

# SIMA

# Fall Education Sale

## STAY ONE STEP AHEAD OF WINTER!

### Training Video Packages on Sale October 1-31, 2009

#### Anti-Icing & Deicing Pro Package:

**Purchase 2 CD Rom Training Sets for \$198\*:**

- *Using Liquids the Smart Way: A Practical Approach to Liquids for Snow & Ice*
- *Creating Stronger Relationships with Your Bulk Salt Suppliers*

**BONUS:** Receive Video 104: Basic Principles for Ice Contract free (\$99 value).

#### Operations Expert Package:

**Purchase 2 CD Rom Training Sets for \$198\*:**

- *Developing a Snow Response Plan*
- *The Right Steps: Sidewalk Management in Snow & Ice*

**BONUS:** Receive a live registration for the October 8th webinar, "Planning for Operational Success in Snow" free (\$99 value).

#### Business Planning Package:

**Purchase 2 CD Rom Training Sets for \$198\*:**

- *Snow Strategies for Tough Times: How to Manage Rising Costs and Protect Your Bottom Line*
- *Understanding Property & Facility Managers: Putting Yourself in Your Customers "Snow" Shoes*

**BONUS:** Receive Video 107: 365 Degrees of Snow & Ice Management free (\$99 value).

#### Snow & Ice for Beginners Package:

**Purchase Training Videos for \$198\*:**

- Video 101: *Basic Snowplowing Techniques*
- Video 102: *Basic Sidewalk Clearing with Snowblowers*

**BONUS:** Receive Video 103: Intermediate Snowplowing free (\$99 value).

**All videos and CD ROM Training Sets will be available for purchase separately for the sale price of \$75\* (\$99 value)**

#### Videos

- Video 101: *Basic Snowplowing Techniques*
- Video 102: *Basic Sidewalk Clearing with Snowblowers*
- Video 103: *Intermediate Snowplowing*
- Video 104: *Basic Principles for Ice Control*
- Video 105: *Using Containment Plows*
- Video 106: *Skid Steer Loaders in the Snow & Ice Industry*
- Video 107: *365 Degrees of Snow and Ice Management*

## SIMAonline

#### CD Rom Training Sets

- *Developing a Snow Response Plan*
- *Using Liquids the Smart Way: A Practical Approach to Liquids for Snow & Ice*
- *Snow Strategies for Tough Times: How to Manage Rising Costs and Protect Your Bottom Line*
- *Salt: Secure Your Supply and Use It Wisely*
- *The Right Steps: Sidewalk Management in Snow & Ice*
- *Creating Stronger Relationships with Bulk Salt Suppliers*
- *Understanding Property & Facility Managers: Putting Yourself in Your Customers Snow Shoes*

**Available separately at <http://webinars.sima.org>**

**\*All orders will have a \$5 shipping fee**

For more information on these limited-time offers visit [www.sima.org](http://www.sima.org) or call **414-375-1940** today!



**Agrium Advanced Technologies**  
2915 Rocky Mountain Ave.,  
Suite 400  
Loveland, CO 80538

**Phone:** 888-757-0072  
**Web site:**  
www.agriumat.com

# Agrium Advanced Technologies

## Company focus:

Agrium Advanced Technologies is the leading manufacturer and marketer of slow- and controlled-release fertilizers, plant protection products and micronutrients for agriculture, golf courses, greenhouses, nurseries, landscapes, lawn care and specialty agriculture. Agrium Advanced Technologies is at the forefront of economic, environmentally friendly technologies. Our company is working hard to provide innovative, cost-saving solutions with slow- and controlled-release products, and we're committed to helping our customers discover smarter ways to grow.

Our non-agricultural brands include POLYON®, DURATION CR®, XCU™, NITROFORM®, and NUTRALENE® slow- and controlled-release fertilizers, AMP™ micronutrients and PRECISE® controlled-release plant protection. These products go into dozens of fertilizer brands and hundreds of blends sold throughout North America, and utilize proprietary advanced-generation technologies to control nutrient release for improved plant growth and environmental performance.

Agrium Advanced Technologies' environmentally friendly fertilizers release nutrients to the soil gradually and consistently over a longer

period of time to meet plant demands. The gradual release increases the efficiency of the fertilizers and minimizes the chance of nutrient losses to the environment through leaching or volatilization.

Agrium Advanced Technologies continues to focus on further advancing enhanced efficiency fertilizers with an emphasis on quality and customer service. We are committed to developing new technologies, products and best practices that will help lawn care professionals do their jobs more efficiently and save money.

## Earth Friendly Turf Product Line:

▶ **POLYON® Controlled-Release Fertilizer**, with its trademarked green color, has been used for years by top golf courses to feed the turf effectively and consistently for months at a time. In fact, POLYON is the No. 1 polymer-coated fertilizer in turf today. POLYON is very affordable in an annual fertilizer program and gives you access to the company's exclusive POLYGRAPH® nutrient prediction software, which customizes programs for your specific growing area.

▶ **DURATION CR® Controlled-Release Fertilizer** uses an advanced-generation polymer-coating technology to gradually meter nutrients

for two months to all season long to meet the turf's needs. Thanks to DURATION CR's enhanced efficiency, lawn care professionals can use up to 25% less nitrogen per year, which is good for the environment and your bottom line.

▶ **XCU™ Slow-Release Fertilizer** brings a major advancement in sulfur-coated urea (SCU) technology. The patented process provides the highest nitrogen content (43%), most durable coating, and is the longest-lasting SCU on the market. XCU provides up to 10 weeks of green, healthy turf.

▶ **NITROFORM® Slow-Release Fertilizer** has been a trusted brand for more than 50 years. With more than two-thirds being water-insoluble nitrogen (WIN), it effectively delivers organic feeding like no other fertilizer by supplying both nitrogen and energy-rich carbon to increase and sustain populations of beneficial microorganisms in the soil.

▶ **NUTRALENE® Slow-Release Fertilizer** is a premium, methylene urea fertilizer trusted by countless turf professionals for dependable, long-lasting performance. NUTRALENE's release is triggered by temperature and microbial activity in unison with plant demand, assuring highly efficient feeding for up to 16 weeks.

**Eddy Gibbs**  
President

# Ameristar Fence Products

## Product focus:

Ameristar® was chartered a quarter-century ago to provide specialty fence products that were more affordable but did not compromise the quality level demanded by specifiers and consumers. This could



be accomplished only by a complete reformation of the way fence products were being manufactured.

Product design was approached from many new perspectives: maximizing high-volume productivity; increasing strength and durability; designing the ultimate level of system security; promoting ease of installation; enhancing aesthetic appearance; and maintaining an environmentally friendly workplace.

A new plant was designed and built to house state-of-the-art roll-forming, metal processing and powder-coating equipment. The result has boosted Ameristar® to its current position as the largest

manufacturer of architectural metal fence systems in the world. Ameristar will maintain its leadership in providing fences of multiple performance capability and design style, within the limitations of applicable building codes and budget allotments.

## Major product lines:

▶ **Montage®** is the new generation of ornamental fencing that is changing America's landscape. Unparalleled quality, now made affordable through new technology and manufacturing processes, has made Montage the No. 1 choice of landscapers across America for both new fence construction and replacement of existing wood, chain-link or PVC fences. The popular Montage Plus® Fence System has been taken to the next level, with 7- and 8-ft.-tall fencing in several styles. All systems include matching gates available for a wide range of opening sizes and, for projects requiring added distinctiveness, special arched gates called Estate Gates are available.

▶ The **Aegis®** ornamental fence system is the strongest steel ornamental fence in the industry. It has a proprietary internal fastening system that eliminates unsightly exterior fasteners and allows the fence to follow changing landscape grades.

## ▶ The **Echelon™**

ornamental fence system offers an aluminum alternative for projects where corrosion considerations are amplified by harsh environmental conditions.

## ▶ **Ameristar's Impasse™**

**Security Fence** (patent pending) offers the resistive strength of heavy-duty ornamental spear-tipped steel pales, vertically secured to a framework of specially formed steel rails and I-beam posts. The stylish design of the Impasse™, combined with its strength and security, provides an effective first line of defense.

## ▶ The addition of

## **Ameristar's Stalwart®**

integrated cabling system provides an anti-ram defense against forced entry, ballistic attack or vehicular impact. The Stalwart® barrier has earned the U.S. Department of State K8 and K12 ratings, successfully stopping a 15,000-pound truck traveling at 40 mph and 50 mph, respectively, within one meter of the fence line.



## Ameristar Fence Products

1555 N. Mingo Road  
Tulsa, OK 74116

**Phone:** 888-333-3422

**Fax:** 877-926-3747

## Web site:

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

## E-mail:

[mktg@ameristarfence.com](mailto:mktg@ameristarfence.com)



**Mission Statement**

Ariens Company has been building premium outdoor power equipment since 1933. The company provides professional snow removal products and the Gravelly brand of commercial mowing equipment. Gravelly commercial mowing equipment includes walk-behind, zero-turn and out-front mowers.



Ariens Deluxe 30 Platinum Snow Blower

**Gravelly, an Ariens Company**

655 West Ryan  
Brillion, WI 54110

**Phone:** 800-472-8359

**Fax:** 920-756-2407

**Web sites:**

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

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

**E-mail:** [cdilger@ariens.com](mailto:cdilger@ariens.com)

# Ariens Company

## Ariens® Deluxe Platinum SNO-THRO® Series

Ariens Company introduces the **Deluxe Platinum SNO-THRO® Series**, which offers powerful 14-in. steel serrated augers to handle serious snowfall. A dual auger belt drive continuously transmits 100% of the engine power directly to the blower head with no maintenance adjustments needed.

Made of an all-steel construction, the Deluxe Platinum series features a heavy-duty aluminum XS GEAR CASE® and three-blade and 14-in. steel impeller. This series also offers reversible skid shoes, standard clean-out tools, 15-in. by 5-in. directional snow tread tires and automatic traction control. Available in two models, the Deluxe 24 Platinum and the Deluxe 30 Platinum, both machines have standard halogen headlights, hand warmers and automatic traction control.



Gravelly 260H XDZ LP Zero-Turn Mower

### ▶ Deluxe 24 Platinum

24-in. clearing width

249cc 1150 series Briggs &

Stratton® engine

21-in. housing height

### ▶ Deluxe 30 Platinum

30-in. clearing width

342cc 1650 series Briggs &

Stratton® engine

21-in. housing height

Additionally, Ariens Deluxe Platinum SNO-THROS have a 3- to 50-ft. throwing distance, 200° Quick-Turn remote chute control and a 2.9-quart fuel capacity. Accessories include a snow cover, which improves airflow and prevents moisture build-up during storage, as well as composite skid shoes, protective cab and drift cutters.

### “Green” Mowers

With high gas prices and heightened awareness of environmental issues, the product development team has been focusing on

alternative-fuel powered equipment. Aimed at reducing emissions, the new alternative-fuel powered introductions guarantee your ability to mow during Ozone Action Day restrictions—all intended to “Keep You Cutting.”

As you look for ways to save on rising fuel costs, the **Gravelly 260H XDZ LP** units have the ability to reduce your fuel use significantly. Other advantages include less noise, the opportunity to qualify for bid work that requires environmental solutions and the option to reduce your impact on the environment.

To see firsthand how these units still maintain the reliability and quality of cut associated with Ariens and Gravelly equipment, spend time at the outside demonstration area Booth No. 6022-D at GIE+EXPO in Louisville, on Oct. 29-30, 2009.

For more information, visit [www.gravelly.com](http://www.gravelly.com).



**Dr. Toni Bucci**  
Business Manager

**Mission Statement**

BASF is committed to the following values: innovation for the success of its customers; safety, health and environmental responsibility; personal and professional competence; sustainable profitable performance; mutual respect and open dialogue; and integrity.



**BASF Professional Turf & Ornamentals**  
26 Davis Drive  
Research Triangle Park,  
NC 27709

**Phone:** 919-547-2000  
**Web sites:**  
[www.betterturf.basf.us](http://www.betterturf.basf.us)  
[www.basfturftalk.com](http://www.basfturftalk.com)

# BASF Professional Turf & Ornamentals

**Product focus:**

Better turf comes from better science. As the world's leading chemical company, BASF invests millions in R&D each year, applying for 1,000 patents a year and literally creating innovations on a daily basis. These investments eventually help lawn care operators control their customers' pests more efficiently, which improves customer satisfaction and increases profit.

BASF Turf & Ornamentals has an innovative product portfolio with a high proportion

of patent-protected products, as well as a strong late-stage R&D pipeline. Its patented and post-patented product offering helps lawn care operators choose the most efficient pest management product for their customers' challenges.

Headquartered in Research Triangle Park, NC, the BASF Turf & Ornamentals business group develops and markets chemical solutions for improving turf quality through pest management, which includes weed, disease and insect control.

**Manufacturing facilities:**

BASF is represented with production and sales facilities worldwide.

**Major product lines:**

The BASF Turf & Ornamentals portfolio includes:

- ▶ Insignia® and Trinity® fungicides;
- ▶ Drive® XLR8, Onetime®, FreeHand™ 1.75G, Segment®, Pendulum® AquaCap™, Basagran® T/O and Image® 70 DG herbicides; and
- ▶ Amdro® Pro insecticide.



# Blizzard Snowplows



to operate as a straight blade. SPEEDWING automatically defaults to the scoop position for straightforward plowing, creating maximum snow containment for pushing and stacking snow. When the blade is angled, the trailing wing automatically drops back in line with the main moldboard, while the leading wing retains its forward position to prevent spillover and utilize the entire blade width.

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

► **LT Straight Blades**—Built for lighter-duty plowing applications, these plows share the same basic features as the

HD straight blades. 7½- and 8-ft. models are available for pickup trucks, SUVs and select utility vehicles.

► **Ice Control Equipment**—BLIZZARD® offers both a low-profile tailgate spreader and the new line of ICE CHASER™ poly/electric hopper spreaders to match your ice control needs.

## Manufacturing facilities:

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

## Technical support:

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

## Product focus:

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

► **POWER PLOW™**—This plow sets the standard in snow removal productivity and versatility. The moldboards hydraulically extend from a compact straight position to an extended WIDE PASS™ straight position, or into a high-capacity BUCKET BLADE™ scoop position—all from the comfort of your cab. Models are available for use on trucks and skid-steer loaders.

► **SPEEDWING™**—This BLIZZARD® exclusive plow like a POWER PLOW but is as easy



**BLIZZARD® Snowplows**  
P.O. Box 245038  
Milwaukee, WI 53224-9538

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



**Mark Tipton**  
Managing Partner

### Mission Statement

To enable profitable growth in landscape companies by leveraging leading edge software technology to control costs, increase efficiency and deliver premier customer service. Our goal is to provide tools to build a better future for you and your company.



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

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

**Fax:** 636-449-3900

**Web site:**

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

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

# BOSS® LM — The Integra Group, Inc.

### Product focus:

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

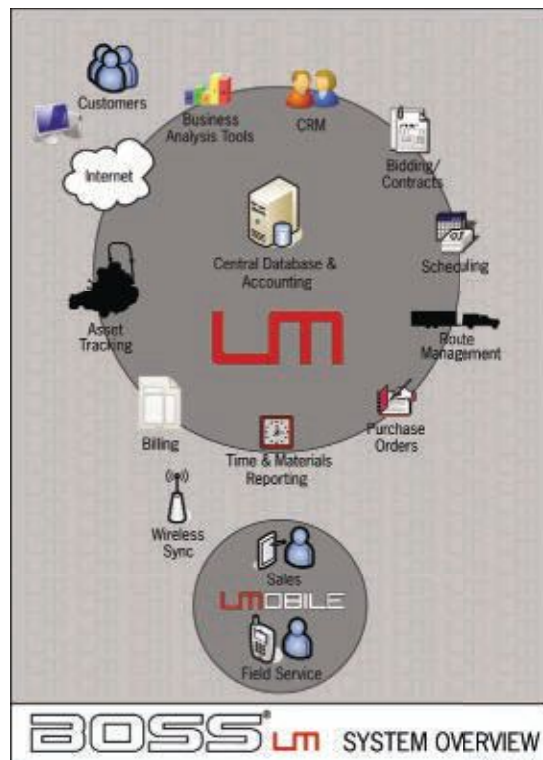
BOSS® LM is enabling companies of all sizes to better understand and manage their businesses by providing greater visibility and control over what is happening on a day-to-day basis. BOSS® LM presents the information you need for strategic planning to improve and expand your business.

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

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

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

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



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

### Technical support:

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

# THE BOSS Snowplow



## Product focus:

Since 1985, THE BOSS Snowplow has made snowplowing efficient and easy with innovative products for professionals and homeowners that set new industry standards for quality, reliability, craftsmanship and performance. Northern Star Industries, Inc. acquired The BOSS Snowplow 24 years ago and quickly became an industry leader and innovator. Using new technology and state-of-the-art engineering, the company has pioneered a number of revolutionary features and equipment additions for snowplows, setting new standards within the industry.

## Manufacturing facility:

All THE BOSS Snowplows are designed, built and put to the ultimate performance test in Michigan's rugged Upper

Peninsula, where winters—and deep snow—are a way of life. THE BOSS Snowplow products are designed and manufactured at the company's ISO 9001:2000-registered facility in Iron Mountain, MI.

## Technical support:

THE BOSS satisfies customer needs by designing and manufacturing quality products and providing extraordinary customer service. Working as a team, the company uses the resourcefulness of its entire workforce to continuously improve its processes and products.

## Major product lines:

BOSS offers its plows in both steel and poly designs. THE BOSS Snowplow line consists of four main categories including:

- ▶ **Power-V Multiposition Plows** for ½- through 2-ton trucks.
  - ▶ Straight-Blade Plows for downsized 4x4s, ½- to 2-ton trucks, and SUVs.
  - ▶ Straight-Blade Snowplows for Skid Steers.
  - ▶ Salt Spreaders for ½- to 1-ton trucks.

## Company innovations:

▶ **SmartHitch® 2**—Changing the standard in snowplow attachment time forever,

Smart-Hitch 2 allows snowplow operators to attach and detach a plow in a matter of seconds in three very simple steps. Smart-Hitch 2 represents the latest in breakthrough technology for snowplow mounting systems.

## ▶ Power-V Multiposition

**Plow**—Synonymous with THE BOSS, the Power-V Plow, introduced and perfected by the company more than two decades ago, is the industry standard for multiposition snowplows.

▶ **SmartLight® 2**—Designed to illuminate in front of your vehicle wider, farther and more consistently than any



other plow light package on the market, SmartLight 2 uses state-of-the-art reflector optics and Halogen InfraRed bulbs to provide a whiter light that is less fatiguing to the eyes.

▶ **SmartShield®**—Setting the standard in the industry for paint finishes, THE BOSS SmartShield baked-on powder-coat paint finish



begins with an exclusive zinc primer before the finish coat is applied. The zinc primer adheres to the metal better, providing superior corrosion resistance and gives each plow a high-gloss shine that keeps your plow looking great for years to come.



**THE BOSS Snowplow**  
P.O. Box 787  
Iron Mountain, MI 49801-0787

**Phone:** 800-286-4155  
**Web site:**  
www.bosspow.com  
**E-mail:**  
sales@bosspow.com



**Blake Smith**  
President

The Decor Group  
Christmas Decor, Inc.  
NiteTime Decor, Inc.

### Mission Statement

The 'light' way to new revenue and additional profits from two proven business systems!



**Christmas Decor**  
**NiteTime Decor**  
7602 University Ave.  
Lubbock, TX 79423

**Phone:** 1-800-687-9551  
**Fax:** 806-722-9627

**Web sites:**  
[www.ChristmasDecor.net](http://www.ChristmasDecor.net)  
[www.NiteTimeDecor.com](http://www.NiteTimeDecor.com)  
**E-mail:**  
[jbush@thedecorgroup.com](mailto:jbush@thedecorgroup.com)

# Christmas Decor, Inc. / Nite Time Decor, Inc.

The Decor Group has helped more than 375 service companies achieve greater success with its unique franchise concepts. Times like these call for action and positive steps to better position yourself for success. Our systems work and can give you the edge you need to zoom past competitors.

The Decor Group diligently works to ensure the success of all of our franchises. No other franchisor will do more to train, support and encourage its franchisees. By providing an extensive range of educational programs, technical support, in-the-field site visits, specification assistance and marketing support, we set the standard in total franchisee support. We were named a 2008 Top Ten Home Improvement Franchise by *Entrepreneur* magazine and AOL.

### The holiday season can provide many opportunities for your business:

► **Christmas Decor** is a proven system that will help you provide professional holiday decorating services to homes and businesses using many of your existing assets. Trucks, equipment and employees produce more. Our franchisees earn an average of 28% net profit, and can produce \$2,698



per day with a three-person crew! We train and support you, and give you access to our exclusive product lines year-round. Contact us today for a complimentary Christmas Decor Market Assessment of your area! Call 1-800-687-9551 or visit [www.christmasdecor.net](http://www.christmasdecor.net).

► **NiteTime Décor** is our architectural and landscape lighting system, and the demand for this service continues to grow! Tap into this exciting industry to diversify your services and earn higher margins. Our training and support system teaches you to operate more efficiently while commanding a higher price for your service. Call to find out how our franchisees earn an average sale of \$3,765—earning about \$100 gross profit per man



hour. Contact us today for a complimentary NiteTime Decor Market Assessment to see your territory's potential. Call 1-800-687-9551 or visit [www.nitetimedecor.com](http://www.nitetimedecor.com).

# Collier Metal Specialties LTD



## Mission Statement

To provide customers quality landscape products, rapid turn-around time and excellent customer service..

**Collier Metal Specialties LTD**  
3333 Miller Park South  
Garland, TX 75042

**Phone:** 800-829-8225  
**Fax:** 972-494-1605  
**Web site:** [www.colmet.com](http://www.colmet.com)  
**E-mail:** [sales@colmet.com](mailto:sales@colmet.com)

## Product focus:

Collier Metal Specialties LTD/COL-MET manufactures an extensive line of steel landscape edging and edging accessories for residential and commercial use. Product line ranges from 14-ga-¼-in. thickness, 4- to 6-in. heights and durable powder coat colors green, brown and black. COL-MET edging products offer professional landscapers "the first choice" for long-lasting, heavy gauge steel that provides attractive landscape areas separation that stays in place for years. Quick and easy installation and less cost make steel edging a better value than any other durable edging product available.

of the overall landscape scene. Other popular applications include brick and stone containment, borders for gravel and asphalt walkways, drives and paths. For years, steel edging has been the choice of professionals who design and build landscape projects at many national monuments, corporate headquarters, college campuses, institutions and resort properties in America.

COL-MET edging products are manufactured from hot-rolled, low-carbon steel that can be easily formed on the job to just about any configuration with minimal radius restrictions depending on the product. Polyester powder coating provides a durable finish that is formulated to withstand outdoor exposure that is used commonly on playground and outdoor power equipment.

Planting beds and tree rings are the most common uses of COL-Met steel edging, to provide a clean-cut separation of planting beds and other areas without being a noticeable part

