

# RESOURCE PROFILES

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



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**Scott Welge**  
Head of Green Marketing

**Mission Statement**

“Bayer: Science For A Better Life”

Bayer is an inventor company with a long tradition of research. By applying science to the major global challenges, we deliver innovations that address unmet customer and market needs.

Our focus on innovation is the key to maintaining or gaining a leading position in every market in which we operate. It is also the foundation for improving the lives of many millions of people:

By working sustainably and accepting our role as a socially and ethically responsible corporate citizen – and by committing to our Bayer values – we create benefits for the communities in which we live.

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2 TW Alexander Drive  
Research Triangle Park, NC  
27709  
**Phone:** 800-331-2837  
**Web site:**  
www.BackedByBayer.com

# Bayer

**Major product lines:**  
Herbicides, Fungicides & Insecticides

**Product focus:**  
Celsius and Specticle  
Herbicides, Armada Fungicide and TopChoice Insecticide

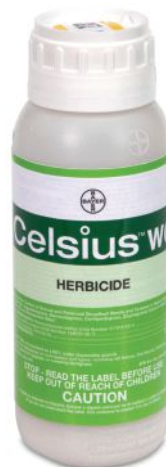
**Science For A Better Life: this is the promise we all give to our stakeholders.**  
Innovation plays an important role in overcoming global challenges and is a key driver of future growth at Bayer.

In 2010 Bayer spent €3,053 million on research and development (R&D), which was equivalent to 8.7 percent of sales. Special importance is placed on developing new products that strengthen the core businesses. Mindful of its corporate growth objectives, Bayer works to continuously rejuvenate and expand its product portfolio and optimize

its production processes. Its R&D is closely aligned to market requirements and therefore subject to a continuous process of adjustment. It is supplemented by an international network of collaborations with leading universities, public sector research institutes and partner companies. Through this pooling of expertise, Bayer aims to rapidly translate new ideas into successful products. These activities are also supported by systematic employee development in the company’s R&D units.

**Bayer Professional Lawn & Landscape Product Segments**

Maintain healthy lawns and beautiful landscapes with preventative and curative protection from insects, weeds, and diseases. You will see superior results – and so will your customers.



**Herbicides:**

Achieve a higher degree of weed control. Our advanced selection of herbicides provides unparalleled pre- and post-emergent control of both broadleaf and grassy weeds.

Products – Acclaim Extra, Celsius, Finale, Revolver, and Specticle

**Fungicides:**

Depend on your ability to cure and prevent lawn diseases. Our advanced technology helps you expand your business while offering homeowners an affordable option for their lawn.

Products – Armada, Bayleton, Compass, Prostar, and Chipco Triton

**Insecticides:**

Banish harmful pests from the lawns, landscapes and ornamentals in your care. Our insecticides provide you with fast-acting broad-spectrum control so you can take pride in a job well done.

Products – Allectus, CoreTect, Dyllox, Forbid, Merit, Sevin, Tempo, and TopChoice



# Belgard Hardscapes



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

**Belgard Hardscapes**  
375 N. Ridge Road  
Suite 250  
Atlanta, GA 30350

**Phone:** 877-235-4273  
**Web site:** [www.belgard.biz](http://www.belgard.biz)

#### **Manufacturing facilities:**

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

#### **Support:**

Belgard University and [www.belgarddesignpro.com](http://www.belgarddesignpro.com)

#### **Major product lines:**

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





# Blizzard Snowplows

**Product focus:**

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

**Major product lines:**

➤ **POWER PLOW®:** This plow sets the standard in snow removal productivity and versatility.

The moldboards hydraulically extend from a compact straight position to an extended WIDE PASS™ straight position, or into a high-capacity BUCKET BLADE™ scoop position—all

from the comfort of your cab. Models are available for use on trucks and skid-steer loaders.

➤ **SPEEDWING™:** This BLIZZARD exclusive plow like a POWER PLOW but is as easy to operate as a straight blade. SPEEDWING automatically defaults to the scoop position for straightforward plowing, creating maximum snow containment for pushing and stacking snow. When the blade is angled, the trailing wing automatically drops back in line with the main moldboard, while the leading wing retains its forward position



to prevent spillover and utilize the entire blade width.

➤ **HD Straight Blades:** Built to withstand winter's fury and deliver superior performance in the most demanding conditions, the flared moldboard—an industry first—rolls snow further ahead and to the side, saving time and wear and tear on your truck. Available in 7½-, 8-, 8½- and 9-ft. widths, these plows feature an aggressive cutting edge angle, optimized blade curl and the time-saving Power Hitch™ 2 attachment system.

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

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

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

**Manufacturing facilities:**

A division of Douglas Dynamics, LLC, the country's leading manufacturer of snow and ice removal equipment, BLIZZARD products and components are manufactured in Milwaukee, WI, and Rockland, ME.

**Technical support:**

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



**Blizzard Snowplows**  
PO Box 245038  
Milwaukee, WI 53224-9538

**Web site:**  
[www.blizzardplows.com](http://www.blizzardplows.com)  
**E-mail:**  
[info@blizzardplows.com](mailto:info@blizzardplows.com)

**Rich Goldsbury**  
President,  
Bobcat Americas

# Bobcat



## Product focus:

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

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

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

## Manufacturing facilities:

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

## Technical support, sales, training:

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



## Major product lines:

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



**Bobcat**  
250 E. Beaton Drive  
West Fargo, ND 58078

**Phone:** 800-743-4340  
**Web site:** [www.bobcat.com](http://www.bobcat.com)





Eldean Bergman



**What can Boulder Designs® do for your business?**

Look around and imagine all the potential clients that could use Boulder Designs products in your area. If developing a niche product in your local market is one of your goals, or if you are looking to add a revenue stream to your new or existing business, Boulder Designs may be what you're looking for.

**Border Magic / Boulder Designs, LLC**  
 1503 Co. Rd. 2700N  
 Rantoul, IL 61866  
**Phone:** 877-892-2954, Ext. 23  
**Fax:** 1-217-893-3739  
**Web site:**  
[www.boulderdesigns.net](http://www.boulderdesigns.net)

# Border Magic / Boulder Designs, LLC

**Success:**

**Find yours with a niche product:** Nine years ago Boulder Designs® began to research and develop a new, custom, made-to-order, specially enhanced concrete boulder product that could be used for commercial business signage, farm and estate markers, parks, schools, municipalities, just about anywhere signage is needed or could be utilized.

Boulder Designs®, based in Rantoul, IL, is the only franchised company in the United States that specializes in this type of boulder signage that can be used for commercial business signage. The main appeal of this product is its ability to compliment existing landscaping while offering an eye-appealing alternative to typical business signage. Boulder Designs® also greatly reduces costly



maintenance issues and is often allowed by zoning regulations where other types of signage are not. At present, our products are offered by 38 franchises in more than a dozen states. They have a considerable presence in the Midwest.

Eldean Bergman, owner and founder, shares the opportunity that exists with Boulder Designs and his outlook for 2011.

"Today's business owners are looking for unique products and services that attract the

general public's interest and Boulder Designs® does just that," says Bergman. "We have developed a simple system with a unique team atmosphere. Be productive, regardless of the weather at your facility. Become part of a group that shares product ideas and new developments. "The flexibility of the Boulder Designs system allows you to integrate it easily into your business. Imagine the potential that exists around you. Businesses, churches, schools, parks, associations, municipalities, even memorials. "Because of this we see continued growth and opportunity. Last year was our best year so far, exceeding 30% growth system wide, and we have set the ground work into place for 2011 to exceed that mark," says Bergman.





**Mark Tipton**  
Managing Partner

**Mission Statement**

Our goal is to help you achieve total control of your business by providing you with the tools to build a better future for you and your company.

See us at GIE booth 8062



**Achieve Total Control of Your Business**

**BOSS® LM—**  
**The Integra Group, Inc.**  
714 Spirit 40 Park Drive  
Suite 150  
Chesterfield, MO 63005

**Phone:** 1-866-596-5971

**Fax:** 636-449-3900

**Web site:**

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

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

# BOSS® LM — The Integra Group, Inc.

**Product focus:**

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

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

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

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

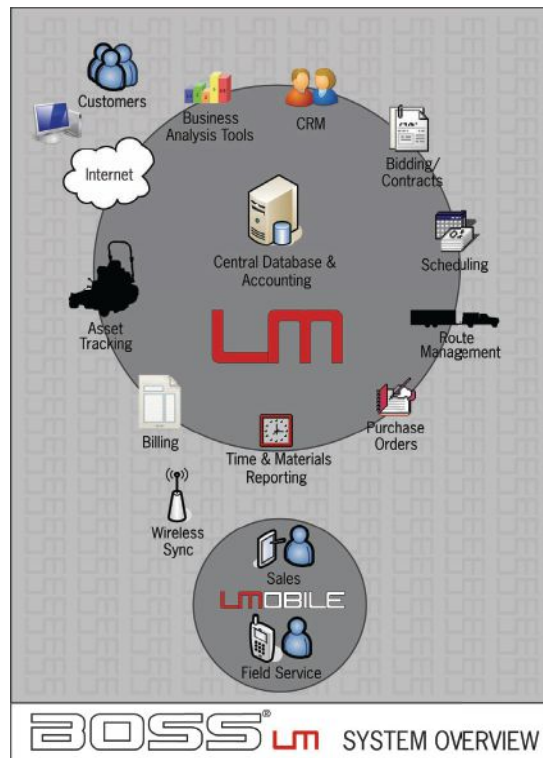
Our first customer told us: "My return on investment for BOSS® LM is higher than any piece of equipment I've purchased."

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

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

**Technical support:**

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



# Corona Clipper



**Product focus:**

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

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

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

professionals and home gardeners.

**Manufacturing facilities:**

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

**Technical support:**

Top distributors and dealers rely on Corona's unparalleled expertise to manage the entire hand tool category. Corona offers comprehensive dealer/distributor support from its factory and home office. Corona field

representatives provide a first line of assistance, there to answer questions or offer valuable advice.

**Major product lines:**

The company's product line includes hand pruners, shears, loppers, saws, garden tools, shovels, rakes and wheelbarrows. In 2010, Corona introduced its new brand image and innovative line of cutting tools, the Dual Cut Series of pruners, loppers and hedge shears. Based on its heritage, Corona's new mark and tool design innovations continue to assert leadership and expertise in manufacturing the best garden and landscape tools. Check out the full line of Corona tools and accessories at coronatoolsusa.com.



**CORONA**  
SEASON AFTER SEASON

**Corona Clipper, Inc.**  
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Canyon Road  
Corona, CA 92883

**Phone:** 800-847-7863  
**Fax:** 951-737-8657

**Online with Corona:**  
coronatoolsusa.com  
facebook.com/coronatools  
twitter.com/coronatools  
linkedin.com/company/  
corona-clipper-inc

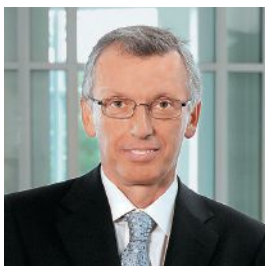
**E-mail:**  
sales@corona.bellota.com

*"More than 80 years ago, Corona began forging a reputation for quality. Our constant search for innovative techniques to build increasingly superior tools has earned the respect of landscape and agricultural professionals, as well as home gardeners.*

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

*—Steve Erickson, President*





**Antonio Galindez**  
President and CEO

**Mission Statement**

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

**Dow AgroSciences**  
9330 Zionsville Road  
Indianapolis, IN 46268

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

# Dow AgroSciences

**Product focus:**

Dow AgroSciences delivers innovative technology that exceeds market needs and improves the quality of life of the world’s growing population. Every day, our employees—our Human Element—combine their different perspectives to constantly improve our organization and the products and services we deliver. This is evident in the Turf & Ornamental products we have recently introduced, and the several new products and technologies in our pipeline. That’s our commitment to the industries we serve and, most important, that’s our commitment to you.

**Major product lines:**

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



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

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

can be applied to moist cool- or warm-season turf.

➤ **Eagle® 20EW** specialty fungicide is a liquid systemic fungicide for preventive and curative control of roughly 20 turf-destroying diseases, including dollar spot and brown patch. Available in convenient, easy-to-use containers ideal for use on home lawns and backyard fruit trees. It won’t harm popular turfgrass and ornamental species.

**Support:** We have dedicated individuals serving as sales representatives, technical account managers, 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).

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



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

# DuPont Professional Products

## Product focus:

DuPont Professional Products brings the company's tradition of science, innovation and safety to the pest and green industries. DuPont Professional Products' global portfolio includes DuPont™ Imprelis™, DuPont™ Acelepryn® insecticide, DuPont™ Advion® fire ant bait, DuPont™ Advion® insect granule and

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

## Major product lines:

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

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

› **DuPont™ Acelepryn® insecticide** provides season-long control of every turf-damaging white grub species plus key surface-feeding insects with just one application when applied according to label use directions. Acelepryn® is also gentle on the environment, a key feature as more homeowners are requesting environmentally-smart choices. Classified as reduced-risk by the EPA for applications to turfgrass, Acelepryn® has a mode of action different from other turf insecticides. It is available in a liquid formulation, a granular ready-to-use formulation and a ready-to-use fertilizer formulation.

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

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

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

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

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



*The miracles of science™*

## DuPont Professional Products

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CRP Building 705  
Wilmington, DE 19880

Phone: 888-638-7668

Fax: 302-355-3218

Web site: [www2.dupont.com](http://www2.dupont.com)

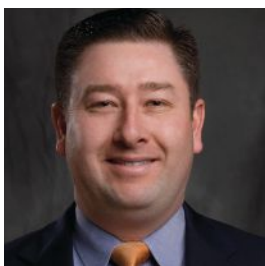
E-mail:

[proproducts@dupont.com](mailto:proproducts@dupont.com)



Scan this tag to visit Firestone Specialty Products on your phone.

Need the mobile app? Get it free at <http://www.mobiletag.com>



**John Goers**  
General Manager

**Mission Statement**

With a highly knowledgeable network of distributors, agents and staff supporting us, we aim to be the global leader in the protection, conservation and reutilization of water.

**More Information**

Headquartered in Indianapolis, Ind., Firestone Specialty Products is a leading manufacturer and distributor of quality liners for the decorative water feature market, as well geomembranes and water management solutions for the civil, commercial, industrial and environmental markets. Each of our product lines is backed by a full line of accessories.

**Firestone Specialty Products**

250 W. 96th St.  
Indianapolis, IN 46260  
**Phone:** 1-800-428-4442  
**Web site:**  
[www.firestonesp.com/lm](http://www.firestonesp.com/lm)  
**E-mail:** [info@firestonesp.com](mailto:info@firestonesp.com)

# Firestone Specialty Products

**Major product lines:**

Water Management Solutions, PondGard™ Rubber Liners, Firestone EPDM Geomembranes, Firestone fPP-R Geomembranes, TPO Geomembranes, plus a full line of accessories.

**Product Focus**

**Water Management Solutions:**

Recently introduced to the marketplace, Firestone Water Management Solutions is an innovative and customizable line of products to maximize your water resources. Featuring the Firestone EPIC System, this onsite water management and reuse system is designed to collect, filter, retain and distribute water below ground at its source. The system can be integrated with Firestone turf reinforcement products and/or permeable pavers to provide additional drainage and water collection. When used in combination, these products will increase the durability and functionality of your green space, while improving your project's hydrologic responsibility.

By integrating a custom-designed Water Management Solution, multiple aspects of water collection, natural treatment, retention and reuse can be addressed, including:

- ▶ Managing stormwater discharge from hardscapes like



roads, parking lots and roofs;

- ▶ Transforming impervious parking areas to functional drainage areas;

- ▶ Converting parks and fields to functional, multi-purpose green spaces;

- ▶ Reducing or eliminating the need for additional water source irrigation on golf courses and other green spaces;

- ▶ Creating rain gardens that treat stormwater run-off and reuse the water for irrigation; and

- ▶ Recycling greywater for onsite subsurface irrigation.

**Manufacturing Facilities:**

We have 3 manufacturing facilities located throughout the United States.

**Technical Support, Sales, Training and/or Customer Service:**

You can locate your nearest sales representative, distributor or applicator at [www.firestonesp.com/lm](http://www.firestonesp.com/lm). You can also access our website to find product and technical information, view installation detail videos, order literature and samples, or to learn about our contractor training program.



# Fisher Engineering

## Product focus:

Dedication to quality and service has been a FISHER® tradition from the start. Fisher Engineering has been manufacturing snowplows for over 60 years in the coastal city of Rockland, ME. Through the years, its plows have earned a solid reputation for reliability and strength—especially among commercial snowplowers. Major product lines include:



**Fisher Engineering**  
50 Gordon Drive  
Rockland, ME 04841

**Web site:**  
[www.fisherplows.com](http://www.fisherplows.com)  
**Contact:**  
[fe2000@fisherplows.com](mailto:fe2000@fisherplows.com)

› **XtremeV™:** FISHER has taken the best features of the rugged XBLADE™ and the popular EZ-V® snowplows and combined them to build an industry-best V-plow.

› **XBLADE™:** You won't find a commercial- or municipal-use snowplow built any tougher than this. It combines FISHER's exclusive X-Bracing with premium, corrosion-resistant stainless steel or poly moldboard.

› **XLS™ (Expandable Length Snowplow):** From an 8-ft. retracted straight-blade width to the 10-ft. expanded width,

to a scoop width of more than 9 ft., and a more effective windrowing configuration, the XLS delivers a new level of profitable performance in every plowing situation.

› **HD Series:** The rugged FISHER HD Series plows will withstand the rigors of all commercial applications.

› **MC Series:** For vehicles in the 17,000 to 27,500 gross vehicle weight range, these plows are designed for serious snowplowing.

› **HT Series™:** Targeted specifically for today's half-ton 4WD pickup trucks, the FISHER HT Series snowplow is a full-size, full-featured snowplow with the strength to handle institutional and extended-use homeowner applications.

› **SD Series:** Designed for homeowners and non-commercial plowing applications.

› **Spreaders:** FISHER builds a variety of PRO-CASTER™ and POLY-CASTER™ hopper spreaders and SPEED-CASTER™ tailgate spreaders to match your ice control needs.

**Manufacturing facilities:** FISHER's recently expanded 200,000-sq.-ft. manufacturing facility is in Rockland, ME. As a division of Douglas Dynamics, LLC, the country's leading manufacturer of snow and ice removal equipment, FISHER products and components are also manufactured in Douglas Dynamics' Milwaukee, WI facility.

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



**Amy O'Shea**  
Director, FMC Professional Solutions

**Mission Statement**

Feeding the world, protecting health and providing the conveniences of life. With our superior technology and strong partnerships with customers, FMC Corporation is finding solutions that help to change people's lives for the better.

**FMC Corporation**  
1735 Market St.  
Philadelphia, PA 19103

**Phone:** 800-321-1362  
**Fax:** 215-299-6100  
**Web site:**  
www.fmcprosolutions.com  
**E-mail:**  
fmc.prosolutions@fmc.com

# FMC Corporation

**Product focus:**

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

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

**Major product lines:**

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

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

This includes the new **Talstar® EZ featuring Verge™ Technology**, a granular insecticide formulated exclusively for FMC on an

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

› **Herbicides.** Our new and expanding list of herbicides give lawn care operators control of weeds without the wait. This includes:

› **Solitare®** herbicide, the only all-in-one postemergence weed control solution against crabgrass, sedges, and tough broadleaf weeds;

› **Dismiss®** herbicide, the industry's fastest control of sedges with visible results in 24-48 hours.



› **Echelon®**, a pre-emergent crabgrass and sedge control that is both root and shoot absorbed for over 100 days of control that is available in a sprayable formulation and on fertilizer;

› **QuickSilver®** herbicide, a common tank mix partner with typical 3-way broadleaf products for fast and broader spectrum control of common broadleaf weeds.

› **SquareOne™** herbicide for increased application flexibility on newly seeded turf; and

› **NEW Blindside™** herbicide for challenging postemergent weeds that can be applied to virtually all types of warm-season turfgrass, including St. Augustinegrass.

Additional products for lawn care are listed on our web site.

*(FMC, Talstar, Solitare, Dismiss, Echelon, QuickSilver, SquareOne and Blindside are trademarks of FMC Corporation. © FMC Corporation. All rights reserved. Verge is a trademark of Oil-Dri Corporation of America.)*





**Joe Shoener**  
Vice President of Sales

**Mission Statement**

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

# Focal Point Communications

**Product focus:**

Focal Point is a marketing company serving landscape and lawn care professionals exclusively. We focus on getting results for our clients

by generating more leads, helping to close more sales, retaining more clients and utilizing new media to improve credibility and success. We've been serving the green industry since 1987, providing effective marketing solutions with our dedicated and talented team of professionals.

**Support, sales and service:**

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

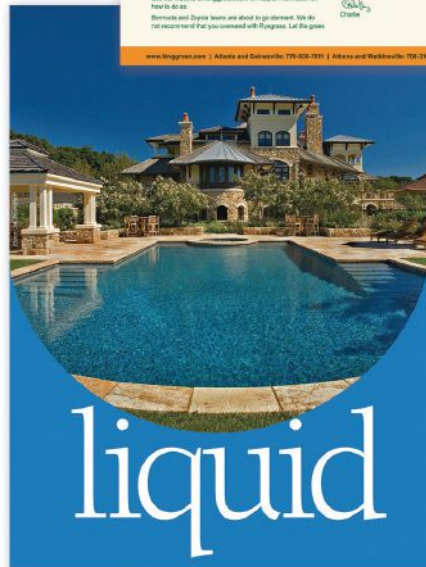
**Product lines:**

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



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

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







**Mike Rorie**  
CEO

# Go iLawn

**Product focus:**

Go iLawn, [www.goilawn.com](http://www.goilawn.com), delivers an online measuring service for the green industry. Go iLawn combines high-resolution aerial photos, measuring tools and proposal-building logic in one easy-to-use application.

This Web-based program can be used to estimate services for commercial and residential properties. The process is simple: Enter an address, street intersection or business name. View and measure any outdoor surface. Export measurements to Excel and photos as jpegs.

Users can take as many property measurements as needed to complete an estimate. Measurements can be color-coded, copied, edited and saved for future viewing. Printable site maps can be easily created for clients and crews.

Go iLawn recently



added a line of proposal-building products. Proposal Builders converts property measurements into proposal numbers for lawn and landscape, and snow removal services. Users assign equipment, production rates, materials, site photos and more to generate accurate numbers and professional proposal documents in minutes.

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

**Technical support, sales and training:**

The Go iLawn team is dedicated

to educating its customers with training and live support. Online training materials, including how-to videos and a recorded webinar, are free and accessible 24/7/365. A free customer support line is provided for users as well as a full knowledge base of online articles. The Go iLawn team is based out of Cincinnati, OH, USA.

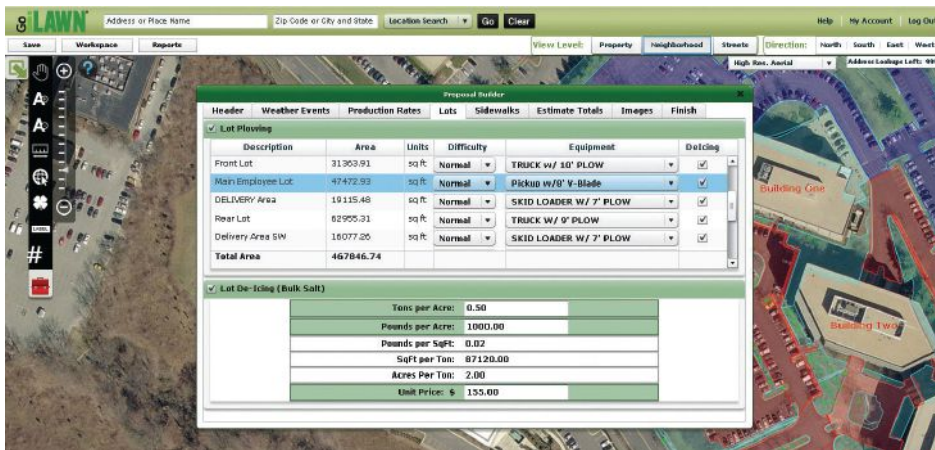
**Major product lines:**

- [www.GoiLawn.com](http://www.GoiLawn.com)
- [www.Go-iSnow.com](http://www.Go-iSnow.com)
- [www.GoiPave.com](http://www.GoiPave.com)



**Go iLawn**  
7157 East Kemper Road  
Cincinnati, OH 45249

**Phone:** 800-270-6782  
**Web site:** [www.GoiLawn.com](http://www.GoiLawn.com)  
**E-mail:** [goisales@gisdynamics.com](mailto:goisales@gisdynamics.com)





**Ron Madera**  
President

**Mission Statement**

To exceed our customers' expectations by providing exceptional front-line service with well-trained employees who thrive because of our positive culture.

# The Grounds Guys



**Product Focus:**

At The Grounds Guys, we believe that your business should provide five things for you and your family: a good annual income, a better lifestyle, a healthy bottom line to create wealth, equity so you can pass the business on to your children or sell for a profit, and sufficient cash flow to reduce or eliminate debt. The Grounds Guys franchise could be the key to help you achieve your personal and financial goals.

As a Grounds Guys franchise owner, you will benefit from comprehensive training and ongoing franchise support when you need it. Your Franchise Coach is there to help when you need it most. The Grounds Guys will provide you with marketing support on a local and national

level. Regional and national training meetings will give you a chance to sharpen your business and technical skills.

You've worked hard to get where you are today and you deserve to have a business that provides for you and your family the income, lifestyle, wealth, equity and cash flow that you have always dreamed about.

The Grounds Guys is a new name, but comes with more than 20 years of landscaping franchise experience. The Grounds Guys has all the systems, training, support and tools you need to create a profitable service franchise business.

**Visit us today**

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

**The Grounds Guys**

1020 N. University Parks Dr.  
Waco, TX 76707

**Phone:** 800-638-9851

**Fax:** (262) 677-8186

**Web site:**

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



**Tetsuo Iwamura**  
President & CEO,  
American Honda

**Mission Statement**

Honda Power Equipment, a division of American Honda Motor Co., Inc., markets a complete range of outdoor power equipment, including general purpose engines, generators, lawnmowers, pumps, snowblowers, tillers and trimmers for commercial, rental and residential applications. Its comprehensive product line is powered exclusively by four-stroke engines.

# Honda Power Equipment

Honda has long been recognized as a global leader in reducing the environmental impact of internal combustion engines through improved fuel efficiency and reduced emissions.

Honda recognizes that the preservation of natural resources is not only a corporate responsibility but also an important company fundamental. Reducing the burden on the environment at every stage in a product's life cycle – from development through manufacture, sale, usage, and disposal – is at the core of Honda's corporate culture and philosophy.

**Major Product Lines:**

Walk-behind lawnmowers, tillers, pumps, generators, trimmers, snowblowers and general-purpose engines



**Product Focus:**

Commercial lawnmowers

**Manufacturing Facility:**

Honda Power Equipment Manufacturing, Swepsonville, NC

**Technical Support, Sales, Training and/or Customer Service:**

Honda Power Equipment, Alpharetta, GA

**Honda Power Equipment**  
4900 Marconi Drive  
Alpharetta, GA 30005  
United States  
**Phone:** (678) 339-2600  
**Web site:**  
[www.hondapowerequipment.com](http://www.hondapowerequipment.com)







**Mona Haberer**  
President and CEO

**Mission Statement**

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



**Hortica Insurance & Employee Benefits**  
1 Horticultural Lane  
P.O. Box 428  
Edwardsville, IL 62025

**Phone:** 800-851-7740  
**Fax:** 800-233-3642  
**Web site:** [www.hortica-insurance.com](http://www.hortica-insurance.com)  
**E-mail:** [sales@hortica-insurance.com](mailto:sales@hortica-insurance.com)

# Hortica Insurance & Employee Benefits

**Product focus:**

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

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

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



**Facilities:**

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

**Support:**

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

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

**Major product lines:**

Hortica is the green industry advocate that is a trusted partner for all business insurance, employee benefits and personal insurance. We provide a full range of products and services including business package policies, business automobile, workers compensation, bonds, errors and omissions, umbrella, 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

the new PZ Series mowers to 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 mowers

of hand-held equipment as 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, and specialty turf.

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

new PZ Series were carefully 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



**Husqvarna**  
9335 Harris Corners Parkway,  
Suite 500  
Charlotte, NC 28269

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

**Samuel R. Allen**  
Chairman & CEO

# John Deere



**Product focus:**

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

John Deere manufactures and distributes a full range of products and services designed for the commercial customer.

From commercial riding mowers and compact tractors

to skid steers and utility vehicles, John Deere offers an extensive equipment line to address landscaping needs, from design to daily maintenance.

Creating a total solution for the commercial customer, John Deere also offers a wide range of soft goods and landscaping materials from John Deere Landscapes, competitive

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

**Manufacturing facilities:**

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

**Technical support and training:**

At [www.JohnDeere.com](http://www.JohnDeere.com), customers can find information on a variety of support functions, including online product operator manuals and training modules, warranty information and product selector tools.



**John Deere**  
1 John Deere Place  
Moline, IL 61265

**Phone:** 800-537-8233  
**Web site:**  
[www.JohnDeere.com](http://www.JohnDeere.com)





**Tom Cromwell**  
President

**Mission Statement**

Kohler Engines, along with Italy-based Lombardini, represent a global engine concern in business since the 1920s. Together, Kohler Engines and Lombardini manufacture a wide range of gasoline and diesel engines, from 4 to 64.4 hp, which are supplied to equipment manufacturers worldwide in the lawn and garden, commercial and industrial, agricultural and construction markets.

# Kohler® Engines

Since its beginning in 1920, Kohler® Engines has had a reputation for manufacturing quality engines with superior performance. Today, that legacy is very much alive as more than 90 years of innovation continues to drive Kohler Engines to grow its product lines and world market presence.

Kohler's newest industry innovation – a closed-loop electronic fuel injection (EFI) engine with the flexibility to use all ethanol fuel blends, from E0 to E85. The new KOHLER Command PRO® EFI FlexFuel E85 Engine offers end users an unmatched array of fueling options, which translates to significant savings at the pump. But, the savings don't end there because Kohler's exclusive closed-loop EFI technology also provides reliable starting, unequalled performance in the field while delivering the lowest overall operating cost to green

industry professionals.

Producing engines from 4 to 64.4 horsepower for consumers and professionals, some of Kohler's engine series include:

**Command PRO®** – Typically found in tillers, pressure washers, compressors and generators, these are Kohler's single-cylinder workhorse engines featuring integrated oil coolers for extended oil changes, heavy-duty air filters protecting the engine from debris and extra-large sleeve bearings to support heavy loads.

**Command PRO® EFI** – As the industry's only closed-loop system, the Kohler EFI (electronic fuel injection) engine delivers the precise fuel-air mixture to optimize power, performance and efficiency. The result is superior reliability, less downtime and fuel savings.

**Courage®** – Kohler's first engine series designed specifically for consumer applications, these engines

can be found in walk behind and riding lawn mowers and generators. Users enjoy the benefits of using a premium engine, including the most powerful output of any single-cylinder engine on the market, with easy operation and maintenance features.

**Courage PRO®** – Professional-grade engine for the landscape-care expert. The Courage PRO delivers better performance and longer life with large-capacity air, oil and fuel filters.

**Kohler® Diesel** – Behind every air- and liquid-cooled Kohler Diesel engine are the engineered performance standards you've come to expect from Kohler. Top-notch fuel injection technology delivers power and saves on fuel.

To experience all of the engines that KOHLER has to offer, visit [KohlerEngines.com](http://KohlerEngines.com) or [facebook.com/kohlerengines](https://facebook.com/kohlerengines).



**Kohler® Engines**  
444 Highland Drive  
Kohler, Wisconsin 53044  
United States  
**Phone:** 800-544-2444  
**Web site:**  
[KohlerEngines.com](http://KohlerEngines.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)



**Joe Khayyat**  
Executive Director

**Mission Statement**

The Mid-America Horticultural Trade Show (Mid Am) is the Midwest's one-stop marketplace for the needs of green industry professionals. Scheduled for Jan. 18-20, 2012 at Chicago's Navy Pier, Mid Am is the original green industry social network, helping these professionals connect with your peers, build your knowledge levels and facilitate business for nearly 40 years.

Mid Am is the only event in the Midwest that allows you to view the entire green industry in one place.

**Mid-America Horticultural Trace Show**  
401 N. Michigan Ave., Suite 2200  
Chicago, IL 60611  
**Phone:** 800-300-6103  
**Fax:** 312-673-6882  
**Web site:** [www.midam.org](http://www.midam.org)  
**E-mail:** [mail@midam.org](mailto:mail@midam.org)

# Mid-America Horticultural Trade Show

**Three Days of Education**

Mid Am has multiple education tracks covering a wide range of topics, both in the hands-on work of landscaping and how to run the business better. Tracks include Growers & Arborists, Irrigation, Sales & Marketing, Retail Business & Management, Sustainable Landscape and Maintenance & Operations. In addition, our exclusive Latino Track allows Spanish-speaking and bilingual attendees to experience what Mid Am has to offer entirely in Spanish, including educational sessions, networking and a guided tour of exhibitor booths.

**Special exhibits and networking opportunities**

New for 2012, Mid Am exhibitors will join together to build a community garden right on the show floor! You'll be able to see it go up before your eyes, with the final reveal on Friday, Jan. 20, 2012. At the end of Mid Am, the garden will be donated to a



deserving neighborhood.

On Thursday, Jan. 19, the Mid Am mixer will be held right on the trade show floor. The mixer is a great place for industry professionals to make new connections and reinforce existing relationships, whether you're looking to nurture and cultivate your business, your career or both. Connect with people who love what they do and are looking for ways to learn and grow. In addition, the Think Green Bar will be open throughout the show hours, providing you with additional opportunities to

connect with industry thought-leaders, dignitaries and featured speakers.

**New lodging accommodations**

You asked and we listened! Over the past few years, hotel rates have continued to rise, causing our attendees to look outside the headquarters hotel for an affordable rate. Because we value your support of Mid Am, we set a goal of mitigating the cost of attending our conference by researching other venues. As a result, we have been able to secure hotel rates at our lowest cost ever! Not only that, but we have supplied you with several hotel options to accommodate everyone's budget parameters.

For all the latest information, to register or make your hotel reservations, visit [www.midam.org](http://www.midam.org).





**Jim Jackson**  
President

**Mission Statement**

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

# MistAway Systems



**Product focus:**

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

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

**Technology, support and training:**

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

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

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

**Dealer opportunities:**

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

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



**MistAway Systems**  
2121 Brittmoores, #5200  
Houston, TX 77043

**Phone:** 866-485-7255  
**Fax:** 713-255-5055

**Web site:**  
[www.mistaway.com](http://www.mistaway.com)  
**E-mail:** [info@mistaway.com](mailto:info@mistaway.com)



**Loren Olson**  
President

**Mission Statement**

Our mission is to provide proven cost-reducing software tools to the service industry and to partner with our clients to integrate these tools into the way they currently do business.

Modeco provides our customers with the ability to automate their business process of tracking field time and production data to produce additional profit on the bottom line. To be ahead of the competition, to become lean, streamlined and more efficient, TimeScape™ from Modeco is a perfect solution.

Our goal is to obtain that confidence that we are committed to the improvement in this business critical process through a dedicated partnership between our customer and Modeco Systems.

**Modeco Systems, LLC**  
W208 N16975 N. Center St.  
Jackson, WI 53037  
**Phone:** 866-677-8184  
**Fax:** (262) 677-8186  
**Web site:**  
[www.modecosystems.com](http://www.modecosystems.com)  
**E-mail:**  
[sales@modecosystems.com](mailto:sales@modecosystems.com)

# Modeco Systems, LLC

TimeScape™ is a mobile production tracking system that streamlines the collection and flow of field information. With the use of barcodes and pocket-sized scanners, each crew tracks properties served, tasks performed and materials consumed as it occurs in real time. The information is then uploaded into TimeScape™ via a PC or Smart Phone, which makes it easy for branch offices, field offices, direct-reports and subcontractors. No more manual data entry! Better yet, no more illegible log sheets or time cards. TimeScape™ has dozens of reports instantly showing what is happening in the field and has the capability of passing this information into your accounting/billing/payroll systems.

Imagine, for snow and ice-management work, how



great it would be to have every piece of information you need for invoicing and payroll after a snow event by the time the last truck gets back to the shop. TimeScape™ can do that and much more.

In addition to TimeScape™ mobile time tracking Software Solutions from Modeco cover asset management and inventory management.

Modeco offers the perfect solution for the green industry to increase profits while striving



to become more lean and streamlined. TimeScape™ is an excellent business tool, just as important as the proper truck or the best mower.

Why not put TimeScape™ to work for you today? Contact us at 866-677-8184 for further information, plus check out our website at [www.modecosystems.com](http://www.modecosystems.com) for a new video narrated by Terry Bradshaw describing TimeScape™, filmed on location at one of our largest clients.

Modeco works hard to make your job easier.

**Major product lines:**  
TimeScape™

**Product focus:**  
Time-tracking software for mobile employees

Send your paper timesheets  
Send your paper timesheets



**PACKING!**



**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

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

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

**Product focus:**

At PBI/Gordon, innovative product development for the turf and ornamental industry is our primary focus. We were the first to formulate products specifically for this industry. We continually search for and evaluate products or product combinations that fill the needs of the professional end-use market we service. Our professional field sales team keeps us constantly alerted to these needs.

**Technical support:**

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

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

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





# Pennington Seed, Inc.



## Product focus:

Pennington Seed, known primarily as one of the largest producers and distributors of grass seed, also offers a complete line of products for athletic fields, roadside construction and landscaping projects.

Founded in 1945, Pennington Seed is a leading marketer, manufacturer and distributor of lawn, residential and professional turf products, forage grasses, wildlife seed and wild bird feed products. Pennington continues to expand its operations and develop new and innovative products with state of the art manufacturing facilities, observation nurseries and quality control labs located across the country. For more information, visit [www.penningtonseed.com](http://www.penningtonseed.com).

## Manufacturing & Distribution facilities:

Cullman, AL; Madison, GA; Columbia, SC; Kenbridge, VA; Greenfield, MO; Lebanon, OR; Laurel, MD; Grand Prairie, TX; Cincinnati, OH

## Technical Support:

The professional turf division of Pennington Seed consists of a seasoned team with industry knowledge and expertise. Available to assist you with specification and project recommendations, the pro turf team delivers solid customer support. For more information on our products and ways we can help, please email [proturfsolutions@penningtonseed.com](mailto:proturfsolutions@penningtonseed.com).

## Major product lines:

While seed is the main passion, Pennington also has

expertise in a variety of product areas. The Pro Turf division of Pennington Seed is a leader in the innovation, production and distribution of:

- ▶ Grass Seed
- ▶ Custom Seed Blends
- ▶ Fertilizer
- ▶ Lawn & Garden Chemicals
- ▶ Soil Amendments
- ▶ Erosion Control Products
- ▶ Hydroseeding Supplies



Pennington Seed, Inc.  
1280 Atlanta Hwy.  
Madison, GA 30650

Phone: 706-752-4301  
Web site:  
[www.penningtonseed.com/proturf](http://www.penningtonseed.com/proturf)  
E-mail:  
[proturfsolutions@penningtonseed.com](mailto:proturfsolutions@penningtonseed.com)



**Tom Jessen**  
Founder

# PermaGreen Supreme



## Company focus:

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

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

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

## PermaGreen™ is more than a great machine.

### › Knowledgeable and

### professional customer service:

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

### › We stand behind you

### all the way:

We are certain you'll love your

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

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

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

**Call 800-346-2001 or visit [permagreen.com](http://permagreen.com) for a free handbook and dealer locations.**

**PermaGreen Supreme**  
5609 Murvihill Road  
Valparaiso, IN 46383

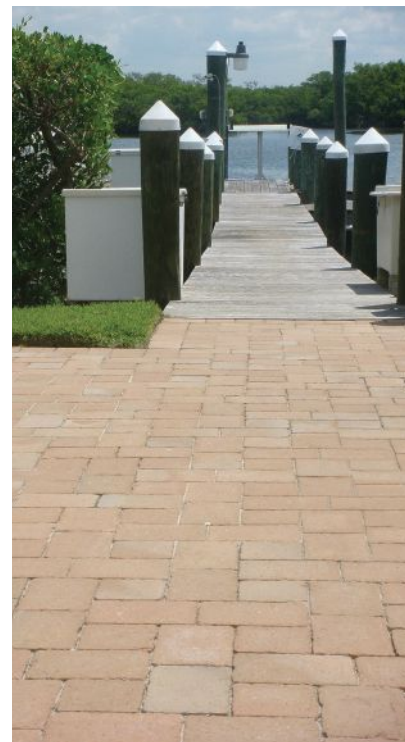
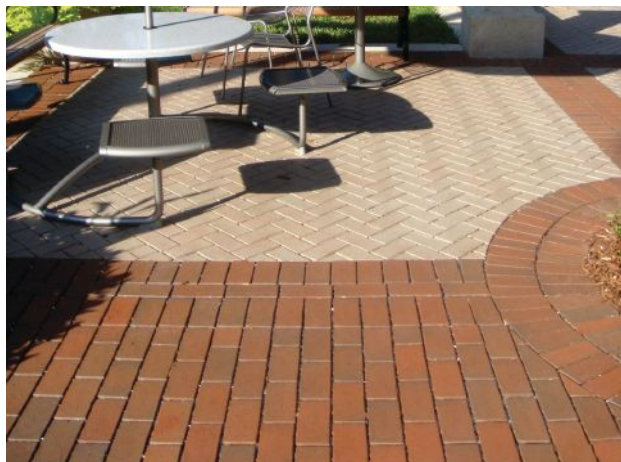
**Phone:** 800-346-2001  
**Fax:** 219-476-7113

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

**Mission Statement**

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

# Pine Hall Brick Company



**Product focus:**

Pine Hall Brick enjoys a long history of commitment to our employees, the communities where we operate, our customers and the environment. Since 1922, our policies, products and actions have been coordinated to harmonize with our natural surroundings including earth, water and air.

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

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

› Materials & Resources:

Credit 5 Regional Materials

› Innovation & Design:

Credit 1.2 Life Cycle Cost & Durability

**Major product lines:**

**StormPave** and **RainPave**

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

**RainPave** Rumbled permeable clay pavers are also available.

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

**City Cobble** pavers offer a cobblestone look, which is the most popular look in segmental paving today. This 2¼-in. product includes two sizes, a 5½-in. square and a 5½-in. x 8-in. rectangle, and when they are installed in an “i” or modified herringbone pattern, they give a random cobble look reminiscent of ancient walkways laid in stone. **City Cobble** is easier to install because it’s 10% smaller size allows the rectangles to be easily handled without special clamps or grippers. The Siesta color contains 54% pre-consumer recycled content and also qualifies for the Solar Reflectance Index (SRI>29).



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

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



**Pete Lord**  
President

**Mission Statement**

Our mission is to always provide the landscape professional with the most innovative, feature-rich and easy-to-use landscape design software in the marketplace.

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

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

# PRO Landscape by Drafix Software

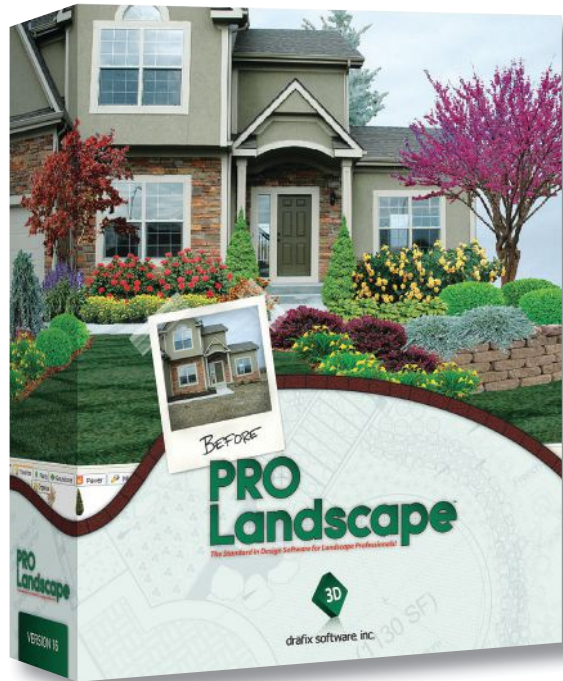
**Product focus:**

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

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

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

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



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

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

as perform fly-overs or walk-throughs.

➤ **Customer proposals:** Would you like to improve the professionalism of your estimates? PRO Landscape generates an accurate bid directly from your photo imaging or CAD files using your prices and tax rate. Once you create your estimate, put together a professional-looking customer presentation including the cover sheet, estimate, material list and plant information in just seconds.

**Technical support:**

PRO Landscape comes with a 60-day money-back guarantee, tutorial/training CD and free technical support.

**Paul Jackson**  
 Founder

**Mission Statement**

Alocet Incorporated is built on the belief that solid business processes create solid companies. It is our mission to be the leader in accounting software add-ons by challenging our customers to adopt software and online systems that free up time from administrative tasks in order to focus on what makes them profitable.



**QXpress Scheduling Software**

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

**Phone:** 888-QXpress

**Fax:** 416-640-6027

**Web site:**

www.qxpress.com

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

# QXpress Scheduling Software

**Product focus:**

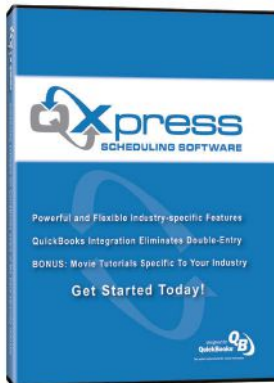
QXpress is the scheduling software of choice for green industry companies who use QuickBooks.

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

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

**Highlighted QXpress features:**

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



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

**QXpress Online:**

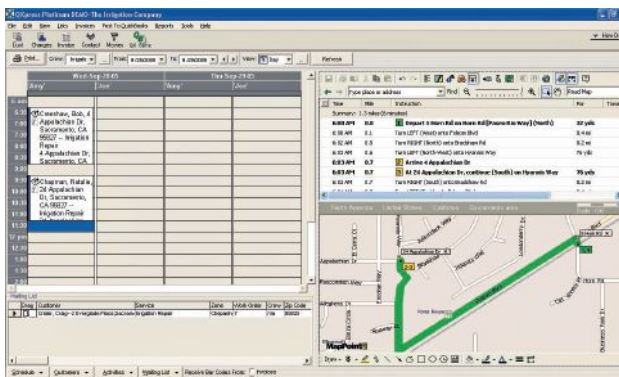
A customizable, web-based version of QXpress Scheduling Software is now available. QXpress Online is completely customizable, so you can create your ideal scheduling add-on for QuickBooks. Simply edit existing screens, or create your own screens, tables, fields, forms, buttons and entire business processes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

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

In addition to scheduling capabilities, QXpress Online also includes a full featured CRM, customer portal and automatic backups of your database. To see a full list of features, visit [www.qxpressonline.com](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 and agricultural industries. With 30 years of experience in the spray equipment industry, we produce

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

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

## Manufacturing facility:

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

## Major product lines:

➤ **Lawn/Turf Care Trucks.**



**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 precious resource—and the need for each of us to use it wisely has never been greater.

As the world's largest provider of irrigation products and services, Rain Bird leverages state-of-the-art technologies that help our customers use water effectively and responsibly. From smart controllers to pressure regulating rotors and low-volume drip irrigation, Rain Bird creates products that use water efficiently.

Through partnerships and educational initiatives, Rain Bird also strives to create opportunities for our industry partners to become better stewards of this essential resource.

To learn how The Intelligent Use of Water™ philosophy is woven into every aspect of the Rain Bird organization, visit [www.rainbird.com/iuow](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)

**Twitter:** @RainBirdCorp

**Facebook:** [www.facebook.com/RainBirdCorp](http://www.facebook.com/RainBirdCorp)

**YouTube:** [www.youtube.com/RainBirdCorp](http://www.youtube.com/RainBirdCorp)

# Rain Bird

## A History of Innovation

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

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

## Quality products for top performance

► **Controllers.** Rain Bird continues to break new ground in the control category. The new ESP-LXME offers the simplicity users expect from Rain Bird: modular station capacity from 8 to 48 stations, along with flow sensing and management. Another recent innovation, the ESP-LXD, combines the programming ease of traditional controllers with the flexibility and cost savings of two-wire decoder systems. Compatible with the ESP-LXME



and ESP-LXD, new IQ™ v2.0 Central Control Software offers state-of-the-art command and control features in an easy to learn and use interface.

### ► Drip Irrigation.

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

### ► Sprays and Rotors.

For decades, Rain Bird's sprays and rotors have developed a proven track record of unmatched performance. For use with the legendary 1800™ Series Spray, the new HE-VAN Nozzles combine variable arc flexibility with even coverage and large droplets for healthier landscapes that use less water. And Rain Bird's 5000 PRS Rotors save 15% to 45% more water than other brands of rotors on the market today.

### ► Accessories.

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

## The Intelligent Use of Water™

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

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

Swanson Graves  
President

# Reddick Equipment Co.

## Product focus:

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

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

## Manufacturing facility:

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

## Technical support:

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

## Major product lines:

### > Pest Control / Lawn Care

**Skids.** Aluminum skid frames with poly tanks or our seamless fiberglass tanks with safety cross baffles from 30- to 500-gallon capacity to fit ATV, UTV and truck applications. Diaphragm, centrifugal and 12V pumps options, manual

and electric hose reel options.

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

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



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

Phone: 800-334-3388

Fax: 252-792-4913

Web site:

www.reddickequipment.com

E-mail: sales@reddick.cc





**Pat Cappucci**  
President

**Mission Statement**

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

**Vision**

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

**Schiller Grounds Care**  
1028 Street Road  
Southampton, PA 18966

**Phone:** 877-596-6337  
**Fax:** 215-357-1071  
**Web site:**  
[www.schillergc.com](http://www.schillergc.com)  
**E-mail:**  
[lbeattie@schillergc.com](mailto:lbeattie@schillergc.com)

# Schiller Grounds Care



**Product focus:**

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

- › [www.bobcatturf.com](http://www.bobcatturf.com)  
Commercial walk-behind and riding mowers
- › [www.classenturfcare.com](http://www.classenturfcare.com)  
Turf care equipment
- › [www.littlewonder.com](http://www.littlewonder.com)  
Landscaping and debris management equipment
- › [www.mantisdealer.com](http://www.mantisdealer.com)  
Gardening and yard care
- › [www.ryanturf.com](http://www.ryanturf.com)  
Turf renovation equipment
- › [www.steinerturf.com](http://www.steinerturf.com)  
Mid-sized compact tractors and attachments

**Manufacturing facilities:**

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

**Major product lines:**

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

**Our core values / beliefs:**

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







**Tony Bass**  
President

**Mission Statement**

The Super Lawn Truck eliminates the need to pull a cumbersome trailer.

Neatly organize, store and transport over 30 landscape tools, power equipment and mowers in a professional-looking warehouse on wheels! The enclosed body style reduces your need for warehouse space, protects tools and provides handsome billboard-size advertising. On board fuel tanks improve productivity and eliminate gas cans. Locking toolboxes and tool storage provides effective security and protection. Build your own customized Super Lawn Truck in 8 simple clicks at [www.superlawntrucks.com](http://www.superlawntrucks.com). Watch videos, request a price quote or do some quick research! FREE BUSINESS PLAN ONLINE- Call: 866-923-0027

**Super Lawn Technologies**

1434 Peach Parkway  
Fort Valley, GA 31030  
Phone: 866-923-0027  
Fax: 478-822-9707  
Web site:  
[www.superlawntrucks.com](http://www.superlawntrucks.com)  
E-mail:  
[sales@superlawntrucks.com](mailto:sales@superlawntrucks.com)

# Super Lawn Technologies



**Product focus:**

Design, build and deliver road-ready commercial trucks for landscape and lawn maintenance contractors in the United States and Canada. Our patented system operates in private landscape companies, municipalities, state and federal government agencies. Call us toll free at 866-923-0027 for price quotes on Super Lawn Trucks.

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

Toll-free support is available by calling 866-923-0027. Build your own truck at [www.superlawntrucks.com](http://www.superlawntrucks.com)

**Major product lines:**

- ▶ Trucks – Lawn trucks, trucks, commercial trucks, truck bodies
- ▶ Ramps and hydraulic ramps

- ▶ Tool storage system
- ▶ Tool racks
- ▶ Fuel tanks and fuel transfer tanks
- ▶ Tool boxes
- ▶ Marketing systems
- ▶ Fleet graphics
- ▶ Truck painting and graphics
- ▶ Isuzu Trucks, GMC Trucks, Chevrolet, Ford, UD, Hino, Fuso

**Manufacturing facility:**

Super Lawn Truck, Inc.'s world headquarters are located in Fort Valley, GA.



**Mission Statement**

The vision of Syngenta is to provide the best products in the industry, to build superior packages of chemistries and technology, and to provide strong technical field support, all to help professional turf managers exceed the expectations of their customers while growing their profits with add-on services.



# Syngenta

**Major product lines:**

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

› **Barricade®**, a selective pre-emergence herbicide that offers low-rate, season-long control of more than 30 grassy and broadleaf weeds, including crabgrass, goosegrass and *Poa annua*. Barricade offers

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

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

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

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

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

**Customer support:**

Syngenta offers lawn-care operators:

- › More than 30 territory managers, who consult with customers to solve problems and work in partnership with a nationwide network of full-service distribution partners;
- › Field technical managers located across the country, who are available to assist with issues that customers might face;
- › A Customer Center, available at 1-866-Syngenta(a), which gives lawn care operators access to technical and product support as well as assistance with marketing programs;
- › Innovative online tools such as GreenCast® (www.greencastonline.com), a web-based technology platform that delivers weather,



pest and reference information directly to customers' desktops; and

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

©2010 Syngenta Crop Protection, Inc., 410 Swing Road, Greensboro, NC 27409. **Important: Always read and follow label instructions before buying or using these products.** Barricade®, Meridian®, Headway®, Heritage®, GreenCast®, GreenTrust™ and the Syngenta logo are trademarks of a Syngenta Group Company.



**Syngenta**  
P.O. Box 18300  
Greensboro, NC 27419

**Phone:** 866-SYNGENTA  
886-796-4368

**Fax:** 336-632-6135

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

**E-mail:**  
[dan.steltz@syngenta.com](mailto:dan.steltz@syngenta.com)

**Mac McIlvried**  
President

**Mission Statement**

Our mission is to remain a highly regarded landscaping company with operational excellence. Our foundation must be strong and we must practice continuous improvement each day.

# TruGreen LandCare



Formerly part of the ServiceMaster brand, TruGreen LandCare is an independent company with different ownership, a newly engaged leadership team and strategic goals that align to our individual company's direction and mission.

TruGreen LandCare has emerged as a leader in commercial landscaping. The company attributes this to its talented group of specialized professionals driving the businesses across the country. With full-scope capabilities, having the right people in place and delivering clients a comprehensive package of landscape management services is essential.

On a daily basis, we are in the midst of setting foundational

systems and processes, and placing people who will sustain, grow and develop our business while we continue to meet the needs of our customers. We are focused on engaging and leveraging resources, expanding our portfolio, and achieving financial goals for our stakeholders.

In all aspects of our business, we have the opportunity to create. We want to implement refreshing ways of doing business and reach customers in a way that signifies our intent to establish and continue lasting relationships.

We are optimizing the best resources to attract talent by partnering with industry organizations, colleges, universities and local communities.

**A comprehensive portfolio of services**

- › Irrigation
- › Consulting
- › Design & Installation
- › Grounds Maintenance
- › Snow & Ice Removal
- › Specialty Services

**How we operate**

Branches operate as independent units with the advantages of a national company. Staff is empowered to manage the business as entrepreneurs delivering customized local service.

TruGreen LandCare continues to have a strong hold in markets throughout the United States. Its footprint extends throughout major metropolitan areas, from coast to coast.



**TruGreen LandCare**  
9416 Doctor Perry Road  
Ijamsville, MD 21754  
**Phone:**  
877-LANDCAR (877-526-3227)  
**E-mail:** Careers@landcare.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.

NATIONAL STRENGTH • LOCAL COMMITMENT  
  
 Commercial Landscape Management at its best

**U.S. Lawns**  
 4407 Vineland Road,  
 Suite D-15  
 Orlando, FL 32803

**Phone:** 407-246-1630  
**Toll-free:** 866-781-4875  
**Web site:**  
[www.uslawns.com](http://www.uslawns.com) or  
[www.uslawnsfranchise.com](http://www.uslawnsfranchise.com)  
**E-mail:**  
[Franchise@USLawns.net](mailto:Franchise@USLawns.net)

# U.S. Lawns

**Grow or start your business today with U.S. Lawns!**



Since 1986 we have helped existing landscape businesses and new business owners become successes within our franchise family.

**Invest in your future with a U.S. Lawns franchise**

Be your own boss. Discover income potential you never thought possible. Do it all by leveraging a nationally recognized brand and our record of 25 years of proven success by starting your own business with a U.S. Lawns franchise.

Commercial landscape management is one of the most sustainable new businesses you can start. Commercial property landscape must be maintained. And that's where you come in. Over 200 franchisees in more than 30 states have started with one thing in common: the desire to succeed as a business owner.

**Business-to-business provides economic stability**

Annual commercial contracts produce recurring income. As a U.S. Lawns franchisee,

you support only commercial accounts. Commercial properties need professional business partners to maintain their landscapes year-round and supply an accounting of costs and quality control. Our proven model allows your business to grow, regardless of the economy.

**What about prior experience?**

If you lack experience starting or expanding your own business, don't worry. Our industry professionals will support and train you, while your crews service the properties.

**New offer for conversions:**

If you already own a business, we can take your business to the next level. U.S. Lawns has brand recognition. We are the leading franchise company in the commercial landscape management industry.

We offer special finance options for those converting to a U.S. Lawns business. No money down! We have marketing and

systems for effective bidding, efficient routing, timely invoicing and business plans that set you on a growth path. The best part? You retain ownership of your business.

**Our systems and support**

You will have access to experts in commercial landscape maintenance, business and accounting. A regional franchise advisor will visit you as you get started and work to keep your success on track.

You will receive ongoing 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.

With U.S. Lawns, get set to grow!





**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 MOWERS**  
*out front mowing*

walkermowers.com

**Walker Manufacturing Co.**  
5925 E. Harmony Road  
Fort Collins, CO 80528

**Phone:** 1-800-279-8537

**Fax:** 1-970-221-5619

**Web site:**

www.walkermowers.com

**E-mail:**

info@walkermowers.com

# Walker Manufacturing Co.

**Product focus:**

➤ **WALKER RIDING MOWERS MEAN "PRODUCTIVITY"**

Contractors, municipalities and homeowners alike are finding the Walker Riding Mower to be one of the most compact zero-turn-radius mowers available. The tractor's size and maneuverability are designed to fit and do the work of mid-size walk-behind mowers with the increased productivity of a rider. Ten tractor models are offered from 13- to 31-hp with gas or diesel engines, and 13 mower deck sizes range from 36-74-in. with grass collection, side discharge or mulching capability. All decks tilt up to 90 degrees for easy maintenance and compact storage.

In conjunction with Kohler Engines, Walker has become an industry leader for Electronic Fuel Injection (EFI) designs in power equipment—an efficiency that offers easy starting over a wide temperature range, less maintenance, and improved



throttle response; along with considerable fuel savings.

**Manufacturing facility:**

Walker Mowers are hand crafted in our 216,000-sq.-ft. facility in Fort Collins, CO. Walker takes pride in being more than an assembly shop. We have a full metal fabrication area and a full staff of highly skilled welders. Our average term of employment is over nine years.



**Technical and sales support:**

Walker sells through two-step distribution throughout North America and around the world. Our distributors are factory supported for service but have their own in-house technical staff to support their dealer network.

**Major product lines:**

Commercial riding mowers and a full range of attachments make the Walker Mower a work horse all year long.





# Western Products



## Product focus:

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

Major product lines include:

➤ **PRO PLUS®:** Since its introduction, the PRO PLUS has been a best seller that's big, tough and built to last. Designed for heavy-duty commercial and municipal applications, the PRO PLUS line fits a wide range of vehicles, from ¾-ton to F550-size trucks.

➤ **WIDE-OUT™ Adjustable Wing Snowplow:** The WIDE-OUT features a 9-ft. scoop and 9- to 10-ft. straight blade. With the leading wing angled forward, it delivers the ultimate in high-capacity windrowing. At the touch of a button, WIDE-OUT hydraulically transforms to perfectly match every plowing condition, delivering time-saving performance at each jobsite. It's the one plow that does it all.

➤ **MVP Plus™:** As the ultimate in speed and efficiency, the MVP Plus line takes V-plow performance to the next level with industry-leading speed and productivity. It's available in steel or poly in three sizes: 7½, 8½ and 9½ feet.

➤ **PRO-PLOW® & POLY PRO-PLOW®:** Leave it to the Pros. Designed to meet the requirements of the professional plower, the 7½- and 8-ft. PRO-PLOW models are available in both powder-coated steel and maintenance-free poly. An 8½-ft. model is offered in steel only.

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

➤ **MIDWEIGHT™:** As a leaner plow with lots of muscle, the 7½-ft. MIDWEIGHT is a high-performance plow designed for personal and light commercial use. It's available

in powder-coated steel or high-density polyethylene.

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

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

## Manufacturing facilities:

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



**Western Products**  
7777 N. 73rd St.  
Milwaukee, WI 53223

**Web site:**  
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**E-mail:**  
[info@westernplows.com](mailto:info@westernplows.com)





**Tim Fontana**  
VP & GM,  
WorkTruck Transport

**Mission Statement**

WorkTruck Transport provides unique transportation solutions for truck and fleet owners to exceed customer expectations and fulfill a commitment of safe, responsive and professional delivery to all parties involved with the vehicle.

**WorkTruck Transport**  
An Amerifleet Company  
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Building 2  
Alpharetta, GA 30004  
**Phone:** 800-728-9235, ext. 685  
**Web site:**  
[www.amerifleet.com](http://www.amerifleet.com)

# WorkTruck Transport

**WorkTruck Transport’s Turn Key Ready Delivery - getting work trucks on the road faster**

According to industry statistics, an average work truck produces \$1,500 in revenue per day. That makes for serious losses when new trucks are delayed in the delivery process. Unfortunately, when new units are ordered, up-fitted, and delivered to new car dealers to be picked up by employees, the traditional delivery process makes for serious delays in getting vehicles on the road. Industry experts say leaving pick up to employees takes up to 2 to 3 hours, and shipping alone can add up to two weeks to the process – a loss of \$21,000 per vehicle.

WorkTruck Transport’s Turn Key Ready Delivery program re-engineers the delivery process, improving delivery times and increasing revenue: The order is placed with OEM, OEM builds the vehicle, the vehicle is up-fitted, WorkTruck Transport picks up the vehicle at the up-fitter, inspects it, and completes all required services for the truck to be road-ready.

WorkTruck Transport can manage the entire process of logistics and every step of the way carries a \$6 million primary

insurance policy. In addition, even greater efficiency can be added when WorkTruck Transport picks up the used vehicles and takes them directly to auction or a remarketing center for immediate disposal.

The WorkTruck Transport process leaves truck pick up and delivery to our service delivery professionals, saving your employees the time and hassle of pick up, and increasing their productivity in turn. Before vehicles reach their drivers, WorkTruck Transport handles all license, title and registration services, another time-saving measure for employee drivers.

WorkTruck Transport can also inspect vehicles before and after delivery as needed. Delivery of units directly to end users gets trucks on the road immediately upon arrival, ready to produce revenue. WorkTruck Transport’s internal DOT and CDL compliance department hires, trains and tracks our service delivery professionals, ensuring a safe and compliant transaction, and earning WorkTruck Transport the highest federal safety rating available.