



Tom Jessen
Founder

PermaGreen Supreme



Company focus:

PermaGreen Supreme, Inc. was founded in 1980 as a lawn care company, making its way by pulling hoses on lawns. It was not long before founder Tom Jessen developed innovative turf application technologies such as Low Volume (1 gallon/ thousand) spraying; the first commercially available Injection Gun System; and the first Ride-On Spreader Sprayer, which vastly increased production numbers and reduced operator fatigue. Ten-thousand spreader sprayers later, the concept has remained the same: a powerful mechanized rider, fast enough to treat 1 million square feet per day, yet small enough to fit through 36-in. gates and treat tiny lawns.

The PermaGreen™ philosophy is: "One machine that you'll use every day on almost

every lawn." It virtually eliminates walking and pushing, generates huge profits through increased production and gives employees very favorable working conditions. In today's market you can't compete using your feet.

PermaGreen™ is more than a great machine.

› **Knowledgeable and**

professional customer service:

Our Tech Support team includes former lawn care owners and technicians, in addition to former assembly line people, who know every nut and bolt of every machine we have ever built. Getting parts is fast and simple, thanks to our extremely knowledgeable technical staff and \$2 million parts inventory.

› **We stand behind you all the way:**

We are certain you'll *love* your

PermaGreen™. To prove it, we offer a 30-day buyback guarantee and a 1-year warranty. PermaGreen™ also offers the largest dealer and repair center network in the industry.

› **Ideas to help you thrive not just survive:**

PermaGreen™ offers a free, comprehensive consultation to help you accomplish your business goals. Our Tactical Handbook (written by lawn care pros with more than 100 years of experience) offers a wealth of business tips for maximizing the output and effectiveness of your operation.

Call 800-346-2001 or visit permagreen.com for a free handbook and dealer locations.

PermaGreen Supreme
5609 Murvihill Road
Valparaiso, IN 46383

Phone: 800-346-2001

Fax: 219-476-7113

Web site:

www.permagreen.com

Mission Statement

We are a team dedicated to helping our customers fulfill their dreams by providing quality brick products and unmatched service to make it easy for them to build beautiful homes and buildings.

Pine Hall Brick Company



Product focus:

Pine Hall Brick enjoys a long history of commitment to our employees, the communities where we operate, our customers and the environment.

Since 1922, our policies, products and actions have been coordinated to harmonize with our natural surroundings including earth, water and air.

Our products can also help qualify for LEED certification in these categories:

- ▶ Sustainable Sites: Credit 6 Stormwater Design
- ▶ Sustainable Sites: Credit 7 Heat Island Effect-Non Roof
- ▶ Energy & Atmosphere: Credit 1 Optimize Energy Performance
- ▶ Materials & Resources: Credit 2 Construction Waste Management
- ▶ Materials & Resources: Credit 3 Materials Reuse
- ▶ Materials & Resources: Credit 4 Recycled Content

- ▶ Materials & Resources: Credit 5 Regional Materials
- ▶ Innovation & Design: Credit 1.2 Life Cycle Cost & Durability

Major product lines:

StormPave and **RainPave** permeable clay pavers allow rainwater to filter down through a specially constructed paving system and dissipate into the soil, rather than carry excess pollutants into storm drains. **StormPave** permeable clay pavers are perfect for institutional and commercial projects where impervious surface restrictions apply and joint openings need to meet ADA restrictions (> 1/2-in.).

RainPave Rumbled permeable clay pavers are also available.

Our rose color pavers contain 53% pre-consumer recycled content and also qualify for the Solar Reflectance Index (SRI<29).

City Cobble pavers offer a cobblestone look, which is the most popular look in segmental paving today. This 2 1/4-in. product includes two sizes, a 5 1/2-in. square and a 5 1/2-in. x 8-in. rectangle, and when they are installed in an "i" or modified herringbone pattern, they give a random cobble look reminiscent of ancient walkways laid in stone. **City Cobble** is easier to install because it's 10% smaller size allows the rectangles to be easily handled without special clamps or grippers. The Siesta color contains 54% pre-consumer recycled content and also qualifies for the Solar Reflectance Index (SRI<29).



Pine Hall Brick Co.
2701 Shorefair Drive
Winston-Salem, NC 27105

Phone: 800-334-8689
Fax: 336-721-7517
Web sites:
www.americaspriemierpaver.com
www.pinehallbrick.com
E-mail:
info@pinehallbrick.com

Progressive Commercial Insurance



If you use a car or truck in your small business, feel confident that you're protected from the unexpected with commercial auto insurance.

Join the hundreds of thousands of business owners who trust us with their insurance needs and have made us the #1 truck insurance company.

Quotes that save you time and money

Getting a Progressive Commercial auto insurance quote with a local agent takes just a few minutes.

To get started, call us at 1-888-806-9598. We'll give you a list of local agents to contact for personal service, or

connect you with an inside sales representative who can give you a quote over the phone.

Claims service that gets you back to work fast

You work hard to keep your truck on the road so you can grow your business. Choose a company that helps you get your truck repaired fast so you can get back to work.

Progressive has more than 1,000 claims representatives that specialize in commercial claims, including heavy trucks. Nearly half of the heavy truck claims we handle are fully processed within the first week—that's almost three times faster than a claim

handled by an independent adjuster.

You can also get coverages that will cover a rental vehicle or provide downtime payments. That way, your business will stay profitable if your truck's out of commission.

Customer service, your way

If you need to add a driver, switch a vehicle or just pay a bill, you can contact your agent, log in to your policy online, or call us directly any time.

Progressive Casualty Ins. Co. and its affiliates, Mayfield Village, OH. No. 1 truck from Highline Data's 2009 national written premium data.

Progressive
6300 Wilson Mills Road
Mayfield Village, OH 44143

Phone: 888-806-9598
Web site:
www.progressivecommercial.com

Paul Jackson
 Founder

Mission Statement

Alocet Incorporated is built on the belief that solid business processes create solid companies. It is our mission to be the leader in accounting software add-ons by challenging our customers to adopt software and online systems that free up time from administrative tasks in order to focus on what makes them profitable.



QXpress Scheduling Software

57 Spadina Ave., Suite 210
 Toronto, Ontario
 M5V 2J2 Canada

Phone: 888-QXpress

Fax: 416-640-6027

Web site:

www.qxpress.com

E-mail: info@alocet.com

QXpress Scheduling Software

Product focus:

QXpress is the scheduling software of choice for green industry companies who use QuickBooks.

QXpress is a true QuickBooks add-on that turns your favorite accounting package into top-rated, industry-specific management software by adding scheduling, job costing and invoicing capabilities.

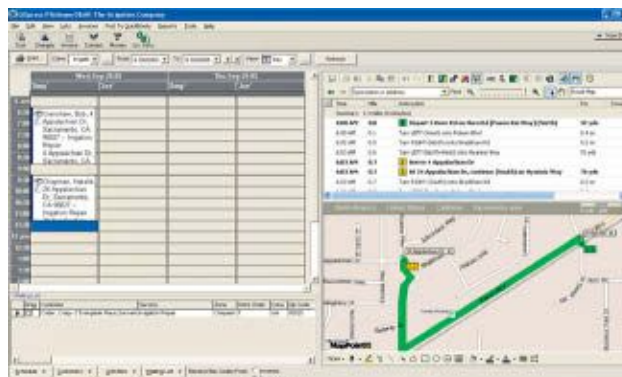
You don't have to learn a whole new system—you can just add industry-specific functionality to your existing QuickBooks.

Highlighted QXpress features:

- ▶ Instantly integrate with your entire QuickBooks database with one click.
- ▶ Real-time synchronization: i.e. when a customer is added in QuickBooks, it instantly appears in QXpress and vice versa.
- ▶ Scheduled services turn into QuickBooks invoices, minimizing data entry and mistakes.



- ▶ QXpress comes with a built-in "Template Designer" to fully customize work orders, invoices, etc.
- ▶ QX Mapping™ uses highly advanced logic to re-route services to the optimal technician, day and time.
- ▶ QX Mobile™ is the most advanced handheld software available for the industry, allowing wireless synchronizing, remote printing, signature capture and a customizable data-entry screen.



QXpress Online:

A customizable, web-based version of QXpress Scheduling Software is now available. QXpress Online is completely customizable, so you can create your ideal scheduling add-on for QuickBooks. Simply edit existing screens, or create your own screens, tables, fields, forms, buttons and entire business processes using drag and drop wizards (no coding!).

With QXpress Online, you can access your QXpress and QuickBooks data from anywhere with an Internet connection. Using patent-pending real-time sync technology, it is the first and only web-based field service app to sync with QuickBooks in real-time.

In addition to scheduling capabilities, QXpress Online also includes a full featured CRM, customer portal and automatic backups of your database. To see a full list of features, visit www.qxpressonline.com.

Sales & technical support:

Sales and support can be reached Monday through Friday from 9 a.m. - 6 p.m. EST at 888-QXpress. Call sales for a free online demo or view movie tutorials at www.qxpress.com/MovieTutorials.

Walter K. Byrd
President

R&K Pump & Equipment

Product focus:

R&K Pump & Equipment manufactures sprayers for the lawn care, pest control, aquatics, nursery and agricultural industries. With 30 years of experience in the spray equipment industry, we produce

more than 50 models with various pump, engine and hose reel options to meet every spraying need. Our exclusive all-welded aircraft-grade aluminum frames

allow us to produce a high-strength, lightweight piece of equipment that will never rust and never needs painting.

Manufacturing facility:

Located in Pompano Beach, FL, since 1980, R&K is proud to be an American manufacturer. All welding, fabrication and assembly is completed in-house to ensure quality control and on-time deliveries. Our shops are organized into work cells that can easily be adjusted to build a custom unit or 100 production units just as efficiently. We manufacture for some of the largest fleets in the lawn care and pest control industries and provide maintenance for more than 1,500 commercial spray units.

Major product lines:

➤ **Lawn/Turf Care Trucks.**



Truck-mounted spray systems are available from 200 to 1,600 gallons.

We offer complete turnkey body and chassis combinations, or we can custom build on your existing vehicle.

➤ **Pro-Series Skid Mounted Units.** Skid units range in size from 50 to 600 gallons with poly or fiberglass tanks and more

than a dozen pump and engine combinations. These units offer exceptional service at an economic price.

➤ **Portable Commercial Sprayers.** Our 50-, 100- and 200-gallon 4-wheel carts and 2-wheel trailers are available with boom spray options and hose reel accessories to match any spraying application.



R&K Pump & Equipment, Inc.
500 NE 28th St.
Pompano Beach, FL 33064

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Fax: 888-229-4341
Web site:
www.randkpump.com
E-mail:
ken@randkpump.com

Anthony “Tony” LaFetra
President

Corporate Philosophy

Water is a precious resource—and the need for each of us to use it wisely has never been greater.

As the world’s largest provider of irrigation products and services, Rain Bird leverages state-of-the-art technologies that help our customers use water effectively and responsibly. From smart controllers to pressure regulating rotors and low-volume drip irrigation, Rain Bird creates products that use water efficiently.

Through partnerships and educational initiatives, Rain Bird also strives to create opportunities for our industry partners to become better stewards of this essential resource.

To learn how The Intelligent Use of Water™ philosophy is woven into every aspect of the Rain Bird organization, visit www.rainbird.com/iuow.

Rain Bird
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Azusa, CA 91702

Phone: 1-800-RAINBIRD
(1-800-724-6247)

Web site:
www.rainbird.com

Twitter: @RainBirdCorp

Facebook: www.facebook.com/RainBirdCorp

YouTube: www.youtube.com/RainBirdCorp

Rain Bird

A History of Innovation

For more than 75 years, Rain Bird has offered the world’s most trusted line of irrigation products for homes, commercial developments, farms, golf courses and sports arenas. A true industry pioneer, Rain Bird has been awarded more than 130 patents, including its first in 1935 for the original horizontal action impact drive sprinkler.

Today, Rain Bird continues that same spirit of innovation at one of the most comprehensive irrigation testing facilities in the world. At this facility, Rain Bird engineers evaluate products under the most demanding conditions, helping ensure unsurpassed product performance and durability while finding more efficient ways to provide the moisture that turf and plants need to thrive.

Quality products for top performance

▶ **Controllers.** Rain Bird is known for introducing groundbreaking controller technology, and the new ESP-LXD is no exception. This controller combines the programming ease of traditional controllers with the flexibility and cost savings of two-wire decoder systems. Another recent innovation, the new Landscape Irrigation and Maintenance Remote (LIMR), enables a single crew member to communicate with a system’s



controller from a distance to perform tasks that formerly required a two-person team.

▶ **Drip Irrigation.**

Rain Bird’s drip irrigation products continue to provide outstanding water efficiency. Unaffected by wind or evaporation, XF-SDI Series Subsurface Dripline effectively irrigates turf, shrubs and groundcover with 30% to 70% less water than overhead sprays. Patent-pending Copper Shield™ Technology protects the dripline’s emitters from root intrusion without the use of chemically-treated filters.

▶ **Sprays and Rotors.** For

decades, Rain Bird’s sprays and rotors have developed a proven track record of unmatched performance. With integrated pressure regulation, Rain Bird’s 1800-PRS spray heads eliminate inefficient misting and fogging. And Rain Bird’s 5000 PRS Rotors save 15% to 45% more water than other brands of rotors on the market today.

▶ **Accessories.** Rain Bird

offers a host of irrigation system accessories that

save time and water. The revolutionary SMRT-Y Soil Moisture Sensor measures plant and turf moisture levels where they matter most—at the roots—and transmits that information back to the controller. A water-saving accessory that’s both efficient and affordable, the WR2 Wireless Rain and Rain/Freeze Sensor makes it possible for customers on a budget to enjoy the benefits of smart technology.

The Intelligent Use of Water™

Rain Bird’s commitment to excellence extends beyond products to education, training and services. From the new EPA WaterSense-labeled certification program offered by Rain Bird Services Corporation to thought-provoking white papers like *Water Conservation and the Green Industry*, Rain Bird continues to promote The Intelligent Use of Water™.

Visit www.rainbird.com and discover the many reasons why Rain Bird is the world’s leader in irrigation.

Fred Diaz
President & CEO,
Ram Truck Brand

Ram Trucks



Ram 1500 Laramie Crew Cab –
the most awarded Ram truck ever



RAM

Ram Trucks
1000 Chrysler Drive
Auburn Hills, MI 48326

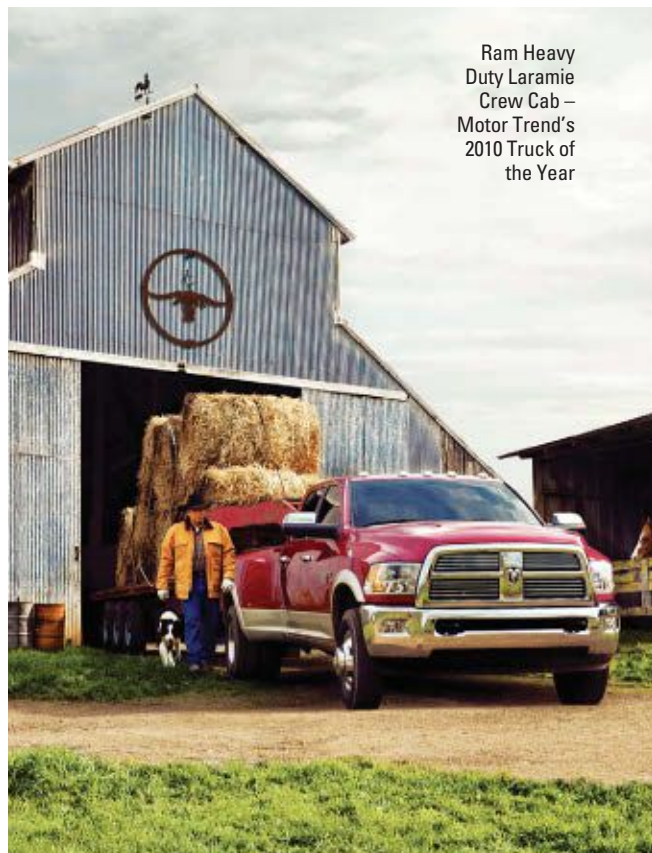
Phone: 866-726-4636
Web site: ramtrucks.com

Product focus:

Ram trucks are built, designed and constructed by a new breed of machinists, engineers and truck fanatics who share the same unending passion for trucks as the people who drive them. They are the gear-heads, the master craftsmen, the guys who bleed gasoline and aren't afraid to get a little dirt under their fingernails. Ram is composed of people whose mission is to revive the long-standing tradition of building trucks the way they were meant to be built, with legendary HEMI and Cummins engines, refined interiors and ground-breaking features. That's what makes Ram run.

Major product lines:

- › Ram 1500 Pickup
- › Ram 2500 / 3500 Pickups
- › Ram 3500 Chassis Cab
- › Ram 4500 / 550 Chassis Cabs
- › Dakota



Ram Heavy
Duty Laramie
Crew Cab –
Motor Trend's
2010 Truck of
the Year

Swanson Graves
President

Reddick Equipment Co.

Product focus:

Reddick Equipment Co. has been manufacturing sprayers since 1965. We produce sprayers for multiple markets, including lawn care, turf, pest control, deicing, tree care, nursery, agricultural and highway. Our equipment is available with frames built from mild steel, stainless steel or aluminum to carry poly or fiberglass tanks from 8 gallons to 1,650 gallons. With more

than \$1.2 million in sprayer parts inventory, we can build most equipment right off the shelf and provide replacement parts for most major brands throughout the industry.

Manufacturing facility:

Located in eastern North Carolina just east of I-95, we operate in 28,000 square feet of manufacturing space. The strong values of our rural community are reflected in the conscientious attitude of our employees and management staff.

Technical support:

Our customer service department is staffed by five senior technicians with a wide variety of expertise within the spraying industry, and they enjoy sharing their knowledge. The value to you is receiving the right parts and equipment for your job—the first time.

Major product lines:

➤ **Pest Control / Lawn Care**

Skids. Aluminum skid frames with poly tanks or our seamless fiberglass tanks with safety cross baffles from 30- to 500-gallon capacity to fit ATV, UTV and truck applications.

Diaphragm, centrifugal and 12V pumps options, manual

and electric hose reel options.

➤ **Deicing Skids.** Aluminum or stainless steel frames and rear-mounted shielded spray booms with poly or our seamless fiberglass tanks with safety cross baffles from 100- to 500-gallon capacity.

➤ **Agricultural.** Three-point hitch, utility tool bar and trailer sprayers up to 1,000-gallon capacity with spray booms available up to 72 feet.



Reddick Equipment Co.
1909 W. Main St.
Williamston, NC 27892

Phone: 800-334-3388

Fax: 252-792-4913

Web site:

www.reddickequipment.com

E-mail: sales@reddick.cc



Pat Cappucci
President

Mission Statement

To make it easier for grounds care professionals and serious do-it-yourself homeowners to care for their property and gardens and achieve the superior results they demand.

Vision

To have our brands be recognized by our end-user customers as the performance leaders in each segment of the grounds care market that we serve.

Schiller Grounds Care
1028 Street Road
Southampton, PA 18966

Phone: 877-596-6337
Fax: 215-357-1071
Web site:
www.schillergc.com
E-mail:
lbeatie@schillergc.com

Schiller Grounds Care



Product focus:

Schiller Grounds Care manufactures some of the most trusted brands in the outdoor power equipment industry—BOB-CAT, Classen, Little Wonder, Mantis, Ryan and Steiner. To learn more about our brands or to locate a dealer in your area, visit our web sites:

- www.bobcaturf.com
Commercial walk-behind and riding mowers
- www.classenturfcare.com
Turf care equipment
- www.littlewonder.com
Landscaping and debris management equipment
- www.mantisdealer.com
Gardening and yard care
- www.ryanturf.com
Turf renovation equipment
- www.steinerturf.com
Mid-sized compact tractors and attachments

Manufacturing facilities:

Southampton, PA; Johnson Creek, WI; Norfolk, NE

Major product lines:

- Mowers: Walk-behind & Zero-turn riding mowers
- Tillers
- Walk-behind Blowers
- Hedge trimmers
- Edgers
- Loaders
- Debris vacuums
- Composters
- Log splitters
- Aerators
- Dethatchers (Power Rakes)
- Seeders
- Sod cutters
- Tractors
- Snow management tools and accessories

Our core values / beliefs:

- Customers Come First. Walk a mile in their shoes.
- Innovation and Product Quality
- Customer Service and Continuous Improvement
- Teamwork
- Passion
- Entrepreneurial Spirit



Martin Tirado, CAE
Executive Director, SIMA

Daniel Gilliland, CSP
President, SIMA Board
of Directors

Snow & Ice Management Association (SIMA)

The Snow & Ice Management Association (SIMA) is a non-profit trade association that ensures professionalism and safer communities by helping those who manage snow and ice master essential skills and practices. The association represents more than 1,600 industry professionals, connecting suppliers to buyers, and peers in snow and ice.



Snow & Ice Symposium

Each year, SIMA coordinates the go-to event in the industry, the **Snow & Ice Symposium**. This event features more than 20 educational sessions, a pre-conference event, and multiple networking receptions and opportunities. Furthermore, it provides a two-day trade show where industry pros can find the newest and best equipment and services to help them grow their businesses. It's also a ton of fun, with contests, a closing event and annual Snow Warrior awards banquet, which honors the best of the best in snow and ice management. The 14th annual Snow & Ice Symposium will take place June 22-25, 2011, in Schaumburg, IL.



Certified Snow Professional

SIMA is proud of the **Certified Snow Professional** program (CSP). In the past five years, SIMA has certified nearly 200 snow and ice management professionals, and the program is growing at a strong pace. The CSP designation is more than letters after a name—it illustrates a long process of experience, preparation and testing that helps grow the skill set of a snow and ice professional. Owners and managers looking to better themselves and their snow businesses should strongly consider this program.



Bidding programs

For anyone in the industry looking to learn more about how to build a consistent and accurate pricing/bidding structure specific to snow, SIMA's **Build a Bid** and **Beyond the Bid** programs offer the industry's only snow-specific bidding programs.

Education and training

▶ In print, online and in person, SIMA delivers incomparable value to snow and ice professionals: SIMA owns **Snow Business** magazine and **www.GoPlow.com**, the two best sources of information, training and tips in the industry.



▶ The annual **Snow Strategies Forum** delivers high-quality programming for snow and ice management business owners.



▶ Quarterly webinars are presented through **SIMA Online**.

▶ Snow-specific training materials cover a wide selection of operational scenarios.



Supplier savings

SIMA members enjoy discounts and savings with many of the leading manufacturers and suppliers in the industry through our **SIMA Savings** program.

To learn more about SIMA and how it can be a valuable resource for snow and ice management professionals, visit www.sima.org or call 414-375-1940.



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Washington Road
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Milwaukee, WI 53217

Phone: 414-375-1940

Online with SIMA:
www.sima.org
www.goplow.com
[facebook.com/The Snow & Ice Management Association, Inc.](https://www.facebook.com/TheSnow&IceManagementAssociation)
[twitter.com/@SIMASnow](https://twitter.com/SIMASnow)
[Linkedin.com/Snow & Ice Management Association](https://www.linkedin.com/company/Snow-amp-Ice-Management-Association)