



George Kinkead
President

Turfco Direct

Company focus:

We created Turfco Direct to give you full access to the people who make, sell and know how to service the machines you use. From buying and servicing equipment, to getting direct answers to your renovation questions, we make it easier for you to focus on what matters most—getting the work done. And we've made the work easier, too. By taking a 360° look at each renovation task, we've learned how to build equipment that is intuitive to how you work. From unloading and operating to transporting and servicing, we've engineered "easy" into every piece of equipment we make.

Turfco Direct advantages

› Innovative, Quality Products:

Our innovative products are built to withstand the most rigorous duty in the field, to increase productivity and to satisfy the toughest critics. When you buy from Turfco Direct, you are maximizing uptime and profits.

› Order Direct—"5+ Years of Selling Directly To You":

Call Turfco Direct and we will personally help you choose the right equipment for your needs, walk you through your purchasing options and arrange for equipment delivery.

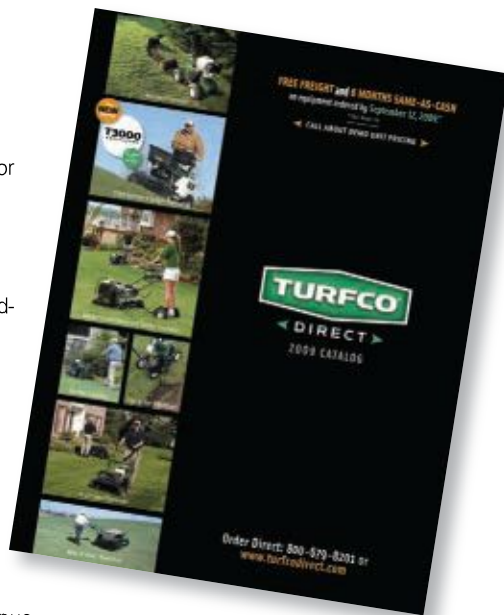
› **Profit Tools:** Turfco Direct provides professionally designed

brochures and door hangers to help sell your aeration, overseeding, landscaping or bed-shaping services. These tools are available to all Turfco Direct customers at a low cost to help you grow your customer base and increase revenue.

› **14-Day Trial:** We're so confident you'll like our equipment, we offer a 14-day trial period. During that time, you can return the equipment to Turfco Direct for a refund if it does not perform to your expectations.

› **2-Year Warranty:** Turfco stands behind its products with an industry-leading, two-year warranty against defects on its lawn-care products used for commercial applications or one full year for products used for rental purposes.

› **Service/Support:** We know downtime costs you money. That's why our team of turf renovation experts is available to help you with parts or technical assistance. Call or get 24-hour access to our service center via www.turfcodirect.com. You'll find exploded parts drawings, convenient online ordering and technical assistance. If needed,



Call For Your Free Catalog 800-679-8201

we can work with your local repair center.

› **Parts/Shipping:** The last thing we want is for you to wait around for equipment or parts. The Turfco Direct shipping department prides itself on super-fast delivery. Parts ordered by 2 p.m. CST are shipped the same day via ground or next-day service, and equipment orders are shipped within 48 hours. There is no minimum order and you can check the status of your shipment online at www.turfcodirect.com by clicking on "Track Your Shipment."

› **Quick Financing:** Turfco Direct offers a variety of financing options. Apply by phone, fax or through our website, and receive your notice in just half an hour.

Turfco Direct
101st Ave. NE
Minneapolis, MN 55449-4420

Phone: 800-679-8201
Web site:
www.turfcodirect.com



Ken Hutcheson
President

Mission Statement

To provide our customers with the highest quality landscape management program at competitive prices through a national organization of dedicated local owner operators and their employees, supported by the expertise of today's most accomplished industry leaders. In pursuit of excellence we are committed to honest and forthright dealings with our customers, our employees and our vendors.



U.S. Lawns Inc.
4407 Vineland Road
Suite D-15
Orlando, FL 32811

Phone: 866-781-4875

Fax: 407-246-1623

Web site:
www.uslawns.com

E-mail:
franchise@uslawns.net

U.S. Lawns Inc.

Commercial landscape management since 1986

Commercial landscape management is one of the most sustainable new businesses you can start. Mother Nature is on your side. Grass and plants grow every day. Commercial property landscape must be maintained. And that's where you come in. More than 200 franchisees have started right where you are now, some with a landscaping background, some without, but all with one thing in common: the desire to succeed as a business owner.

Business to business results in economic stability

Annual commercial contracts produce recurring income. As a U.S. Lawns franchisee, you support only commercial accounts—no residential. You will provide landscape management services to commercial office buildings and centers, apartment complexes, homeowners associations, banks, municipalities and more. Commercial properties need professional business partners to maintain their landscapes year-round and supply them with an accurate accounting of costs and quality control. Our proven model allows your business to consistently grow, regardless of the economy.

Low investment/overhead

We set ourselves apart from many franchise systems by maintaining a low overhead structure. Avoid the expensive build-outs that many concepts require. You acquire office space, and add labor and equipment as you grow your commercial clientele.

U.S. Lawns is extensive and provides you with a competitive edge in your market. You won't have to hire an in-house team or consultants to advise you. You will have access to a full staff of experts in all areas of commercial landscape maintenance, business and accounting.

You will receive ongoing

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LOCAL COMMITMENT

U.S. LAWNS
Commercial Landscape Management of its Best

THINKING ABOUT BECOMING
A BUSINESS OWNER?
We can help.
We start with you. We stay with you.

Our Franchise Support Team has over 260 years of combined landscape industry experience to assist you with industry knowledge.

No prior experience necessary

If you do not have landscape industry experience and/or you have no experience starting or expanding your own business, no worries. Our comprehensive training program and ongoing support provides you with the tools to get your business off the ground. Our experienced industry professionals will support and train you to use your sales and management abilities to build the business, while your crews service the properties.

Systems and support

The operational systems and support you will receive from

one-on-one mentoring in bidding and estimating, financial management, routing and scheduling, marketing, and customer acquisition. You'll benefit from our corporate purchasing power for your equipment and supplies. We have support and training for your office procedures and human resource needs.

Like your family and friends, we are here to support your success every day.

➤ **For more information** about joining the U.S. Lawns team, please contact: Brandon Moxam, Director of Franchise Recruiting, at 866-781-4875 or franchise@uslawns.net.

Visual Impact Imaging



- ▶ Perspective tool smoothly lays hardscape elements into your design.
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- ▶ Windows XP/Vista compatible.

Product focus:

Visual Impact Imaging is the leading provider of professional software for the landscape industry. We are committed to providing the green industry the most advanced technological tools, user-friendly interface and widely compatible platform, making **EARTHSCAPES** an integral component for every landscape company, regardless of its size. This exclusive advantage is based on Visual Impact Imaging's strategic partnership with the Corel Corp. Together, we develop the ultimate software that enables designers to transform their ideas into professional results. Since 1993, the combination of vision, business management and focus on customer service

has made Visual Impact Imaging the leader of the landscape design software industry.

EARTHSCAPES features:

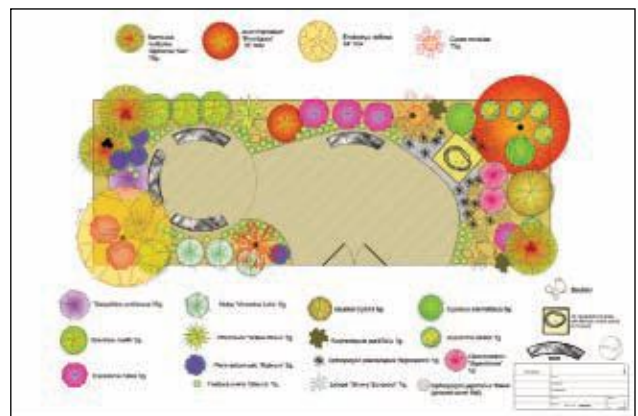
- ▶ Photo imaging with high-resolution plant library—picture-perfect quality.
- ▶ Texture tool paints on grass, hardscapes and mulch.

▶ Free technical support. To maximize your business it is absolutely critical to communicate with your customers efficiently and effectively. The very best way to do that is with visuals, using Visual Impact Imaging's **EARTHSCAPES** landscape design software.



Visual Impact Imaging
241 W. Federal St.
Youngstown, OH 44503

Phone: 330-259-7661
Fax: 330-746-6863
Web site:
www.visualimpactimaging.com
E-mail:
sales@visualimpactimaging.com





Bob Walker
President

Mission Statement

The only way for a small company to enter an established product market and stay there is to design products with irresistible superiority and uncompromising quality. A conventional product with conventional performance may be acceptable and even attractive when offered by a large established company; the same company cannot hope to survive in the marketplace where profit margins are small, competition is strong, and consumer loyalty to existing product lines is great.

Walker Manufacturing Co.
5925 E. Harmony Road
Fort Collins, CO 80528

Phone: 1-800-279-8537

Fax: 1-970-221-5619

Web site:

www.walkermowers.com

E-mail:

info@walkermowers.com

Walker Manufacturing Co.

Product focus:

▶ WALKER RIDING MOWERS MEAN "PRODUCTIVITY"

Contractors, municipalities and homeowners alike are finding the Walker Riding Mower to be one of the most compact zero-turn radius mowers available. The tractor's size and maneuverability are designed to fit and do the work of mid-size walk-behind mowers with the increased productivity of a rider. Ten tractor models are offered from 13- to 31-hp with gas or diesel engines, and 13 mower deck sizes range from 36-74-in. with grass collection, side discharge or mulching capability. All decks tilt up to 90 degrees for easy maintenance and compact storage.

In conjunction with Kohler Engines, Walker has become an industry leader for Electronic Fuel Injection (EFI) designs in power equipment—an efficiency that offers easy starting over a wide temperature range, less maintenance, and improved throttle response; along with considerable fuel savings.



Manufacturing facility:

Walker Mowers are hand crafted in our 216,000-sq.-ft. facility in Fort Collins, CO. Walker takes pride in being more than an assembly shop. We have a full metal fabrication area and a full staff of highly skilled welders. Our average term of employment is over nine years.

Technical and sales support:

Walker sells through two-



step distribution throughout North America and around the world. Our distributors are factory supported for service but have their own in-house technical staff to support their dealer network.

Major product lines:

Commercial riding mowers and a full range of attachments make the Walker Mower a work horse all year long.



Western Products



productivity. It's available in steel or poly in three sizes: 7½, 8½ and 9½ feet.

➤ **PRO PLUS®**—Since its introduction, the PRO PLUS has been a bestseller that's big, tough and built to last. Designed for heavy-duty commercial and municipal applications, the PRO PLUS line fits a wide range of vehicles, from ¾-ton to F550-size trucks.

➤ **PRO-PLOW® & POLY PRO-PLOW®**—Leave it to the Pros. Designed to meet the requirements of the professional plower, the 7½- and 8-ft. PRO-PLOW models are available in both powder-coated steel and maintenance-free poly. An 8½-ft. model is offered in steel only.

➤ **Heavy Weight**—With the largest blade available from WESTERN®, Heavy Weight plows are ideal for all-purpose, low-speed plowing. They are a great choice for clearing local streets, parks, county roads and large parking lots.

➤ **MIDWEIGHT™**—As a leaner plow with lots of muscle, the 7½-ft. MIDWEIGHT is a high-performance plow designed for personal and light commercial use. It's available in powder-coated steel or high-density polyethylene.

➤ **HTS™**—The new WESTERN® HTS snowplow is a full-size,

full-featured plow designed for today's lighter half-ton 4WD pickup trucks. It handles standard-duty commercial and extended-use homeowner applications, providing pro-like performance without the extra weight.

➤ **Ice Control Equipment**—WESTERN® offers a full line of spreaders. Choose from ICE BREAKER™ hopper spreaders in 7-, 8-, 9- and 10-ft. lengths or the redesigned TORNADO™ poly/electric hopper spreader in 7- and 8-ft. lengths. A variety of top-performing tailgate spreaders are also available.

Manufacturing facilities:

Western Products' 150,000-sq.-ft. manufacturing facility is in Milwaukee. As a division of Douglas Dynamics, LLC, the country's leading manufacturer of snow and ice removal equipment, WESTERN® products and components are also manufactured in Douglas Dynamics' facilities in Rockland, ME, and Johnson City, TN.



Product focus:

For 59 years, WESTERN® snowplows have been the choice of the professional plower. Major product lines include:

➤ **WIDE-OUT™ Adjustable Wing Snowplow**—The WIDE-OUT features a 9-ft. scoop and 8- to 10-ft. straight blade. With the leading wing angled forward, it delivers the ultimate in high-capacity windrowing. At the touch of a button, WIDE-OUT hydraulically transforms to perfectly match every plowing condition, delivering time-saving performance at each job site. It's the one plow that does it all.

➤ **MVP Plus™**—As the ultimate in speed and efficiency, the MVP Plus line takes V-plow performance to the next level with industry-leading speed and



Western Products
7777 N. 73rd St.
Milwaukee, WI 53223

Web site:
www.westernplows.com
Contact:
info@westernplows.com

ADVERTISER	AD PAGE	PROFILE PAGE
Agrium	3, 21-28	112
Agrotain	106	
Alocet	80	141
Ameristar	15	113
Ariens	75	114
BASF	31	115
Blizzard Corp	47	116
Boss Snowplows	69	118
Christmas Décor	60, 101	119
Collier Metal	51	120
Cover All Building Systems	61	121
DeWitt	76	122
Dig Corp	55	123
Dow Agro	1	124
Drafix	20	125
DuPont	17	126
Empire State Green Industry Show	62	
Finn Corp	81	127
Fisher Plows	85	128
Focal Point Communications	79	129
Hilliard Corp	16	130
Horizon	50	131
Hortica	9	132

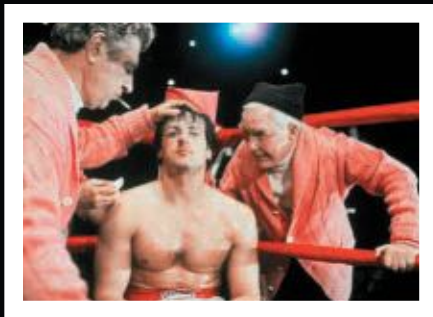
ADVERTISER	AD PAGE	PROFILE PAGE
Husqvana	63, 65	133
Hustler	11	134
Integra Group	72	117
J P Horizons	66	
L T Rich	18	135
Lebanon Turf	7	136
Mauget	29	
Mid Am	32	137
Modeco Systems	97	138
P B I Gordon	19	139
Pro-Tech Mfg	13	140

NOTES

ADVERTISER	AD PAGE	PROFILE PAGE
R & K Spray	14	142
Rainbird	5, 67, 33-44	143
Real Green Systems	49	144
Reddick Equipment	12	145
Reina Law	52	146
Sepro	CV3	147
Solu-Cal	6	148
Target	91	149

ADVERTISER	AD PAGE	PROFILE PAGE
Toro	71, 73	150
Trynex	58	
Turf Products	98	
Turco	70	151
U S Lawns	CV2	152
Visual Impact	59	153
Walker Mfg	66, CV4	154
Western Products	77	155

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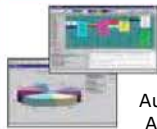
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<ol style="list-style-type: none"> 1. Publication Title: LANDSCAPE MANAGEMENT 2. Publication Number: 0894-1254 3. Filing Date: 9/11/09 4. Issue Frequency: Monthly 5. Number of Issues Published Annually: 12 6. Annual Subscription Price: Free to Qualified 7. Complete Mailing Address of Known Office of Publication (Not Printer): Questex Media, Inc., 306 West Michigan Street, Suite 200, Duluth, St. Louis County, MN 55802-1610 Contact Person: Heidi Spangler Telephone: (216)706-3705 8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not Printer): Questex Media Group, Inc. 275 Grove St. Ste. 2-130, Newton, MA 02466 9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor: Publisher: Kevin Stoltman, Questex Media Group, Inc., 600 Superior Ave. East, Suite 1100, Cleveland, Ohio 44114 Editor: Marty Whitford, Questex Media Group, Inc., 600 Superior Ave. East, Suite 1100, Cleveland, Ohio 44114 Managing Editor: Daniel G. 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Publication of Statement of Ownership for a Requester Publication is required. Will be printed in the October 2009 issue of this publication</p> <p>17. Signature and Title of Editor, Publisher, Business Manager, or Owner: Heidi Spangler, Director of Audience Development Date: 9/11/09</p> <p>I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanction</p>		Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date	A. Total Number of Copies (Net press run)	57,734	54,228	B. Legitimate Paid and/or Requested Distribution (By Mail and Outside the Mail)			1. Individual Paid/Requested Mail Subscriptions Stated on PS Form 3541	53,553	46,585	2. 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	Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date																																																		
A. Total Number of Copies (Net press run)	57,734	54,228																																																		
B. Legitimate Paid and/or Requested Distribution (By Mail and Outside the Mail)																																																				
1. Individual Paid/Requested Mail Subscriptions Stated on PS Form 3541	53,553	46,585																																																		
2. Copies Requested by Employers for Distribution to Employees by Name or Position Stated on Form 3541	0	0																																																		
3. Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS	170	193																																																		
4. Requested Copies Distributed by Other Mail Classes Through the USPS	0	0																																																		
C. Total Paid and/or Requested Distribution	53,723	46,778																																																		
D. Nonrequested Distribution (By Mail and Outside the Mail)																																																				
1. Nonrequested Copies Stated on PS Form 3541	3,631	7,154																																																		
2. Nonrequested Copies Distributed Through the USPS by Other Classes of Mail	0	0																																																		
3. Nonrequested Copies Distributed Outside the Mail	121	34																																																		
E. Total Nonrequested Distribution	3,752	7,188																																																		
F. Total Distribution	57,475	53,966																																																		
G. Copies Not Distributed	259	262																																																		
H. Total	57,734	54,228																																																		
I. Percent Paid and/or Requested Circulation	93.47%	86.68%																																																		

LANDSCAPE MANAGEMENT (ISSN 0894-1254) is published monthly (12 issues per year) by Questex Media Group, Inc., 306 W Michigan St, Suite 200, Duluth, MN 55802. **Subscription rates:** one year, \$54, two years \$76 in the United States & Possessions; \$87 for one year, \$127 for two years in Canada and Mexico; all other countries \$165 for one year, \$248 for two years. For airmail delivery, include an additional \$75 per order annually. Single copies (pre-paid only): \$8 in the United States; \$10 in Canada and Mexico; \$15 in all other countries. Back issues, if available: \$16 in the U.S.; \$20 in Canada and Mexico; \$30 in all other countries. Add \$6.50 per order for shipping and handling. **Periodicals postage paid** at Duluth, MN 55806 and additional mailing offices. **POSTMASTER:** Please send address changes to *Landscape Management*, P.O. Box 1268, Skokie, IL 60076-8268. Canadian G.S.T. number: 840 033 278 RT0001. Publications Mail Agreement Number 40017597. Printed in the U.S.A.

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Help set the record straight

S*martMoney* makes quite a living systematically tarnishing the reputations and threatening the livelihoods of all types of professionals. Its often-shoddy journalism produces a plethora of dirty laundry lists — “10 Things (fill in the blank) Won’t Tell You.”

Some of the magazine’s recent one-sided slams include “10 Things Your Contractor Won’t Tell You,” “10 Things Your Cable Company Won’t Tell You,” “10 Things Your Financial Planner Won’t Tell You,” “10 Things Your Lawyer Won’t Tell You,” “10 Things the IRS Won’t Tell You,” and even “10 Things Your iPod Won’t Tell You.”

SmartMoney’s lazy, cookie-cutter approach to investigative journalism recently smeared landscape and lawn care professionals with its dirty, broad brush. On July 31, *SmartMoney* published “10 Things Your Landscaper Won’t Tell You.” In his lopsided, so-called exposé, *SmartMoney* contributing editor Michael Kaplan claims landscapers think deep down inside but never say aloud:

1. “My sprays are real killers, all right.”
2. “Don’t expect a refund if your garden croaks.”
3. “I’m not qualified to do the job, but that won’t stop me.”
4. “My budget grows like a weed.”
5. “... but meanwhile, I’m reaping big savings.”
6. “All plants are not created equal.”
7. “I don’t always finish what I start.”
8. “What I’m doing won’t necessarily make your home more valuable.”
9. “My workers chug your beer when they should be mowing your lawn.”
10. “It’s my fault the neighbors hate you.”

Offended? I don’t blame you. If you’re not offended by all 10 counts, you might be guilty of a few of the charges. Please take five minutes to read the entire article at www.smartmoney.com/spending/for-the-home/10-Things-Your-Landscaper-Won't-Tell-You-12698/. Reread each of the 10 accusations flung by *SmartMoney* and take a hard look in the mirror. If the shoe fits ... *repair* it promptly.

Having met many of you, seen your incredible work and spoken with your customers, I know these allegations are untrue — for the most part. Sure, a few in the profession sometimes fall short of expectations or standards, but these people and instances are rare exceptions to the rule.

A few years ago, when I was managing editor of *Pest Management Professional*, *LM*’s sister publication, *SmartMoney* published the similarly sleazy “10 Things Your Exterminator Won’t Tell You.” We mobilized the industry and launched a counterattack.

Please join us in turning the spotlight 180 degrees, placing it squarely on *SmartMoney* and exposing its sensationalism masqueraded as journalism.

We cannot afford to sit quietly while others attack our reputations, professionalism and livelihoods. It’s tough enough out there. We really don’t need to add “complete lack of public trust” to our already-weighty business barriers.

DEFEND OUR PROFESSION

SmartMoney has assembled quite an arsenal of “10 Things (fill in the blank) Won’t Tell You” — so many, it’s in the process of publishing a book compiling such trash talk.

Let’s band together, e-mail these folks and set the record straight. We need *SmartMoney* to pull its slam on the Green Industry from its Web site and “10 Things ...” book manuscript. Please craft your “10 Things *SmartMoney* Won’t Tell You About Landscape Professionals” and e-mail it today to:

- ▶ letters@smartmoney.com
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