

Husqvarna

Product Focus:

Husqvarna is a total source equipment supplier to landscapers, offering everything from trimmers, blowers, chain saws, mowers, commercial walks, zero turns, aerators, dethatchers, sod cutters, edgers and more.

Manufacturing Facilities:

Husqvarna, as part of the worldwide Electrolux group, manufactures its products at its own plants in Sweden, South Carolina, Nebraska and Colorado.

Training / Technical and Customer Service:

Husqvarna offers extensive training through mobile classrooms, Charlotte-based training and CDs as well as fully staffed technical service and customer service departments.



Major Product Lines:

Husqvarna's major product categories are chain saws, trimmers, edgers, blowers, cut-off saws, brush cutters, push mowers, lawn tractors, zero turns, commercial walks, specialty lawn equipment, safety apparel and a full line of accessories.

Husqvarna

7349 Statesville Road
Charlotte, NC 28269
Phone: (704) 597-5000
Fax: (704) 599-4302

Web Site:

www.husqvarna.com

Date founded: 1689

Staff:

- David Zerfoss**, President
- Lucy Polk**, Executive Vice President
- Kim Liechty**, Product Management Director
- David Perkins**, Sales Director
- Roger Simons**, Technical Services Director
- Barbara Paez**, Marketing Director
- Matt McNally**, Customer Service Director



John Deere

Worldwide Commercial & Consumer Equipment Division



JOHN DEERE

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

4401 Bland Road

Raleigh, NC 27609

Phone: (919) 850-0123

(Division Headquarters)

800-537-8233

(Customer Communications
Center)

Web Site:

www.JohnDeere.com

Date Founded:

Deere & Co. – 1837

Worldwide Commercial &

Consumer Equipment

Division – 1962

Staff:

John Jenkins, President
John Deere Worldwide
Commercial & Consumer
Equipment Division

Michael Mack,
Senior Vice President,
Worldwide Commercial &
Consumer Equipment
Division



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 its product and operator safety initiatives.

Manufacturing Facilities:

The John Deere Worldwide Commercial & Consumer Equipment Division has manufacturing facilities all over the world. Specifically, these facilities are located in Ontario, Canada; Georgia, North Carolina, South Carolina, Tennessee, Virginia and Wisconsin in the United States; Mexico; Germany; and the Netherlands.

Technical Support / Customer Service:

Deere places a high emphasis on its cus-

tomers 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.JohnDeere.com. For more information on John Deere products, customers can call the Customer Communications Center at 800-537-8233. Additionally, John Deere provides its dealers with 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 portable power equipment.

Kawasaki Motors Corp., U.S.A.

Product Focus:

Kawasaki Motors Corp. has a product portfolio including premium 4-cycle engines and 2-cycle hand-held power equipment as well as 4-cycle generators and pumps aimed at the professional market.

Manufacturing Facilities:

Kawasaki Heavy Industries, Ltd. (KHI), headquartered in Kobe, Japan, is one of the largest companies in the world. Founded in 1878, it has grown into a multinational corporation that is listed among the top 100 industrial companies outside the United States. KHI makes diesel engines so large that a person can stand inside a single cylinder, and lawn mower engines small enough for one person to use with ease.

Our current engine/power products distribution facilities are located in Grand Rapids, Mich. The facility houses the sales and engineering departments of Kawasaki's engine, precision machinery and gas turbine divisions. It is also a national distribution center for Kawasaki engines, professional power products, hydraulic motors and pumps, consumer product parts and accessories.

Kawasaki has additional facilities in the United States that manufacture and distribute engines, motorcycles, all-terrain vehicles (ATVs), JET SKI® watercraft, MULE™ utility vehicles, construction machinery, industrial robotics and rail cars.

Technical Training / Customer Support:

Since Kawasaki supplies commercial and industrial markets, fast service support is important. Kawasaki's technical service department offers direct customer support through a technical hotline and, in the near future, a 24-hour technical Web site. We also offer technical training to our distributors and OEMs, as well as providing them with training programs to use in their dealer schools.

Major Product Lines:

Engines: When it comes to engines, there's



a well-known fact: most professional lawn-care equipment is driven by a Kawasaki. In fact, more than two out of three commercial mowers have Kawasaki engines. Our small engine department produces various products ranging from the palm-sized 0.6 hp super-mini engine to multi-purpose 27 hp engines. This year, Kawasaki added six horizontal-shaft V-twin engines to its lineup, including three air-cooled FH Series models and three liquid-cooled FD Series models.

Handheld Power Products

After the introduction of Kawasaki handheld power products for turf and lawn care in 1997, the product line continues to grow. It currently includes handheld string trimmers, backpack blowers, hedge trimmers and edgers geared toward the professional market.

Generators and Pumps

Kawasaki produces six hard-working models of generators for a host of power applications. From the smallest and lightest 171cc model to the massive POWERPARTNER 6000, with its 351cc engine, all models are self-excited, double-pole, single-phase. Water, trash and semi-trash pumps round out the Kawasaki product line.

Kawasaki Motors Corp., U.S.A.

5080 36th Street, S.E.
Grand Rapids, MI 49512
Phone: (616) 949-6500
Fax: (616) 954-3031

Web site:

www.kawpowr.com

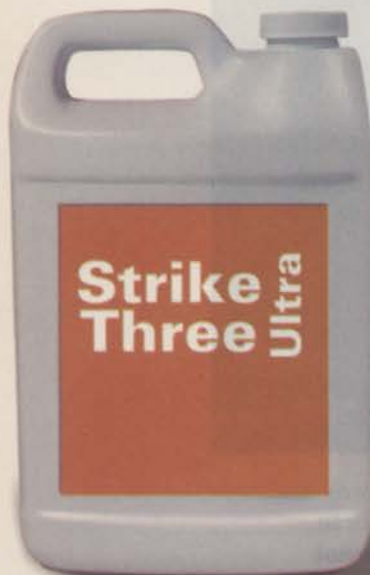
Staff:

Kent Murakami, General Manager

Karen Howard, Sales Manager – Distributor Channel

ProSource One

Keep Turf Green in the Mid-Summer Heat



With the heat of mid-summer approaching, two goals are deep within each landscape professional. First, keep the turf green and weed free for the duration of the summer. Second, stay out of the heat.

Depending on where you are, your problems may vary.

Ron Parron of Barnes Nursery in Huron, Ohio, tells of his arch nemesis — clover, ground ivy, spotted spurge and black medic.

“Those four are my biggest headaches when dealing with turf during the month of July,” he says.

Parron used Strike Three ULTRA and has been basking in the shade ever since. He says,

“Strike Three ULTRA showed amazing results on alleviating the turf of clover and ground ivy ... absolutely amazing.”

After discovering Strike Three ULTRA, Parron was armed and ready to battle a field that lay untreated for more than two years.

“There was more yellow than anything in that field, covered in dandelions, but when I was through, the field was green,” Parron says.

Strike Three ULTRA is more effective than conventional three-way broadleaf herbicides, and the proof is in the fast visual response and exceptional, long-lasting control. The superior chemistry means fewer applications, which saves time and, more importantly, money.

Good Time To Look Toward Fall

Mark Slavik of ProSource One says, “Spraying a herbicide in the fall season is a key element to controlling weeds and not allowing them to reappear the following season.”

Strike Three ULTRA Chemistry

2, 4-D	Clopyralid	DP	Use Rates
2.90 lbs.	.15 lbs.	.75 lbs.	2-3 pts./a

Always follow label for exact rates and recommendations.

Slavik recommends Strike Three ULTRA as a viable option for eliminating spurge, oxalis and clover. “With Strike Three ULTRA you have one product, no mixing, that quickly disposes of tough-to-control weeds,” he says.

ProSource One, based in Memphis, Tenn., distributes fertilizers, chemicals, seed and services to professional users throughout the United States. ProSource One’s professional sales staff is trained to bring solutions to its customers. For more information, go to www.prosourceone.com.

Strike Three Ultra Key Uses:

- Golf courses
- Turf lawns
- Parks
- Highways and similar
- Non-crop areas
- Sod farms

For use by professional turf managers and commercial applicators only

Strike Three Ultra Key Benefits:

- Controls hard-seeded summer species like spurge, oxalis
- Provides the technological optical advantage
- Reduces number of products needed
- Warm- and cool-season performance
- No mixing involved
- Lower use rates
- Environmentally safe

ProSource One

6555 Quince Road
Suite 202
Memphis, TN 38119
Phone: (877) 350-3999

Web site:

www.prosourceone.com

Date Founded: 1985;
Feb. 2, 2000, changed name
to ProSource One

Staff:

Bob Lee, Director
Sam Pace, National Sales
Manager
Tim Witcher, National
Marketing Manager
Jeff Mobley, National Turf &
Ornamental Marketing
Manager
Keith Woodruff, National
Account Manager

Redexim Charterhouse

Product Focus:

Redexim Charterhouse is internationally known for its development of innovative turf management products for the sports field, landscape, turf and golf markets. Redexim Charterhouse is headquartered in Holland, maintains an administrative office in Pittston Township, Pa., and has a worldwide network of distributors. All products are available in North America through a network of 47 distributors.

Manufacturing Facilities:

Principal manufacturing facilities are located in Europe. The company has a machine and parts supply warehouse in Pittston Township, Pa.

Customer Service / Technical Support:

Comprehensive customer service and support is available through the company's toll-free sales and marketing office in North America at 1-800-597-5664.

Major Product Lines:

Verti-Drain (Models 7007, 7117, 7212, 7316, 7516, 7521, 7526): One of the most widely accepted deep-tine aeration systems in the marketplace today is the Verti-Drain. Originally developed and tested in Europe, the unit has a unique lifting and shattering effect on the soil. Verti-Drain offers users tremendous versatility. Since different soil profiles call for varying treatment techniques to alleviate compaction and other problems, a deep-tine aeration system must deliver the widest range of choices. With the Verti-Drain, it is possible to choose solid or core tining, as well as various tine lengths, diameters and spacing possibilities to meet a sports field's specific turf maintenance requirements.

Seeder/Dresser: Available in 48- and 60-inch widths, this unique combined overseeder and topdresser can be tractor- or truckster-mounted. The fine turf PS4800



makes the holes, drops the seed, drops the topdressing and rotary brushes in with one pass, randomly burying the seed.

Core Collector (Models CC2000 and CC3000): For highly effective core collection, we offer two versions, the self-propelled CC3000 and the tractor-trailed CC2000. Both models have a high tip hopper and fully floating rotary impeller collection head, self-adjusting to suit most grass conditions.

TTR 4400 (Series 30): The series 30 TTR HST machines are hydrostatic, reversible and multifunctional. The machine attachment combination can be set up in various operational trims with a high standard of specialization, performing a whole range of maintenance operations from golf courses to city landscapes.

Turf Tidy: A unique 3-in-1 machine that combines the individual tasks of dethatching, sweeping and flail mowing. The Turf Tidy is the world's only machine that offers the time savings and convenience of a 3-in-1 maintenance approach.

Redexim Charterhouse Inc.

950 Sathers Drive
Pittston Township, PA
18640
Phone 1-800-597-5664

Web site:
www.redexim.com

E-mail:
redexim@aol.com

Date Founded: 1980

Staff:
Philip Threadgold, Executive Vice President, Redexim Charterhouse, Inc.

Textron Golf, Turf & Specialty Products



Buntun Gear Drive

Product Focus:

Textron Golf, Turf & Specialty Products manufactures a full range of vehicles and turf maintenance equipment for professional lawn care, golf, turf, sports field and industrial applications. The company offers multiple brands—specifically Bob-Cat® and Buntun® mowers and Ryan® lawn renovation equipment—to meet the diverse needs of landscape contractors and lawn care professionals.



Ryan Lawnaire IV



Bob-Cat ZT 100 Series

Manufacturing:

Textron manufactures Bob-Cat and Buntun brand mowers at its 198,000-square-foot manufacturing plant in Johnson Creek, Wis. Ryan aerators and renovation equipment are built in Lincoln, Neb., at a 691,000-square-foot manufacturing facility. Other Textron brands—Brouwer®, Cushman®, E-Z-GO®, Jacobsen®, Ransomes® and Steiner™—are manufactured in Charlotte, N.C.; Dalton, Ohio; Ipswich, England; and Augusta, Ga.

Technical Support, Sales, Training and Customer Service:

Textron Golf & Turf markets its Bob-Cat, Buntun and Ryan brands through an extensive distribution network. The company provides total sales and service support to distributors, dealers and customers throughout North America.

Major Product Lines:

Bob-Cat and Buntun offer lawn care professionals a wide choice of midsize walk-behind and zero-turn, ride-on mowers, including new fuel-injected and diesel models. Bob-Cat ... tough, affordable. Buntun ... it's a pride thing. Ryan, at the core of healthy turf, features walk-behind, tow-behind and tractor-mounted Lawnaire® aerators and other leading lawn renovation equipment.

TEXTRON

GOLF, TURF & SPECIALTY PRODUCTS

Textron Golf, Turf & Specialty Products

1451 Marvin Griffin Road
Augusta, GA 30913-2699
Phone: (706) 798-4311
Fax: (706) 771-4605

Web Site:

www.textronturf.com

Date Founded: 1832

Staff:

Greg Hyland, Chairman & CEO
David Rivers, Executive Vice President
Peter Whurr, Vice President
Product Management for Turf and Professional Lawn Care
Bill Robson, Director of Marketing for Vehicles, Turf and Professional Lawn Care
John Chiera, Sales Director
Professional Lawn Care

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 more than 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 more than 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 databases. 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
Phone: (541) 926-8649
Fax: (541) 926-4435

Web site:

www.turfmerchants.com

Date founded: 1983

Staff:

Steven P. Tubbs, President
Nancy Aerni, Vice President
Frank Gill, Vice President
John Cochran,
Vice President
Robin Mankle,
Secretary/Treasurer

United Horticultural Supply

Business 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 to the horticulture industry;
- 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.

Four 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.

Facilities:

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 that is knowledgeable about the items it sells as well as its intended markets. The salespeople have 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 to satisfy the needs of today's working professional.

In addition, we have developed our own exclusive line of premium products. Marketed under our own 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 Signature Brand Fertilizers and Seed, Dursban TNP insecticide, Chaser Ultra herbicide, Banol C fungicide, Respond 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. Our premium Signature Brand line meets the highest standards for turf quality, longevity and product consistency.

Turf Seed – Perennial ryegrass, bluegrass, fine and turf-type fescues, bentgrass plus custom blends and mixtures. The Signature Brand Seed line contains premium, pure seed without unwanted weeds and grasses.

Safety & Professional Products – A comprehensive line of safety products to meet worker protection standards.

United Horticultural Supply

9335 Elm Court
Denver, CO 80260
Phone: 800-847-6417
Fax: (303) 487-9010

Web site:

www.uhsonline.com

Atlantic Division

Jeff Allison,

Division Manager
(302) 266-7580

Central Division

Bob Flynn,

Division Manager
(402) 330-1910

Southern Division

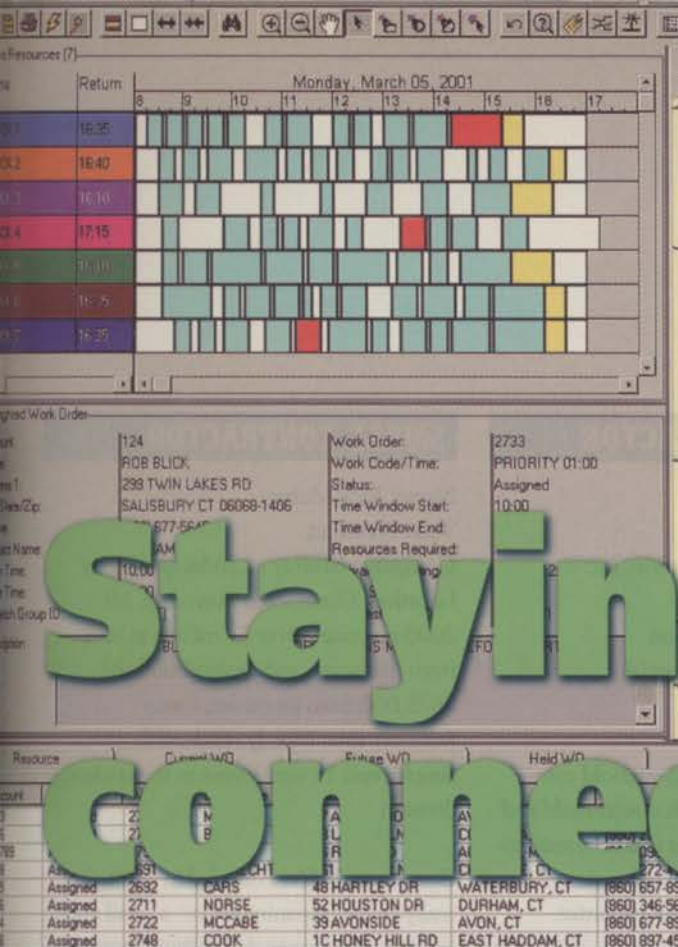
Steve Jackson,

Division Manager
(813) 628-0496

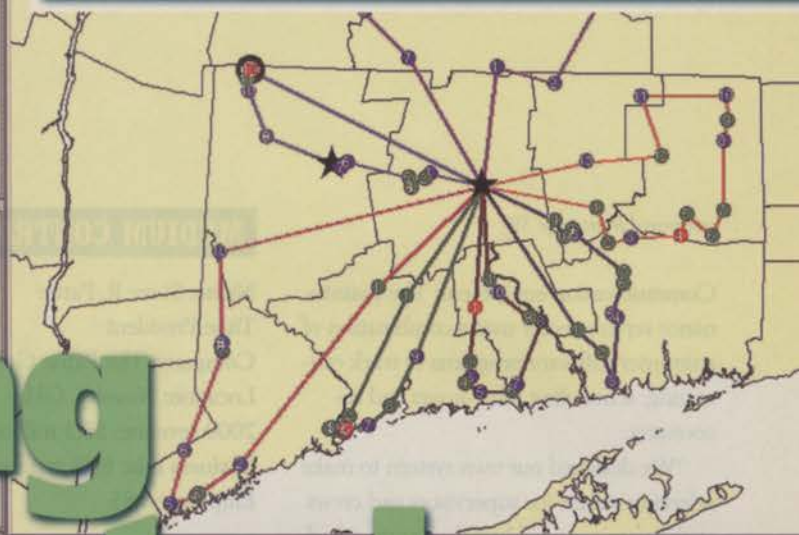
Western Division

Mike Thurlow,

Division Manager
(559) 437-5360



TOOLS OF THE TRADE: COMMUNICATIONS



Staying connected

BY VICKY POULSEN

Landscape professionals are looking for communication and scheduling tools that are easy-to-use, reliable and capable of keeping them in constant contact with their crews. Today's high tech communication devices make constant communication a reality.

A foreman can be at any site and still have a "virtual office." He or she can look up addresses and phone numbers, track jobs and organize the day — all without ever returning to the home office.

With so many communication packages to choose from, contractors today are looking at simplified products that can be customized to fit their communication needs and will give them more bang for their buck.

That explains the popularity behind the Nextel phone. A cell phone and two-way radio all in one, it eliminates the need for a pager because it allows the user to receive text paging.

But a reliable communication and scheduling system doesn't have to be one with lots of bells and whistles, as we discovered when we interviewed these contractors.

LARGE CONTRACTOR

Name(s): Andy Mill, production manager, and Russell Hoff, maintenance division manager

Company: Mill Brothers Landscape & Nursery, Inc.

Location: Ft. Collins, CO
2000 revenue: \$6.2 million

Business mix: Mostly commercial
Employees: 85

Company profile: Founded in 1980, the company offers landscape, irrigation and maintenance services. Of these three divisions, landscape takes the lion's share of its service offerings at 50%, with irrigation at 30% and maintenance at 20%. Landscape services require four-man crews, while maintenance operates with crews of three.

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▲ PHOTO COURTESY: INTERGIS

Three contractors tell how the latest technology keeps their crews in touch and in the loop

Vertex Standard:VX
Portable series of high performance radios



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Communication equipment: The maintenance service sector uses a combination of computer software programs to track estimating, scheduling, man-hours and accounting.

"We designed our own system to make reference sheets for supervisors and crews so they can see weekly if they're on schedule," says Hoff. For updating on a day-to-day basis, the company relies on its Nextel phones, which are distributed to 39 key employees.

Tool of choice: A giant scheduling board with Post-It notes and color-coded job tracking stickers works best for the landscaping side of the business. Mill has his board down to a science.

"When it rains, I can move those sticky notes faster than any computer," says Mill. Every crew has a color-coded line on the board, and each job is tracked from soil prep to completion.

Future purchasing decisions: "We're looking into an electronic time maintenance system which allows you to shuffle a magnetic card into a time-keeping device that is then downloaded into a software program that's good for tracking job costs for smaller functions," says Mill.

Russell says the company has also been looking at Palm devices to help them with routing. However, he admits that the language barrier with their Hispanic employees makes training them on software and hardware a challenge.

"I think a lot of these products have their place in the market," says Russell. "But nothing will replace good, common business sense."

MEDIUM CONTRACTOR

Name: Steve R. Pattie

Title: President

Company: The Pattie Group, Inc.

Location: Novelty, OH

2000 revenue: \$5.3 million

Business mix: 85% residential

Employees: 85

Company profile: The 35-year-old company, which provides 75% design/build and 24% maintenance services to a 85% residential/15% specialty commercial customer mix, also offers a three-year guarantee.

Communications equipment: "Cellular phones are our number one instant communications tool — 100% of our management staff, sales personnel, field production foremen and project managers have them. Around 30% of our technicians have their own phones, and we reimburse them for business calls. Everyone in the field has pagers which allow them to send numerical and text messages to the staff. We also have two-way radios, but they're becoming obsolete and will be phased out quickly."

Tool of choice: "All our tools have to be user-friendly, equipped with multi-task and state-of-the-art features, and perform at rapid speeds. Plus, they have to be integrated with our Internet and digital capabilities."

Future purchasing decisions: "Choosing the right communications tool is critical. We look at dependability, service life and service range for optimal connectivity. We're willing to spend more money on a better product. We just did an upgrade, but are always looking for better, state-of-the-art equipment without going overboard."

SMALL CONTRACTOR

Name: Rick Murray

Title: President

Company: Murray's Landscape Center

Location: Commerce Township, MI

2000 revenue: Over \$1 million in sales

from landscape and design/build and \$675,000 from its garden center

Business mix: Mostly residential

Employees: 15 employees in the landscape division

Company profile: Founded in 1980, this is really two companies in one: a retail nursery and a landscape design/build operation with full construction services including plantings, hardscapes and grading. "We do everything ourselves except for irrigation services." Of its \$1 million-plus revenue in 2000, \$300,000 came from snow removal.

Communication equipment: "Our primary radio is the Nextel. They are great because they allow you to talk one-to-one or as a group. This product is what I dreamed of before they had them on the market. The downside is that sometimes the reception is limited. The pagers are used during the winter months and then our guys turn them back in to us in April." Also, Murray uses a computer estimating program, scheduling board and calendar for job tracking.

Tool of choice: "The Nextels, because they do everything we need. It's cheaper than having separate radios."

Future purchasing decisions: "I haven't found anything out there that would increase our efficiency. The Nextel system is a simple system, and it works."

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