

Pickseed West, Inc.



Product Focus:

Pickseed West, Inc. (founded 1969) is one of Oregon's leading developers and producers of quality lawn grass seed. The company operates a highly successful breeding program with seed production in Oregon, Idaho and Washington, and markets and distributes nationally and throughout the world where cool-season grasses are used.

Our staff works with selected seed growers with world-wide distribution network providing high quality products and service.

Golf courses, sod farms, athletic field managers, landscaping and landscape architects, park departments and home owners have all come to rely on Pickseed's quality top performing proprietary varieties.

Manufacturing Facilities:

Pickseed West is located in Tangent, Oregon, in the heart of Oregon's Southern Willamette Valley, where ideal growing conditions make the quality of Oregon's grass seed the best in the world.

Pickseed prides itself on prompt response and quick turn-around times for shipments. Pickseed's warehouse facility does blending, small packaging and shipping to areas all over the world.

Pickseed maintains a fully-equipped 25 acre research and development facility from which has come some of the most widely-recognized seed varieties. The research facility

is also the location of various turf trials including National Turfgrass Evaluation Program Trials.

Technical Support / Training:

Pickseed provides information to distributors and consumers through technical turf news, slide shows and film presentations, trade show participation and technical support from Dr. Jerry Pepin. Our highly ranked varieties are also entered in the National Turfgrass Evaluation Program. Pickseed Sales, and Marketing staff is composed of highly experienced individuals who are able to assist with customer service as needed by phone or in person.

Major Product Lines:

Perennial ryegrasses: Cutter, Dasher II, Edge, Express, Fiesta II, Lowgrow Futura 2000, and Futura 3000 blends.

Tall fescues: Crossfire, Crossfire II, MIC 18, Mini Mustang, Mustang II, Shortstop II, Sunpro, Team and Team Jr. Blends.

Kentucky bluegrass: Alpine, America, Banff, Bronco, Crest, Indigo and Touchdown.

Fine fescues: Azay, Jasper, Spartan, Victory and Victory II.

Creeping bentgrasses: Cato, Mariner and National.

Wildflowers: Flowers N Flowers and Flowers N Flowers Elite.

Pickseed West, Inc.

P.O. Box 888
Tangent, OR 97389
(541) 926-8886

Fax number:
(541) 928-1599

E-Mail address:
PICKSEED@PICKSEED.COM

Website:
WWW.PICKSEED.COM

Staff:
Dr. Jerry Pepin, executive vice president/general manager
Chris McDowell, domestic sales & marketing manager
Don Smyth, international sales
Doug King, production manager



Plant Health Care, Inc.

PLANT HEALTH CARE, INC. • A NATURAL SYSTEMS APPROACH

Plant Health Care, Inc.

440 William Pitt Way
Pittsburgh, PA 15238
1-800-421-9051
412-826-5488
Fax: 412-826-5445

Web Address:
<http://www.planthealthcare.com>

E-mail-address:
www.planthealthcare.com

Date founded:
November 1994

Staff:

Wayne Wall
President & CEO
Donald Marx, Ph.D.
Chairman & Principal Scientist
J. Frederick Warren
Senior Vice President
Edward Cordell, Ph.D.
Vice President, Technical Services
Stephen Maul, Ph.D.
Vice President, Research & Development
Randall McDonald
Vice President, Field Sales

COMPANY OVERVIEW:

Plant Health Care, Inc. (PHC, Inc.) is a microbial biotechnology company specializing in the development of "plant health care" products and natural systems solutions for the commercial horticulture, turfgrass, forestry and land reclamation industries. The Company is the world technology leader in the commercial development of endo- and ectomycorrhizal fungi inoculant products, and is fast becoming a leader in beneficial bacteria technology. PHC, Inc. has developed more than 30 proprietary products for improving plant, soil and water quality.

MANUFACTURING FACILITIES:

PHC, Inc.'s principal laboratory and production facilities are housed at the University of Pittsburgh Applied Research Center ("UPARC") where it also maintains the world's largest private pure culture collection of ectomycorrhizal fungi. The Company operates a 20,000 sq. ft. automated dry materials blending and packaging facility in Pittsburgh, PA where it manufactures both brand name and private label products. Recently the company received an excellent rating by Eco-Rating International for its manufacturing processes, products and services.

TECHNICAL SUPPORT:

PHC, Inc. scientists and technical experts help design and implement "plant health care" solutions for difficult landscape and land restoration projects, including large-scale mineland reclamation, habitat restoration and reforestation of degraded sites.

MAJOR PRODUCT LINES:

Mycorrhizal Fungi Product Line: MycorTree™, Mycor™ and VAM Cocktail™ brand mycorrhizal inoculants for trees, turf, flower beds, ornamental plantings and propagation.

Water Management Product Line: Pond Saver™ microbial pond cleaner, BioWash™ microbial wash rack cleaner, Yuccah™ and Terra-Wet™ brand yucca-extract-based wetting agents, and Terra-Sorb™ brand water management gels.

Soil Nutrient/Bacteria Product Line: BioPak™ and Synergy™ brand dry, water soluble biostimulants with beneficial bacteria and chelated micronutrients, Healthy Start™ brand biofertilizer products, Humex™ WS dry, water soluble humic acid, and PHC™ Seakelp™ dry, soluble seaweed extract.



The company is also developing various biological disease and insect control products for plants and turfgrass

LANDSCAPE
management

September 1997

This card is void after November 15, 1997

NAME (please print) _____
 TITLE _____
 FIRM _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 PHONE (____) _____ FAX (____) _____
 INTERNET/E-MAIL ADDRESS _____

I would like to receive (continue receiving) LANDSCAPE MANAGEMENT free each month: Yes No

Signature: _____ Date: _____

1. My primary business at this location is: (check ONE only)

- 01 250 GOLF COURSES
- CONTRACTORS/SERVICE COMPANIES**
- 02 255 Landscape Contractors (installation and maintenance) 06 275 Landscape Architects
 03 260 Lawn Care Service Companies 07 280 Land Reclamation and Erosion Control
 04 265 Custom Chemical Applicators (ground and air) 08 285 Irrigation Contractors
 05 270 Tree Service Companies/Arborists Other (please specify) _____
- INSTITUTIONAL FACILITIES**
- 09 290 Sports Complexes 16 325 Condos/Apartments/Housing
 10 295 Parks Developments/Hotels/Resorts
 11 300 Right-of-Way Maintenance for Highways, 17 330 Cemeteries/Memorial Gardens
 Railroads or Utilities
 12 305 Schools, Colleges, Universities 18 335 Hospitals/Health Care Institutions
 13 310 Industrial or Office Parks/Plants 19 340 Military Installations or Prisons
 14 315 Shopping Centers, Plazas or Malls 20 345 Airports
 15 320 Private/Public Estates or Museums 21 350 Multiple Government Municipal Facilities
 Other (please specify) _____

SUPPLIERS & CONSULTANTS

- 22 355 Extension Agents/Consultants for Horticulture 25 370 Manufacturers
 23 360 Sod Growers/Turf Seed Growers/Nurseries 26 Other (please specify) _____
 24 365 Dealers/Distributors/Formulators/Brokers

2. Which of the following best describes your title? (check ONE only)

- 27 10 **Executive/Administrator**- President, Owner, Partner, Director, General Manager, Chairman of the Board, Purchasing Agent, Director of Physical Plant
 28 20 **Manager/Superintendent**- Arborist, Architect, Landscape/Grounds Manager, Superintendent, Foreman, Supervisor
 29 30 **Government Official**- Government Commissioner, Agent, Other Government Official
 30 40 **Specialist**- Forester, Consultant, Agronomist, Pilot, Instructor, Researcher, Horticulturist, Certified Specialist
 31 Other Titled and Non-Titled personnel (please specify) _____

3. SERVICES PERFORMED (Check ALL that apply)

- 31 A Mowing 36 F Turf Fertilization 41 K Paving, Deck & Patio Installation
 32 B Turf Insect Control 37 G Turf Disease Control 42 L Pond/Lake Care
 33 C Tree Care 38 H Ornamental Care 43 M Landscape Installation
 34 D Turf Aeration 39 I Landscape/Golf Design 44 N Snow Removal
 35 E Irrigation Services 40 J Turf Weed Control 45 O Other (please specify) _____

4a. Do you specify, purchase or influence the selection of landscape products? Yes No

4b. If yes, check which products you buy or specify: (check ALL that apply)

- 46 1 Aerators 56 11 Mowers (reel/rotary)
 47 2 Blowers 57 12 Snow Removal Equipment
 48 3 Chain Saws 58 13 Sprayers
 49 4 Chipper-Shredders 59 14 Spreaders
 50 5 De-icers 60 15 Sweepers
 51 6 Fertilizers 61 16 Tractors
 52 7 Fungicides 62 17 Truck Trailers/Attachments
 53 8 Herbicides 63 18 Trucks
 54 9 Insecticides 64 19 Turfseed
 55 10 Line Trimmers 65 20 Utility Vehicles

5. Do you have a modem? Yes No

6. Do you subscribe to an on-line service? Yes No

7. Is CD-ROM available in your workplace? Yes No

- 101 119 137 155 173 191 209 227 245 263 281 299
 102 120 138 156 174 192 210 228 246 264 282 300
 103 121 139 157 175 193 211 229 247 265 283 301
 104 122 140 158 176 194 212 230 248 266 284 302
 105 123 141 159 177 195 213 231 249 267 285 303
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ADVANSTAR COMMUNICATIONS INC
 PO BOX 5054
 PITTSFIELD MA 01203-9697





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ADVANSTAR COMMUNICATIONS INC
PO BOX 5054
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September 1997

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101	119	137	155	173	191	209	227	245	263	281	299
102	120	138	156	174	192	210	228	246	264	282	300
103	121	139	157	175	193	211	229	247	265	283	301
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105	123	141	159	177	195	213	231	249	267	285	303
106	124	142	160	178	196	214	232	250	268	286	304
107	125	143	161	179	197	215	233	251	269	287	305
108	126	144	162	180	198	216	234	252	270	288	306
109	127	145	163	181	199	217	235	253	271	289	307
110	128	146	164	182	200	218	236	254	272	290	308
111	129	147	165	183	201	219	237	255	273	291	309
112	130	148	166	184	202	220	238	256	274	292	310
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114	132	150	168	186	204	222	240	258	276	294	312
115	133	151	169	187	205	223	241	259	277	295	313
116	134	152	170	188	206	224	242	260	278	296	314
117	135	153	171	189	207	225	243	261	279	297	315
118	136	154	172	190	208	226	244	262	280	298	316

Seeds West, Inc.



Product Focus:

In 1996, two existing bermudagrass seed companies, Cactus Seed Company and Farmers Marketing Corporation were merged to form the world's largest bermudagrass seed company, Seeds West, Inc. Basic in bermudagrass variety research, production and conditioning, Seeds West markets and sells common bermudagrass and top performing certified proprietary bermudagrass varieties such as NuMex, SAHARA and Sultan.

Manufacturing Facilities:

Seeds West, Inc. headquarters is located in southwestern Arizona in the agricultural community of Roll, Arizona. The world's production of bermudagrass seed comes from this area of Arizona and the Imperial Valley of California. The seed crop is conditioned, coated and packaged at our modern facilities. No other bermudagrass seed company has the ability to condition, coat and package at its facility.

Technical Support / Training:

Seeds West, Inc. provides technical support via sales literature, telephone support in both the sales and research departments, the SWI website on the Internet and company seminars. Much of the SWI sales literature has been translated into several different foreign languages. Seeds West

grower communication is facilitated by a quarterly newsletter to the bermudagrass growers in Arizona and California.

Major Product Lines:

Bermudagrass for Turf: Common for general purpose turf and erosion control. Plant Certified NuMex SAHARA for an improvement over common in uniformity, color and texture. Certified Sultan is a significant improvement over SAHARA. Sultan's increased turf density, dark green color and fine texture have made it a favorite for sports turf use such as golf and soccer. Premium home lawns and parks have also been planted to Sultan.

Bermudagrass for Forage: SWI offers two products for forage and hay applications: Giant bermudagrass and a bermudagrass pasture grass mixture, Tierra Verde. Giant is known for its abundant forage and hay production. Tierra Verde is a mixture of common and Giant bermudagrass for an economical bermudagrass pasture.

Buffalograss for Turf: Certified Buffalo Pals premium buffalograss turf seed blend for turf was recently introduced. This certified blend offers high quality turf in an economical seeded form.

Seeds West, Inc.

50505 E. County 1st Street
Roll, AZ 85347
(520) 785-9605

Fax number:
(520) 785-9608

E-mail address:
info@seedswest.com

Web address:
<http://www.seedswest.com>

Date founded:
January 15, 1996

Staff:
Ernie Millner, Vice President,
Chief Operating Office
Brenda Dossey, Vice
President, Sales
Mike Hills, Export Manager



Tee-2-Green

Product Focus:

Tee-2-Green® is a registered trademark of Tee-2-Green Corp. founded in 1973 to market Penncross creeping bentgrass produced by the Penncross Creeping Bentgrass Association, in agreement with Penn State University. The growers association and Tee-2-Green® have maintained the high production standards set forth in 1955 by Professor Bert Musser, then assisted by Dr. Joe Duich. As Dr. Duich later released Penneagle and PennLinks, the varieties became the "Penn Pals," and set high standards for tees, fairways and putting greens worldwide.

The Penn "A" and "G" series, plus Seaside II, developed by Dr. Joe Duich, were introduced in 1995 and are the new generation of creeping bents. The "A" and "G" series are finer and denser than other commercial varieties, and demand close mowing. Seaside II is salt tolerant and was developed exclusively for fairway use.

Manufacturing Facilities:

All of the Penn bentgrass varieties are grown and certified in Oregon and meet higher standards than any other creeping bentgrass produced anywhere in the world. Seed is conditioned in the individual grower's cleaner, and stored in one of Tee-2-Green's warehouses. Shipments are carefully palletized and shrink-wrapped to avoid contamination. Pure Seed Testing Inc., West and East facilities maintain ongoing research and evaluation of all the "Penn Pals" varieties.

Tee-2-Green®

P.O. Box 250
Hubbard, OR 97032
(800) 547-0255,
(503) 651-2130

Fax number:

(503) 651-2351

Date founded:

1973

Staff:

Bill L. Rose, president
Charlotte Flowers, general manager
Dr. Joe Duich, consultant
Rick Elyea, consultant

Photo description: Bill Rose, President of Tee-2-Green inspects a Penn A-4™ field near Hubbard, Oregon.

Technical Support / Training:

Tee-2-Green® supports distributors and golf course superintendents through advertising, tech sheets and publications, plus trade show and seminar participation.

Technical representatives Russ Hayworth in Arizona and Rick Elyea from Ohio work with golf course architects, designers and distributors to help spec the right bentgrass for their course.

Tee-2-Green® supports education through scholarships for Penn State University turfgrass students, and through The Annual Musser Golf Tournament which awards scholarships to graduate students involved in turfgrass research.

Major Product Lines:

Tee-2-Green® markets only premium bentgrasses for turf maintenance professionals.

Penncross, introduced in 1955, remains the best selling bentgrass year after year.

Penneagle, introduced in 1979, is an excellent choice for fairways, and consistently tops fairway trials.

PennLinks, introduced in 1986, rapidly became the new choice for true putting.

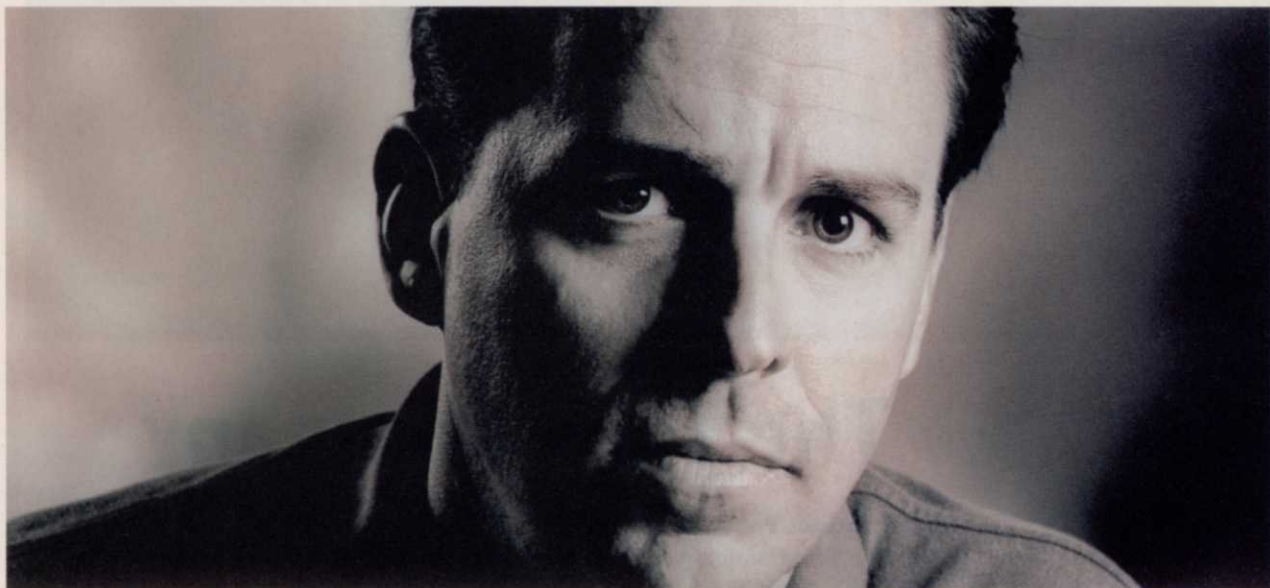
Pennway is an economical fairway and winter overseeding blend

PennTrio is a certified creeping bentgrass blend with 1/3 each Penncross, Penneagle and PennLinks

Penn A-1, Penn A-2, Penn A-4, Penn G-1, Penn G-2, and Penn G-6 (shown above prior to harvest), the new "Penn Pals", are typically lower growing and well adapted to a cutting height of 1/8 inch. They are dense, fine leafed and have an upright growth habit

Seaside II is salt tolerant, and was developed exclusively for fairway use.

“It takes more than good products to get my job done right.”



“I don't need someone who's going to sell me a product and walk away. What I need is someone with the energy, know-how and resources to actually help me get the most out of the products I buy. Someone that will work with me to figure out what needs to be done – and the best way to do it. For me, that's Terra. They've got the products I need, when I need them. Turf seed. Fertilizers. Pesticides. All of the major brands,

including their own line of Terra Professional Products. And I can count on them for the kind of product information, agronomic advice and technical support that I can really use. Terra makes my job easier – my life simpler. One call is all it takes. I know I'll have the product I want and the answer I need.”



Terra Industries Inc.
P.O. Box 6000
Sioux City, Iowa 51102
1-800-831-1002
www.terraindustries.com

Working with you.





The Toro Company

Product Focus:

The Toro Company offers one of the broadest lines of outdoor power equipment available for landscape professionals worldwide. Toro listens to contractor needs and translates them into innovative products designed to achieve the highest level of productivity. A Toro product signifies superior engineering, guaranteed service and a commitment to operator safety.

Manufacturing Facilities:

Toro's Tomah, Wisc. manufacturing plant, the main manufacturing facility for commercial products, has achieved the prestigious ISO 9002 certification for international quality consistency. This certification is tangible proof that Toro has a documented system and the long-term commitment to provide the level of process consistency and quality that customers expect.

Technical Support / Training:

Toro is supported by an exclusive network of highly-trained and knowledgeable distributors and dealers. This distribution network offers superb parts availability and convenient after-sale services. Every Toro product comes with owners and parts manuals. Also available are instructional videos for training employees in operating procedures and safety precautions.

Major Product Lines:

Toro offers a wide variety of product lines including: ProLine hydro- and gear-drive mid-size mowers, Z Master zero radius tractors, Groundsmaster outfront riding rotary mowers, Workman utility vehicles, as well as debris management and aeration equipment. All backed by Toro's exclusive technologies that increase productivity, operator safety and versatility.

The Toro Company

8111 Lyndale Ave. S.
Bloomington, MN 55420-
1196
(612) 888-8801

Fax number:

(612) 887-8258

Turf Merchants, Inc.



Product Focus:

TMI sources from private breeding programs the latest in improved turfgrass seeds. Our major focus is on improved turfgrasses for the professional markets of golf, landscaping and landscape architecture.

These include creeping bentgrasses, turf-type tall fescues, perennial ryegrasses and Kentucky bluegrasses. TMI also offers domestically-produced, warm-season grasses such as bermudagrass and zoysiagrass.

From its own conventional breeding program, to university sources such as Rutgers University and Texas A&M, TMI is looking forward to offering the latest technologically-advanced varieties available anywhere.

Manufacturing Facilities:

Turf Merchants, Inc. is located in the heart of Oregon: southern Willamette Valley, where over 65 percent of the world's supply of grass seed is grown.

Natural rainfall and expertise in production make the quality of Oregon grass seed the best in the world. TMI operates from three satellite warehouses located strategically around the valley with points north, south and west. This makes customer response an industry standard, with promptness and accuracy in shipments that are unparalleled. TMI has the ability to blend,

process and ship simultaneously from any of these locations where over 30 million pounds of seed are processed each year.

Technical Support / Training:

TMI has a variety of technical support through extensive trial systems, product literature and data bases. Results from turf trials in dozens of locations make the process of selling a simplified matter when comparative data is essential. Color slides of the production process and research add an additional dimension to the support available.

Major Product Lines:

Turf-type perennial ryegrasses including Affinity, Manhattan 3, Rodeo II, Allaire II, Patriot II, Evening Shade, Nomad (spreading type), Pennfine II and VIP II.

Turf-type tall fescues include Bonsai 3, Twilight II, Taurus, TurfGem II, Adventure II, Micro, Earthsave, Avanti II.

Kentucky bluegrasses are Gnome, Cobalt, Sodnet, Rugby, Viva and Trueblue.

Creeping bentgrasses are Backspin and Trueline.

Zen zoysiagrass and Del Sol bermudagrass round out the warm-season lines.

Turf Merchants Inc.

33390 Tangent Loop
Tangent, OR 97389
(541) 926-8649

Fax number:

(541) 926-4435

Staff:

Steven P. Tubbs, president
Nancy Aerni, vice president
Frank Gill, vice president
Robin Mankle, secretary/
treasurer



Turf-Seed, Inc.

Technical Support / Training:

Turf-Seed sets the pace in providing information to distributors and consumers through technical publications, Turf-Seed Trends newsletter, variety and blend tech sheets, vis-a-vis trade show and seminar participation, plus the first and largest independent field day in the United States. This annual event, now in its 15th year, is held alternately at the Pure Seed Testing West 110-acre research farm near Hubbard, Oregon, or Pure Seed Testing East near Rolesville, North Carolina. The Oregon event, held the third Thursday in June during even numbered years, focuses on cool-season grasses, while the North Carolina event is Friday preceding ASTA, and features tall fescue, bermudagrass, and zoysia, and addresses humidity-induced disease pressures. For information, call 503/651-2130.

Major Product Lines:

Perennial ryegrass: Alliance Brand blend, BrightStar, BrightStar II, Catalina, Chaparral, Charger, Citation III, Manhattan 3, Navajo, QuickStart, Roadrunner, Sunrye (246). Tall fescue: Confederate blend, MowLess blend, Triathalawn blend, Apache II, Coronado, Coronado Gold, Eldorado, Matador, Murietta, Olympic II, Safari, Silverado, Tar Heel, Tomahawk, Wolfpack. Kentucky bluegrass: Galaxy Brand blend, Blacksburg, BlueStar, Challenger, Columbia, Livingston, Marquis, Midnight, Opti-Green, Unique, Voyager common Ky., Winterplay Poa trivialis. Fine fescue: Aurora, Discovery hard fescue, Shademaster II creeping red fescue, Seabreeze slender creeper, Shadow, Tiffany chewings fescue; Bighorn sheeps fescue, Seabreeze slender creeper. Creeping bentgrass: PennTrio blend, Pennway blend, Penncross, Penneagle, PennLinks, Penn A-4, Penn G-6, Seaside II. Wildflowers: Bloomers® wildflower mixture, Baby

Product Focus:

Turf-Seed, Inc. was founded in 1970 by Mr. Bill Rose, president, to market only premium quality turfgrass cultivars and blends, foragegrass cultivars and mixtures, plus wildflower mixtures through an established distributor network. Golf courses, sod production farms, athletic field managers, parks departments, and homeowners rely on Turf-Seed's

Research/Production/Marketing (RPM) program. Turf-Seed's industry-wide reputation for top-performing proprietary varieties developed by Pure Seed Testing, Inc., production by Roselawn Seed and select contract growers, plus systematic marketing managed by Mr. Tom Stanley complete the RPM cycle.

Manufacturing Facilities:

Turf-Seed, Inc. is located near Hubbard, Oregon, in the center of the fertile Willamette Valley, "grass seed capital of the world." Most of the production comes from this region, with its ideal growing conditions. Crops are cleaned by growers or in nearby seed conditioning plants where blue tags are attached, and delivered to the Turf-Seed warehouses. Blends and mixtures are made at this Turf-Seed facility on two blending lines. Turf-Seed's corporate offices are attached to the warehouse for efficient marketing communication and shipping coordination. Employees enjoy breaks and lunch on the grassed picnic area in the back.

Turf-Seed Inc.

P.O. Box 250
Hubbard, OR 97032
(800) 247-6910
(503) 651-2130

Fax number:

(503) 651-2351

Date founded:

1970

Staff:

Bill L. Rose, president
Gordon Zielinski, executive vice president
Darcy Loscutoff, general manager
Tom Stanley, marketing director
Duane Klundt, customer service
Vanessa Jensen, southeast marketing
Rick Elyea, golf course consulting