

Kawasaki Motors Corp.



PRODUCT FOCUS:

Kawasaki's Engine Division markets 2- and 4-cycle, air- and liquid-cooled engines ranging from 3 to 23 hp used primarily in turf equipment and light industrial applications. Kawasaki's engines are one of the top choices among original equipment manufacturers when powering their equipment. A recently added line of Professional Power Products include string trimmers, hedge trimmers, backpack blowers, generators, and water/trash/semi-trash pumps. These products are noted, by lawn care professionals and discriminating homeowners for their low noise level, low vibration and lightweight power.

MANUFACTURING FACILITIES:

The Engine Division of Kawasaki Motors Corp., U.S.A., receives products from Kawasaki Motors Manufacturing in Maryville, MO, and Kawasaki Heavy Industries in Akashi, Japan.

TECHNICAL SUPPORT / TRAINING:

Kawasaki's customers place a high priority on technical support and service when they buy equipment. Kawasaki products have an excellent reputation for quality, and they are backed with excellent technical support. To locate a dealer, call 1-877-KAWPOWR or visit our web site at www.kawpowr.com. Advanced training and technical support are also available to OEMs and dealers.

MAJOR PRODUCT LINES:

Kawasaki Motors Corp., U.S.A.—Engine Division product lines include 2- and 4-cycle engines, professional power products and accessories.

Kawasaki Motors Corp., U.S.A.—Engine Division

5080 36th St. SE
Grand Rapids, MI 49512
(616) 954-3027

Fax number:
(616) 954-3031

E-mail address:
megan.roelofs@kmc-usa.com

Website:
www.kawpowr.com

Staff:
Kent Murakami, General Manager
Karen Howard, Sales Manager, Distributor Channel
Randy Lockyear, Sales Manager, Turf Engines
Tim Malinowski, Sales Manager, Turf Engines
John Messing, Sales Manager, Industrial Engines
Founded: Engine Division—1978

Melroe Company



Melroe Company website at www.bobcat.com or find your nearest Bobcat dealership by using the website dealer locator.

MAJOR PRODUCT LINES:

The original Bobcat skid-steer loader got its roots in the agriculture market in the late 1950s, but today Melroe produces compact equipment for a wide range of markets including the landscaping, grounds maintenance, construction, industrial, government, and rental markets.

The Bobcat skid-steer loader is known the world over for its versatility, maneuverability and reliability. Ten models with rated operating capacities ranging from 600 lbs. to 3,000 lbs. offer multiple choices in wheelbase and

PRODUCT FOCUS:

Melroe Company manufactures Bobcat® skid-steer loaders, compact excavators and a broad range of job-matched attachments. Melroe Company pioneered the skid-steer loader concept more than 40 years ago and maintains its industry leadership today with a broad product line, innovative designs, operator training and safety programs and a focused dealer network. Melroe Company was founded in North Dakota in 1947, became a division of Clark Equipment Company in 1969, and in 1995 became a business unit of Ingersoll-Rand Company of Woodcliff Lake, NJ.

TECHNICAL SUPPORT/TRAINING:

Bobcat compact equipment is sold in 75 countries through some 900 full-service Bobcat dealerships, and this homegrown North Dakota company prides itself on providing unmatched dealer support. The Bobcat brand's rugged reliability, ease of operation, comfort, safety, dealer support, parts availability, service backup, choice of attachments and high resale add up to total value that can't be matched. For more information, visit the

lift path configurations so customers can match the best machine to their application.

Melroe Company is the only manufacturer of compact excavators in North America today. Eight models in the Bobcat excavator line range from the model 322 model with a maximum digging depth of 7 ft., 2 in., to the model 341 with a maximum digging depth of 13 ft., 4 in.

Attachments are what earned the skid-steer loader its "versatile" reputation. Dozens of job-matched Bobcat attachments give customers in hundreds of applications a vast range of choices. As quick as a snap, the operator can replace a bucket with pallet forks, a landscape rake, a rotary cutter, a stump grinder, a power rake, an auger, a sod layer, a tiller and more.

For more information on Bobcat equipment for the landscape industry, visit the Melroe Company website at www.bobcat.com/markets.

Melroe Company

P.O. Box 6019
Fargo, ND 58108-6019
(701) 241-8700

International Locations

Brussels, Belgium
Miami, Florida
Singapore
Yokohama, Japan

Fax number:
(701) 241-8704

E-mail address:
infocenter@bobcat.com

Website:
www.bobcat.com

Lesco, Inc.

Since its founding as Lakeshore Equipment and Supply Company in 1962, LESCO, Inc. has remained focused on building relationships with its customers. Now LESCO is the nation's leading manufacturer and supplier of landscape, pest control and golf course products and serves more than 100,000 customers internationally. By combining the largest product line available anywhere with convenience, service and technical expertise, LESCO delivers value to each and every customer.

Through the years, LESCO has developed a well-deserved reputation as a company that is quick to recognize emerging trends and determine innovative ways of meeting the needs of its customers. It was a pioneer in sulfur-coated fertilizer technology, as well as marketing to major lawn service companies when that industry was in its infancy.

Today, the company continues to serve the lawn service and landscape management markets as well as the pest control industry through direct sales and a network of 234 LESCO Service Centers in 38 states. Conveniently located and staffed by technically knowledgeable associates, these service centers stock a broad product assortment.

The majority of the LESCO Service Centers offer drive-through convenience. In many instances, lawn and landscape managers simply pick up product on an as-needed basis and thereby eliminate the need to order and inventory large shipments. For these customers, the service center functions not only as a supplier, but also as a warehouse. Many of the service center facilities also provide on-site equipment service and repair work.

To serve the golf course maintenance market, LESCO operates 71 of the now legendary Stores-on-Wheels. Operated by turf professionals, these tractor-trailers call on golf courses throughout the United States. By arriving at the superintendents door with an assortment of popular, frequently used products, LESCO brings new meaning to the term customer service.



PRODUCTS:

Fertilizers for turfgrasses as well as trees and ornamentals; a huge selection of herbicides, insecticides and fungicides; turfgrass seed; golf course accessories; aftermarket parts; safety gear; protective clothing; spring-flowering bulbs; tools and a full line of pest control products are just a sampling of what is available. Also featured at each service center is the full line of LESCO Commercialplus™ equipment. In addition to the new Viper™ zero-turn mower, the line includes additional riding units, walk-behinds, spreaders, sprayers, aerators, snow and leaf blowers, hand-held power equipment and more.

COMPANY FACILITIES:

LESCO is a vertically integrated corporation headquartered in the Cleveland suburb of Rocky River, OH. The company owns and operates four regional fertilizer production facilities located in Hatfield, MA; Sebring, FL; Stockton, CA; and Martins Ferry, OH. Turfgrass seed from the more than 35,000 acres LESCO contracts for annually is blended and mixed at Silverton, OR and Avon Lake, OH. The company's state-of-the-art facility located in Streetsboro, OH manufactures the LESCO Commercialplus equipment line.

Truly in a class by itself, LESCO has long been a driving force in serving the professional turf maintenance and pest control industries.

LESCO, Inc.

20005 Lake Road
Rocky River, OH 44116-1545
(440) 333-9250
(800) 321-5325

Fax number:

(440) 356-4397

Staff:

Dana Wilson, Vice President
Service Center Sales

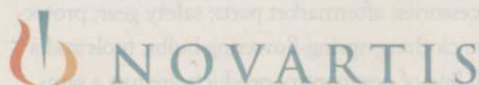
Phil Gardner, Vice President
Golf and International Sales

Bill Hubbell, Director Service
Center Sales

Steve Vincent, Director Golf
Sales

John Butenko, Director
Northeast Golf Sales

Novartis Crop Protection, Inc.



Novartis has made the commitment to become the worldwide leader in providing innovative products and services, and developing superior technology to protect the production and care of turfgrass and ornamental plants.

Novartis Crop Protection, Inc.

410 Swing Road
P.O. Box 18300
Greensboro, NC 27419-8300
(336) 632-2376

Fax number:
(336) 632-6278

Staff:

Heiri Gugger, President/CEO
Randy Williams, Vice
President of Specialty
Products Business Unit
Gene Hintze, Director, Turf
and Ornamental Product
Michael Joyce, Director,
Marketing Services
Joe Yoder, Director, Research
and Development

MANUFACTURING FACILITIES:

Novartis' U.S. Crop Protection, Inc. headquarters is located in Greensboro, NC. Its headquarters houses approximately 1500 employees including the Turf and Ornamental Products Group, as well as the Crop Protection, Inc. Agricultural Division.

TECHNICAL SUPPORT / TRAINING:

Novartis is committed to discovering and marketing a broad range of leading-edge products for the Turf and Ornamental industry. With that in mind, Novartis has six highly dedicated Turf and Ornamental field scientists who are setting the pace by researching products that are both highly effective and environmentally compatible. To reach their goal of listening to the needs of their

customers, Novartis Turf and Ornamental Products has a field sales force which includes 19 dedicated turf product sales representatives and three ornamental product sales representatives. In addition, Novartis also offers an on-site customer service staff to provide information and literature on Novartis Turf and Ornamental products and services. For more information, please call 1-800-395-TURF.

MAJOR PRODUCT LINES:

Turf Product Line:

Primo®: Plant Growth Regulator; Barricade® Preemergence Herbicide: *Poa annua*, Crabgrass, Goosegrass and 28 other weeds; Banner® MAXX® Fungicide: dollar spot, summer patch; Subdue® MAXX® new formulation Fungicide: Pythium and Phytophthora; Sentinel® Fungicide: brown patch, dollar spot; and Award® Insect Growth Regulator: fire ants.

Ornamentals Product Line:

Subdue® MAXX® new formulation Fungicide (features zero hour reentry interval): Pythium and Phytophthora; Medallion™ new Contact Fungicide: Rhizoctonia, Botrytis and Alternaria; Factor® Herbicide: problem grass and annual broadleaf weed control all season; Avid® Insecticide: spider mites and leafminers; Banner® MAXX® Fungicide: Broad spectrum tree and shrub disease control including powdery mildew, rusts, leafspot, blights, scab and anthracnose; Precision® Insect Growth Regulator: whiteflies, soft scales, fungus gnats and shore flies; Citation® Insect Growth Regulator: dipterous leafminer larvae developing in the foliage of chrysanthemus.

PBI/Gordon Corporation

PBI/Gordon is internationally known as the developer and marketer of Trimec Broadleaf Broadleaf Herbicides in more than a dozen formulations. Tailored uses include bentgrass, southern grasses, high volume option, esters, added crabgrass/nutsedge control, 2, 4-D free, dry concentrate packets, and low odor. Embark plant growth regulators are sold worldwide. Our 'soft chemical' experience and success with Ferromec Liquid Iron and Bov-A-Mura

Liquid Organic Fertilizer led to a major biostimulant development effort, resulting in two new product, Focus and Launch.



COMPANY FACILITIES:

PBI/Gordon operates two plants: an extensive operation devoted primarily to phenoxy herbicide production in Kansas City, KS; and a multifaceted complex at Crestline, in southeast Kansas, equipped to produce and package a wide variety of liquid, granular and powdered products in a host of different containers such as plastic or glass jugs and bottles, as well as aerosols, shaker-tops, pouches, tubes, boxes, sacks, bags, etc.

TECHNICAL SUPPORT SERVICES:

Territory managers typically cover from three to five states and are given three to five days of training on new products or new product areas (post-emergent grass weed control, aquatic herbicides, biostimulants). In turn, they take the message and meeting aids to their territories. Hundreds of 800-line phone inquiries regarding products, labeling and application details are fielded by three Customer Service tech reps, assisted by Research and Development staffers when needed.

PRODUCT LINES:

Professional turf & ornamental products (golf course, lawn care and landscape contractors), Acme lawn & garden products (consumer), Gordon's agricultural chemicals (crops and pastures), Gordon's farm line (sprays for horses, livestock, buildings, brush, ponds, etc.)

PBI/Gordon Corporation

P.O. Box 014090
Kansas City, MO 64101-0090
(816) 421-4070
Customer Service: 800/821-7925

Fax number:
(816) 474-0462

E-mail address:
hdickey@pbigordon.com

Website:
www.pbigordon.com

Staff:
Chairman of the board:
W. Everett Mealman

President/CEO:
Richard E. Martin

Senior Vice-President:
Richard D. Benjamin

Vice-President Marketing:
William R. Brockner

Vice-President-T&Q/Ag Sales:
Al Mullican

Vice-President-Research & Development:
Dr. James A. Armbruster

Vice-President-Finance:
Donald A. Chew

Vice-President-Consumer Sales:
Donald F. Wilson

Vice-President-Commercial Sales:
Thomas E. Hoffman

Date Founded: 1947

Riverdale Chemical Company

Riverdale

PRODUCT FOCUS:

Riverdale produces primarily post emergent broadleaf herbicides. The most recent focus is on the new compounds; Millennium, Ultra, Cool Power and Horsepower, each containing revolutionary Dow components. Riverdale also supplies glyphosate for bareground and aquatic applications.

MANUFACTURING FACILITIES:

Riverdale's home office is in Glenwood, IL. All products are manufactured, formulated, packaged and shipped from Chicago Heights, IL.

TECHNICAL SUPPORT / TRAINING:

Riverdale supplies label books, labels on CD-ROM and product information bulletins. Sales representatives provide product stewardship and training to distributors and end users.

MAJOR PRODUCT LINES:

Post emergent broadleaf herbicides: Millennium, Ultra, Cool Power, Horsepower, Solution, Triplet, Credit brand glyphosate and Aquaneat brand glyphosate for aquatic applications. Millennium Ultra Weed & Feed has recently been introduced providing outstanding broadleaf weed control from a granular application.

Riverdale Chemical Company

425 W. 194th St.
Glenwood, IL 60425
(800) 345-3330

Fax number:
(708) 754-0314

Website:
www.Riverdalecc.com

Staff:

Jim Champion, President
Marvin Moore, VP Sales &
Marketing
Curtis Clark, Marketing
Manager

Date Founded: 1941



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 **ADVANSTAR LANDSCAPE GROUP**

7500 Old Oak Boulevard • Cleveland, OH 44130

Turf-Seed, Incorporated



Turf-Seed, Inc.

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

Fax number:
(503) 651-2351

E-mail address:
info@turfseed.com

Website:
www.turf-seed.com

Staff:

Bill L. Rose, president
Gordon Zielinski,
executive vice president

Darcy Loscuttoff,
general manager

Tom Stanley,
marketing director

Duane Klundt,
customer service

Vanessa Jensen,
southeast marketing

Rick Elyea,
golf course consulting

John Rector, national sales
representative

Date founded: 1970

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, OR, 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.

TECHNICAL SUPPORT / TRAINING:

Turf-Seed sets the pace in providing information to distributors and consumers through technical publications, web site at www.turf-seed.com, 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 17th year, is held alternately at the Pure Seed Testing West 110-acre research farm near Hubbard, OR, or Pure Seed Testing East near Rolesville, NC. 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, Endeavor, Matador, Murietta, Olympic II, Olympic Gold, Pure Gold, Safari, Silverado, Tar Heel, Tomahawk, Wolfpack. Kentucky bluegrass: Galaxy Brand blend, Blacksburg, Blackstone, BlueStar, Challenger, Columbia, Livingston, Marquis, Midnight, North Star, Moonlight, Opti-Green, Serene, Unique, Voyager common Ky., Winterplay Poa trivialis, Winterstar Poa trivialis. Fine fescue: Aurora, Aurora Gold hard fescue, Discovery hard fescue, Florentine creeping red 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 Bloomers wildflower mixture, DeBlooms annual wildflower mixture.

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, in the 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), Penn-fine 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.

United Horticultural
Supply
33390 Tangent Loop
Tangent, OR 97389
(541) 926-8649
Fax number:
(541) 926-4435
Website:
www.turfmerchants.com
Staff:

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

United Horticultural Supply

PRODUCT FOCUS:

United Horticultural Supply is specifically designed to serve the professional turf and ornamental industries by providing the finest products and technical expertise available. Since our inception, we have committed ourselves to three principles: to provide the highest quality products available; to provide qualified technical personnel dedicated strictly to the horticulture industry; and to implement and promote environmental stewardship. UHS's national strength provides customers a wider selection of products and is the reason we are leaders in bringing innovative and cutting-edge technologies to the market.

MANUFACTURING FACILITIES:

Five regional divisions, each operating as a local business with its own sales, management and marketing staffs, enable us to concentrate on the unique needs of the diverse parts of the country as well. This blend of national scope and local focus is what makes United Horticultural Supply unrivaled in the industry. Each regional United Horticultural Supply division is linked to a series of strategically located warehouses, which ensures prompt delivery and availability of product.

TECHNICAL SUPPORT / TRAINING:

Complementing our extensive line is a staff of dedicated professionals who are knowledgeable about the items they sell as well as their intended markets. Each salesperson has working experience within the industry they serve, enabling them to provide solid advice and accurate answers to your questions. Regional research and field trials enhance our position in responding to local needs and our ability to bring effective and innovative products to market.



MAJOR PRODUCT LINES:

United Horticultural Supply is uniquely positioned with all major manufacturers of chemicals, fertilizers and related products, carrying only the finest items in order to satisfy the needs of today's working professional. In addition, we have developed our own exclusive line of premium products. Marketed under the UHS label, these products are recognized as top performers in the business. Several of these products were first introduced by UHS and have quickly become industry standards. Examples include Dursban TNP and 2CG insecticides, Chaser, Chaser 2 and Pre Pair herbicides, Respond 2 wetting agent plus several surfactants and spray additives. We also carry: Fertilizers -- blends formulated to perform best in the various micro-climates and management programs found throughout the United States and featuring our premium UHS Signature Brand Fertilizers. Turf Seed -- perennial ryegrass, bluegrass, fine and turf-type fescues plus custom blends and mixtures. Safety & Professional Products -- a comprehensive line of safety products to meet worker protection standards. Equipment -- we also feature quality-built fertilizer spreaders and backpack sprayers plus a broad range of safety products.

United Horticultural Supply

9335 Elm Court
Denver, CO 80221
(800) 847-6417

Fax number:
(303) 487-9010

Website:
www.uhsonline.com

Staff:

Jeff Allison, Atlantic Division
Manager
(410) 548-2200

Russ Mitchell, Great Lakes
Division Manager
(517) 333-8788

Steve Jackson, Southern
Division Manager
(800) 457-0415

Bob Flynn, Midwest Division
Manager; (800) 833-4827

Mike Thurlow, Western
Division Manager
(209) 253-5700