

Caterpillar, Inc.

PRODUCT FOCUS:

Caterpillar, Inc. is the world leader in the manufacture of construction and mining equipment, diesel and natural gas engines, and industrial gas turbines. Caterpillar sells its products in 200 countries worldwide through a network of 197 independently owned dealers, operating from more than 1,500 locations. Since its inception in 1925, Caterpillar has gained a reputation as a world leader in manufacturing and service.

MANUFACTURING FACILITIES:

Although Caterpillar has its world headquarters and a significant presence in North America, it is a truly global corporation. Manufacturing facilities are strategically located in 17 countries around the globe. Caterpillar machines and engines build roads, deliver products, power boats, extract minerals and generate electricity all around the world. North American manufacturing facilities are located in 15 states, Mexico and Canada.

TECHNICAL SUPPORT / TRAINING:

Caterpillar backs up its global manufacturing presence with a dedicated and highly skilled service and distribution system. The Caterpillar parts distribution network features 23 distribution centers in 11 countries and 13 distribution centers in the United States. Caterpillar dealers play an important role in providing customers with a wide



range of services, technical support and training before and after the sale. Caterpillar dealers typically stock between 40,000 and 50,000 line items and have made huge investments in parts inventories, warehouses, fleets of trucks, service bays, diagnostics and service equipment, sophisticated information technology and highly trained people.

MAJOR PRODUCT LINES:

Caterpillar offers a complete line of equipment to contractors and industrial clients across the nation and the world. With its recent introduction of light construction equipment, Caterpillar also has begun to build a reputation among smaller contractors, many of whom are engaged in landscape projects, nurseries, turf management and groundskeeping. Caterpillar's new line of light construction equipment includes skid steers, mini-excavators, compact wheel loaders and tele-handlers. Caterpillar also manufactures a variety of work tool attachments including augers, trenchers, brooms, compactors, landscape rakes and buckets for practically every need.



Dennis Full Flow
15288 Old Spring Rd.
East Dundee, IL 60018
Phone: 847/438-1150
Fax: 847/438-1151
E-Mail: dennis@fullflow.com

Caterpillar Inc.

For more information, contact your nearest Caterpillar dealer. For a list of Caterpillar dealers visit Web site www.cat.com.

Daniels Pull Plow



PRODUCT FOCUS:

The Daniels Pull Plow easily attaches to the back of any 4-wheel-drive vehicle equipped with a 2-in. receiver-type hitch. The Daniels Pull Plow mounts without creating any obstructions to your vehicle, and provides 2,000 lbs of downward pressure, allowing you to remove snow down to the pavement. The Daniels Wing Plow easily attaches to your skid steer or wheel loader. It comes in six sizes to accommodate skid steers in the operating weight range of 6,000 lbs and wheel loaders in the 15,000 to 45,000 lb weight class. The Daniels Wing Plows ability to hydro-turn 35 degrees in either direction allows you to wind row snow at 7 to 10 mph.

MANUFACTURING FACILITIES:

The entire Daniels plow line is manufactured at our facilities in Aylmer, Canada.

TECHNICAL SUPPORT / TRAINING:

Over 20 years of plowing experience by owner/creator Greg Daniels has shown the need and demand for the Daniels line in the industry for plowing large lots with the Wing Plow and residential drives with the Pull Plow. Engineered and designed by a snowplower for snowplowers.

MAJOR PRODUCT LINE:

Daniels Pull Plow—72 in., 80 in., 90 in. and 96 in.
Daniels Wing Plows—6 sizes, from 12 ft. to 24 ft.

Daniels Pull Plow

15N365 Old Sutton Rd.
East Dundee, IL 60018
Phone: 847/426-1150
Fax : 847/426-1171

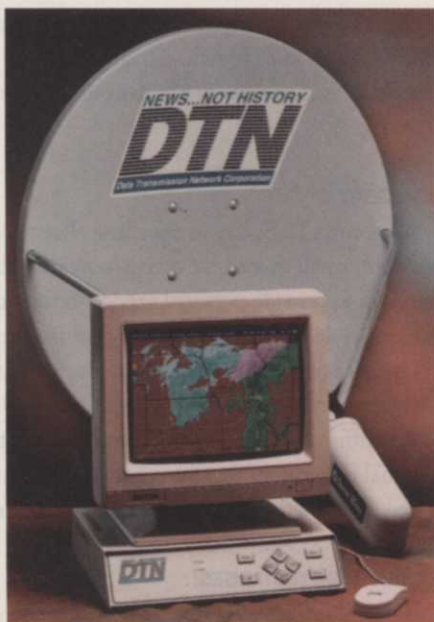
E-Mail Address:
sales@danielsenterprise.com
Website: www.danielsenterprises.com

Date Founded: 1985

DTN Weather Center

PRODUCT FOCUS:

DTN Weather Center Turf Manager is a satellite delivered weather information service that provides forecasts, high resolution radar and satellite images to businesses who rely on current weather information. Radar and satellite maps are updated every 15 minutes, and current weather conditions are updated hourly. Turf Manager also delivers vital news, weather and chemical information, including MSDS's and chemical product labels, to the turf industry. Thor Guard lightning prediction is now available with Turf Manager. Turf Manager is delivered via a small satellite dish—no phone lines or "access charges," all equipment provided, no computer required.



DESCRIPTION OF FACILITIES:

Data Transmission Network Corporation (DTN), an electronic information and communications services company, headquartered in Omaha, NE, is a leader in the delivery of time-sensitive information. DTN is committed to providing comprehensive, timely and affordably priced information to our customers.

TECHNICAL SUPPORT, SALES, TRAINING AND/OR CUSTOMER SERVICE:

DTN Weather Center currently has more than 55 district sales representatives across the United States, as well as an in-house telesales group. It's not a computer: DTN Turf Manager is a "stand alone" system with all equipment (hardware and software) provided. The satellite delivery technology of DTN Turf Manager allows unlimited use of the most current weather data available, 24 hours a day, seven days a week, for one low monthly fee.

MAJOR PRODUCT LINES:

DTN Weather Center provides satellite weather products specially designed for the construction, forestry, marine, transportation, travel, turf/golf, safety and broadcast industries. Each product contains the weather information these businesses rely on in making their day-to-day decisions, along with industry-specific segments to enable them to operate in a more cost-effective, safe, efficient manner.

DTN Weather Center Turf Manager

9110 W. Dodge Road,
Ste. 200
Omaha, NE 68114
(800) 610-0777

Fax number:
(402) 255-8180

Website:
www.dtnweather.com

Staff:
Todd Meyer, Product Sales
Director, DTN Turf Manager

Date Founded: 1984

U.S. Lawns

U.S. Lawns is America's fastest growing landscape maintenance franchise company and a wholly owned subsidiary of Environmental Industries, Inc.

CONCEPT:

Owning a U. S. Lawns franchise allows independent, small to midsize owner/operators the freedom to provide personal service to their customers while maintaining the professionalism and efficiencies of a large corporation. Backed by the extensive resources of its parent company, U. S. Lawns offers guidance, training and support to its national network of franchisees to help them advance the growth and operation of their business.

BENEFITS & PRIVILEGES:

Franchise ownership includes on-site training for new business start-up, horticultural, agronomic and sales training; corporate-sponsored purchasing support; ongoing sales, operations and administrative support; exclusive lead generation and sales appointments by in-house telemarketing department; exclusive customer service program; proprietary estimating system; complete operations manual and foreman's manual; marketing materials; Pentium computer with customized software package; protected territory; declining royalty structure; and low franchise/royalty fees.

PHILOSOPHY:

The U.S. Lawns business model is based on customer intimacy which is both an operational strategy and a philosophy. The USL franchise program is designed for individuals who are customer-oriented and desire the freedom to provide personal service while maintaining the professionalism of a large corporation.

MARKET LOCATIONS:

Nationwide

AREAS OF EXPERTISE:

U. S. Lawns provides the collective expertise

and resources to service all aspects of exterior landscape maintenance.

PROJECT EXAMPLES :

Commercial and industrial centers, shopping malls, retail facilities, multi-family residential communities, home owner associations, theme parks, civic centers, public buildings, streetscapes, public parks and schools.

USL WHO'S WHO:



Thomas L. Oyler

Thomas L. Oyler,
President

Paul D. Jacob, Vice President,
Company Stores

Todd Moerchen, Vice President,
Operations

Kenneth L. Hutcheson,
Director of Franchise Development

Barry C. Troutman,
Ph D., Director of Agronomic & Technical Services

U.S. Lawns

Corporate Office:

U.S. Lawns

4777 Old Winter Garden Road

Orlando, Florida 32811

407/522-1630

Fax number:

407/522-1669

Website:

www.uslawns.com

Founded:

1986 by Thomas L. Oyler

Excel Industries, Inc.



PRODUCT FOCUS:

Excel Hustler manufactures a complete line of commercial rotary mowing equipment. Cutting widths range from 40i to over 12i. All models, whether walk-behind or rider, whether rear steer or zero turn, feature unsurpassed durability, productivity, and ease of operation. Multi-season attachments keep them productive all year long.

FACILITIES:

Excel Industries, Inc. manufactures Hustler Turf Equipment from a 110,000 sq ft, modern facility in Hesston, Kansas. An additional 35,000 sq ft houses a parts and shipping warehouse, also at the Hesston site.

TECHNICAL SUPPORT / TRAINING:

Excel Hustler has a technical support staff on call during CST business hours. In addition, sales and service training schools are conducted during the winter months at both onsite and regional locations.

PRODUCT LINES:

Hustler turf equipment includes: the ShortCut-ultra compact zero-turn rider that can be operated while sitting or standing, Range Wing-wide-area, mowers, Hog rough-cut ShortCut, and the StumpCutR attachment.

Excel Industries, Inc. dba Hustler Turf Equipment

P.O. Box 7000
Hesston, Kansas 67962
Toll-free: 1-800-395-4757

Fax number:
1-316-327-3123

E-mail address:
kraney@excelhustler.com

Website:
www.excelhustler.com

Staff:
Paul Mullet, President
Bob Mullet, CFO
Dave Welfelt, Director of
Sales and Marketing
Brian Nobel, Director of
Engineering

Date founded: 1960

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PLCAA

Professional Lawn Care Association of America

20 YEARS OF GROWING LEADERS

Ferris Industries

PRODUCT FOCUS:

Today, most people recognize Ferris Industries as the inventor of IS™—the first independent suspension system for the riding mower. This revolutionary technology minimizes operator aches and pains and allows the operator to go faster for increased productivity. IS™ is available exclusively on the Ferris ProCut™ Z. The ProCut™ Z also features the lowest center of gravity in its class, and a dual-point pivoting front axle (patent pending).

Dave Ferris, Chairman of Ferris Industries credits his company's success to a singular focus on commercial mowers. "We don't try to be all things to all people. From research and development to manufacturing, everyone in this company is focused on making the toughest mowers out there." In addition to the ProCut™ Z, Ferris manufactures a full line of hydrostatic and belt-driven walk-behind models, and three-wheel riders.

COMPANY GROWTH:

In 1998, Ferris Industries moved into a new, state-of-the-art 85,000 sq. ft. facility. The move effectively tripled the company's production capacity. Since that move, Ferris has increased its work force by over 40% in response to increased demand for Ferris mowers featuring IS™ independent suspension.

PRODUCT SUPPORT:

All Ferris mowers carry a 2-year, front-to-rear parts and labor warranty excluding only blades, belts, and tires. In addition, Ferris offers a 3-year warranty on the Eaton hydraulics on their walk-behind units. Ferris also offers a 24-hour parts turnaround in the event that a part isn't immediately available at a servicing Ferris dealer.



Ferris Industries

5375 North Main Street
Munnsville, New York, 13409
(800) 933-6175

Fax number:

(315) 495-0101

E-mail address:

mboice@ferrisindustries.com

Website:

www.ferrisindustries.com
www.independentsuspension.com

Staff

James F. Poole, Jr., President

David A. Ferris, Chairman of the Board

William L. Shea, Vice President of Sales and Marketing

Rod Roberts, Product Service Manager

Date Founded: 1909

the

GRASSHOPPER®

company

First to Finish...Built to Last

A family-owned business with a history of innovation and a reputation for excellence, The Grasshopper Company has specialized in manufacturing front-mount, zero-radius turf equipment since 1970. Every Grasshopper product is designed and engineered to be comfortable, easy to use and maintain, and productive both in speed and quality of cut.

Grasshopper's ergonomic design helps boost productivity by allowing operators to change hand, arm, leg and body positions at will without slowing. The centered operator's station provides superior visibility and keeps all operational controls well within reach. Hydra-Smooth™ dual-lever control is at least 80 percent less strenuous than conventional steering systems.

Grasshopper power units, mowing decks and attachments are produced by skilled workers using high-tech equipment, including computer-aided manufacturing fully integrated with a 3-D solid-modeling design system, CNC fabrication and machining.

Grasshopper products are engineered using high-quality components and heavy-duty construction to ensure that every mower is built to last. A full line of zero-radius mowers and grounds maintenance systems are retailed by an extensive network of independent servicing dealers throughout North America and around the world.



The Grasshopper Company's headquarters — including more than 200,000 square feet of manufacturing, testing and warehouse space — is located in Moundridge, Kan.



Grasshopper offers the industry's broadest line of zero-radius outfronts with 12 models, 14- to 28-hp, gas or diesel, air-cooled or liquid-cooled, plus year-round attachments and accessories.



P.O. Box 637 • Moundridge, KS 67107-0637 U.S.A.

Phone: (316) 345-8621 • Fax: (316) 345-2301

E-mail: info@grasshoppermower.com • Web site: <http://www.grasshoppermower.com>

time

GRASSHOPPER® Our 30th Year Of Production! line

1969

The Grasshopper **zero-radius outfront mower** is introduced, featuring a cutting width of 40 inches.

1984

Quik-D-Tatch Vac® improves collection systems, adding powerful vacuum action and easy, one-pin catcher to non-catcher conversion.

Grasshopper becomes the only front-mount mower to offer a deck height adjustment feature, allowing **easy cutting height control from the operator's seat.**

1973

Grasshopper introduces dual-hydrostatic drive to its line and **originates swing-away dual control levers.**



Quik-D-Tatch Vac®
Collection System

1983

Adding **3-cylinder, liquid-cooled diesel powerplants** to selected models, Grasshopper mowers are now available with a choice of air-cooled gas and liquid-cooled gas or diesel engines.

1986

Grasshopper introduces an in-house **powder coating application system** and its distinctive colors.

1988

The **Gemini direct drive** — the only dual-hydrostatic drive system designed for turf applications — debuts with the **Model 721.**

1992

Down Discharge™ mulching decks introduced, to cut and recut clippings and direct them deep into the grass bed.

Remote Vac™ developed to clean leaves and debris from hard-to-reach places like hedges and flower beds.



Grasshopper Model 928D

1990

New, lower profile deck designs are introduced by Grasshopper.

1994

Ergonomically designed operator station with iso-mounted, fully padded, ventilated seat, extended footrest and easy-reference instrument console introduced.

1996

Multi-faceted power unit accepts a growing number of capable **attachments for year-round grounds maintenance.**

AERA-vator™ debuts for aerating established turf without leaving cores, producing a softer surface on sports fields. Patented design penetrates harder soils without irrigation.



Grasshopper Model 618

1991

Grasshopper introduces the **mid-size 600 Series**, which features new advanced direct drive for reduced maintenance and longer service life.

1995

Combo Deck™ is introduced. Unique design allows easy conversion from mulching to side discharge to vacuum collection.



Grasshopper Model 928D

Model 928D introduced, bringing zero-radius maneuverability and outfront visibility to a larger market. The 928D features a 28 hp diesel engine, 8-gallon fuel tank and hydraulic deck lift.

Patented **Quik-D-Tatch® Mounting System** makes changing deck sizes and connecting attachments easier than ever.

1998

Model 618 debuts, combining a new Kohler OHC engine with the new Gemini-style direct drive transmission for smaller area commercial accounts.

Selected models feature **G² Drive**, hydrostatic drive system for faster movement between jobs and increased productivity, with ground speeds up to 10 mph.

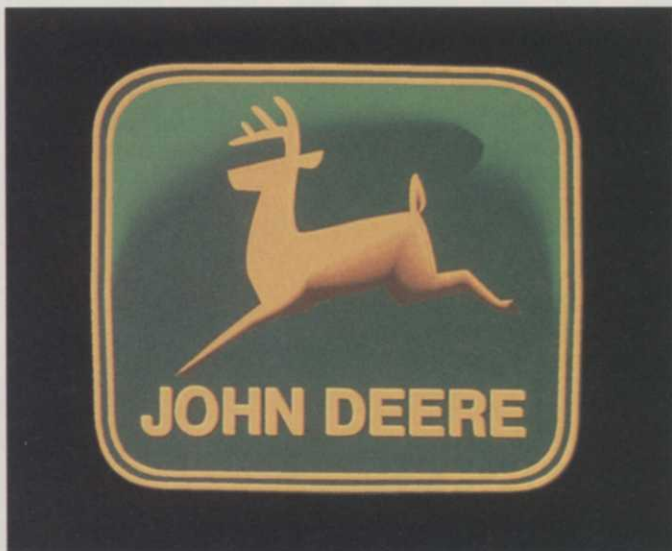
1999

SL96 FlipUp™ Decks rotate 90 degrees for easier access to the underside of the deck for simplified maintenance, storage and transport.



SL96 FlipUp™ Deck

More Innovations to Come!



John Deere Worldwide Commercial & Consumer Equipment

PRODUCT FOCUS:

The John Deere Worldwide Commercial & Consumer Equipment Division manufactures and distributes a full line of lawn care products for residential, commercial and golf and turf applications. The John Deere Company is noted for more than 160 years of innovation, the highest quality products and product and operator safety initiatives.

MANUFACTURING FACILITIES:

The John Deere Worldwide Commercial & Consumer Equipment Division is comprised of four major product groups — Consumer Products Group, Commercial Worksite Products Group, Lawn & Garden Products Group and the Commercial Grounds Care Products Group. Manufacturing facilities are located in Georgia, North Carolina, South Carolina, Tennessee, Virginia and Wisconsin.

TECHNICAL SUPPORT / TRAINING:

Deere places a high emphasis on its customers and provides a number of options for customers to contact the company. To locate a dealer, customers can use John Deere's dealer locator online at www.deere.com. Customers can also locate dealers by calling John Deere at (888) MOW-PROS. For more information on John Deere products, customers can call the Customer Communication Center at (800) 537-8233. Additionally, John Deere provides its dealers with the advanced technical training and support as well as sales tools and techniques.

MAJOR PRODUCT LINES:

John Deere offers a full line of equipment for homeowners, commercial groundskeepers, and golf and turf property managers. Equipment includes, but is not limited to, commercial and greens mowers, utility tractors, skid steers, front mowers, zero-turning-radius mowers, residential lawn and lawn & garden tractors, residential and commercial walk-behind mowers, and hand-held equipment.

**John Deere
Worldwide
Commercial &
Consumer Equipment
Division**

4401 Bland Road
Raleigh, NC 27609
(414) 354-2310

Fax number:

(919) 850-0123 (div. head-
quarters)
(800) 537-8233 (customer
communications center)

Website:

www.Deere.com

Date Founded:

Deere & Co. - 1837
Worldwide Commercial &
Consumer Equipment Division
- 1962

Staff:

Fred Korndorf, President
Mark Rostvold, Senior Vice
President