5548

**PORTLAND, OR**  
13010 NE David Circle  
Portland, OR 97230  
877-827-4381

**LAS VEGAS, NV**  
3455 W. Lake Mead Blvd.  
N. Las Vegas, NV 89032  
866-472-3695

**Mission Statement**

To make professional customers more productive and profitable by providing them with reliable products and support they can count on..

# Toro® Landscape Contractor Equipment

**Product focus:**

Landscape professionals who want their work to look great—and pay off great—trust Toro® commercial-grade mowers. To maintain their residential, commercial, municipal and institutional landscapes, pros depend on the reliability, productivity and outstanding after-cut appearance of Toro's 21-in. and mid-size commercial walk-behind mowers, GrandStand™ stand-on mowers, and Z Master® zero-turn riding mowers. All are available through a nationwide network of Toro dealers and are designed to ensure top productivity, sun up to sun down.



New GrandStand™ stand-on mower

**Facilities:**

Toro quality is "built in" at two manufacturing facilities—both in small, industrious towns where the heartland work ethic is strong and people build pride into everything they touch. Z Master riding mowers are manufactured at Toro's 350,000-sq.-ft. Beatrice, NE facility. The 21-in., mid-size walk-

behinds, and GrandStand stand-on mowers are produced in Windom, MN, where Toro has a 304,000-sq.-ft. manufacturing facility in operation since 1951.

**Major product lines:**

Toro has a long history of providing landscape professionals with a comprehensive line of commercial mowing equipment backed by rigorous testing and unsurpassed after-market support. But we won't stop there. With innovations like our exclusive TURBO FORCE® cutting decks, biodiesel-ready mowers approved to utilize up to B20 fuel blends, and new GrandStand™ stand-on mowers that maximize operator comfort and cutting performance, we'll keep working to make pros even more profitable. That's reliability. That's leadership. That's Toro.



**Count on it.**

**The Toro Company  
Landscape Contractor  
Equipment**

8111 Lyndale Ave. South  
Bloomington, MN 55420

**Phone:** 800-348-2424

**Web site:**

[www.toro.com/professional](http://www.toro.com/professional)

**E-mail:**

[LCEproducts@toro.com](mailto:LCEproducts@toro.com)



Z Master® zero-turn riding mower with TURBO FORCE® deck





**George Kinkead**  
President

# Turfco Direct

## Company focus:

We created Turfco Direct to give you full access to the people who make, sell and know how to service the machines you use. From buying and servicing equipment, to getting direct answers to your renovation questions, we make it easier for you to focus on what matters most—getting the work done. And we've made the work easier, too. By taking a 360° look at each renovation task, we've learned how to build equipment that is intuitive to how you work. From unloading and operating to transporting and servicing, we've engineered "easy" into every piece of equipment we make.

## Turfco Direct advantages

### › Innovative, Quality Products:

Our innovative products are built to withstand the most rigorous duty in the field, to increase productivity and to satisfy the toughest critics. When you buy from Turfco Direct, you are maximizing uptime and profits.

### › Order Direct—"5+ Years of Selling Directly To You":

Call Turfco Direct and we will personally help you choose the right equipment for your needs, walk you through your purchasing options and arrange for equipment delivery.

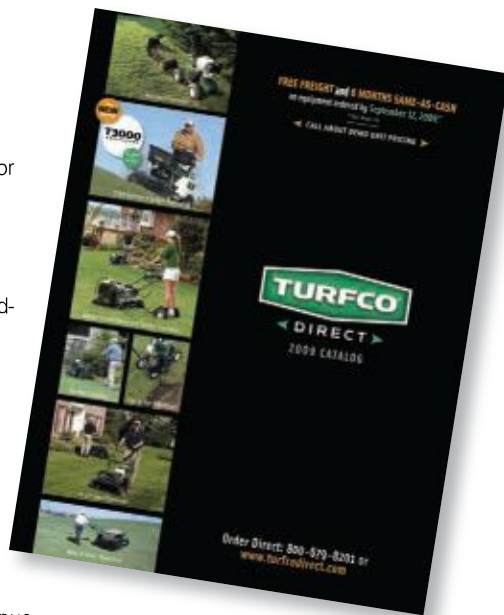
› **Profit Tools:** Turfco Direct provides professionally designed

brochures and door hangers to help sell your aeration, overseeding, landscaping or bed-shaping services. These tools are available to all Turfco Direct customers at a low cost to help you grow your customer base and increase revenue.

› **14-Day Trial:** We're so confident you'll like our equipment, we offer a 14-day trial period. During that time, you can return the equipment to Turfco Direct for a refund if it does not perform to your expectations.

› **2-Year Warranty:** Turfco stands behind its products with an industry-leading, two-year warranty against defects on its lawn-care products used for commercial applications or one full year for products used for rental purposes.

› **Service/Support:** We know downtime costs you money. That's why our team of turf renovation experts is available to help you with parts or technical assistance. Call or get 24-hour access to our service center via [www.turfcodirect.com](http://www.turfcodirect.com). You'll find exploded parts drawings, convenient online ordering and technical assistance. If needed,



## Call For Your Free Catalog 800-679-8201

we can work with your local repair center.

› **Parts/Shipping:** The last thing we want is for you to wait around for equipment or parts. The Turfco Direct shipping department prides itself on super-fast delivery. Parts ordered by 2 p.m. CST are shipped the same day via ground or next-day service, and equipment orders are shipped within 48 hours. There is no minimum order and you can check the status of your shipment online at [www.turfcodirect.com](http://www.turfcodirect.com) by clicking on "Track Your Shipment."

› **Quick Financing:** Turfco Direct offers a variety of financing options. Apply by phone, fax or through our website, and receive your notice in just half an hour.

**Turfco Direct**  
101<sup>st</sup> Ave. NE  
Minneapolis, MN 55449-4420

**Phone:** 800-679-8201  
**Web site:**  
[www.turfcodirect.com](http://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](http://www.uslawns.com)

**E-mail:**  
[franchise@uslawns.net](mailto: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

NATIONAL STRENGTH  
LOCAL COMMITMENT

**U.S. LAWNS**  
Commercial Landscape Management of its Best

THINKING ABOUT BECOMING  
A BUSINESS OWNER?  
**We can help.**  
We start with you. We stay with you.

Our Franchise Support Team has over 260 years of combined landscape industry experience to assist you with industry knowledge.

## 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.

## Systems and support

The operational systems and support you will receive from

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](mailto:franchise@uslawns.net).

# Visual Impact Imaging



- ▶ Perspective tool smoothly lays hardscape elements into your design.
- ▶ Art effects transform your photo design into a pencil sketch, water color and other art strokes.
- ▶ Design nightscapes with light placement, cone size, intensity, direction and color manipulation.
- ▶ Compatible with more than 30 file types including .dxf and .dwg.
- ▶ Site-plan designs in B&W or color.
- ▶ Estimator bids.
- ▶ Windows XP/Vista compatible.

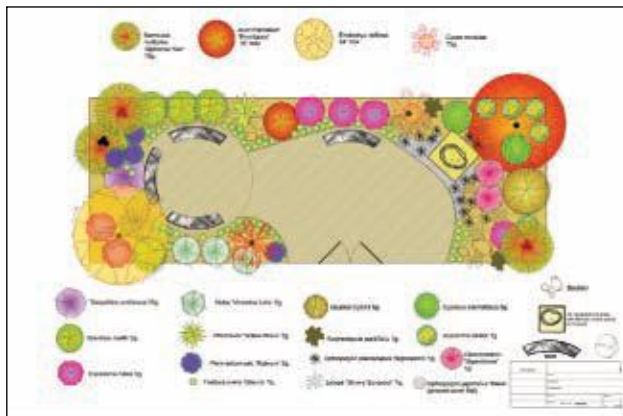
## Product focus:

Visual Impact Imaging is the leading provider of professional software for the landscape industry. We are committed to providing the green industry the most advanced technological tools, user-friendly interface and widely compatible platform, making **EARTHSCAPES** an integral component for every landscape company, regardless of its size. This exclusive advantage is based on Visual Impact Imaging's strategic partnership with the Corel Corp. Together, we develop the ultimate software that enables designers to transform their ideas into professional results. Since 1993, the combination of vision, business management and focus on customer service

has made Visual Impact Imaging the leader of the landscape design software industry.

## EARTHSCAPES features:

- ▶ Photo imaging with high-resolution plant library—picture-perfect quality.
  - ▶ Texture tool paints on grass, hardscapes and mulch.
- ▶ Free technical support. To maximize your business it is absolutely critical to communicate with your customers efficiently and effectively. The very best way to do that is with visuals, using Visual Impact Imaging's **EARTHSCAPES** landscape design software.



**Visual Impact Imaging**  
241 W. Federal St.  
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**Phone:** 330-259-7661  
**Fax:** 330-746-6863  
**Web site:**  
[www.visualimpactimaging.com](http://www.visualimpactimaging.com)  
**E-mail:**  
[sales@visualimpactimaging.com](mailto:sales@visualimpactimaging.com)



**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.

**Walker Manufacturing Co.**  
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**Web site:**

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

**E-mail:**

[info@walkermowers.com](mailto: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



productivity. It's available in steel or poly in three sizes: 7½, 8½ and 9½ feet.

➤ **PRO PLUS®**—Since its introduction, the PRO PLUS has been a bestseller 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.

➤ **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.

➤ **Heavy Weight**—With the largest blade available from WESTERN®, Heavy Weight plows are ideal for all-purpose, low-speed plowing. They are a great choice for clearing local streets, parks, county roads and large parking lots.

➤ **MIDWEIGHT™**—As a leaner plow with lots of muscle, the 7½-ft. MIDWEIGHT is a high-performance plow designed for personal and light commercial use. It's available in 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. It handles standard-duty commercial and extended-use homeowner applications, 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 7-, 8-, 9- 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, and Johnson City, TN.



## Product focus:

For 59 years, WESTERN® snowplows have been the choice of the professional plower. Major product lines include:

➤ **WIDE-OUT™ Adjustable Wing Snowplow**—The WIDE-OUT features a 9-ft. scoop and 8- to 10-ft. straight blade. With the leading wing angled forward, it delivers the ultimate in high-capacity windrowing. At the touch of a button, WIDE-OUT hydraulically transforms to perfectly match every plowing condition, delivering time-saving performance at each job site. 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



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