

Mission Statement

The vision of Syngenta is to provide the best products in the industry, to build superior packages of chemistries and technology, and to provide strong technical field support, all to help professional turf managers exceed the expectations of their customers while growing their profits with add-on services.



Syngenta

Major product lines:

Syngenta offers some of the industry's most effective herbicides, insecticides, fungicides and plant growth regulators, including:

➤ **Barricade®**, a selective pre-emergence herbicide that offers low-rate, season-long control of more than 30 grassy and broadleaf weeds, including crabgrass, goosegrass and *Poa annua*. Barricade offers

a wide application window in both liquid and wettable granule formulations, both of which give operators a high degree of flexibility. Barricade is also available in an "on-fertilizer" formulation.

➤ **Meridian®**, a low use rate insecticide that provides lawn care operators with control and application flexibility in managing a broad spectrum of grubs and insects. It also metabolizes slowly in turfgrass, allowing for extended control with good knockdown activity.

➤ **Headway®**, a fungicide that includes two complementary active ingredients to deliver broad-spectrum disease control against brown patch, dollar spot and other major turf diseases. Headway's dual

modes of action provide lawn care operators with a cost-effective and practical way to control major turf diseases plus ward off disease resistance.

➤ **Heritage® G** granular fungicide, which provides the same effectiveness of a liquid formulation, but with the flexibility to spread when weather or other conditions prevent spraying. Heritage G uses a highly water-soluble carrier that offers long-lasting, broad-spectrum control of turf diseases including brown patch, anthracnose and take-all patch.

Customer support:

Syngenta offers lawn-care operators:

- More than 30 territory managers, who consult with customers to solve problems and work in partnership with a nationwide network of full-service distribution partners;
- Field technical managers located across the country, who are available to assist with issues that customers might face;
- A Customer Center, available at 1-866-Syngenta(a), which gives lawn care operators access to technical and product support as well as assistance with marketing programs;
- Innovative online tools such as GreenCast® (www.greencastonline.com), a web-based technology platform that delivers weather,



pest and reference information directly to customers' desktops; and

➤ The GreenTrust™ 365 Professional Turf Management Program, which allows customers to earn rebates for purchases of qualifying products throughout the year. Program participants can lock in a yearlong rebate percentage with only \$5,000 worth of purchases of qualifying products during the early order period. Details are available at: www.greentrust365.com.

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George Kinkead
President

Turfco Direct

Company focus:

A family-owned company, Turfco Manufacturing has roots in the turf maintenance industry dating back to 1919. From day one, we have been driven by a passion for helping turf maintenance professionals be more effective and productive. We created Turfco Direct to form a direct connection with lawn care professionals. From buying and servicing equipment, to getting direct answers to renovation questions, we strive to be the easiest, most helpful company to work with in the industry. By building equipment that is intuitive, productive and easy to operate, 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—"10+ 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



"The T3000 Spreader/Sprayer has been one of our most rewarding product launches to date. We designed it based on customer input and now we are watching those customers use the T3000 to generate significant growth in business and profitability."
— George Kinkead, President

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:** Downtime costs you money. That's why our team of turf renovation experts is available

to help 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, we can work with your local repair center.

› **Parts/Shipping:** 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. Check the status of your shipment online at 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 web site, 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.
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E-mail:
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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



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.

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.

Systems and support

The operational systems and support you will receive from

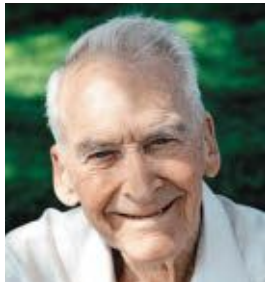
What does your future hold?

Take a peek inside The Professional Landcare Network's Crystal Ball Reports to uncover your potential business future. *Landscape Management* editors Ron Hall and Nicole Wisniewski, with a combined 40 years of industry experience, have authored the past three reports, and they are available for sale in the *LM* bookstore—<http://shop.landscapemanagement.net>.

From our bookshelf to yours.



Landscape
Management



John A.A. Thomson
President-Founder

Vitamin Institute

SUPERthrive® is a proprietary formulated invention by John A. A. Thomson, Ph.D., D.A. This is the 50-vitamins-hormones solution that helped Dr. Thomson and his Vitamin Institute win the Science and Industry gold medal at the Golden Gate International Exposition official Worlds Fair at San Francisco in 1940, for "Use for the greatest public benefit of scientific advances of the past decade."

Thomson started with the purpose of arriving at the formula that would be universal for all plants and all plant processes. SUPERthrive is the popular material for activating, reviving, transplanting, growing (beyond the effects of fertilizers) and perfecting trees and other plants.

In fact, the record shows that the Vitamin Institute has, without a challenge for 70 years, offered \$5,000 to the first person to create a product to beat SUPERthrive's efficacy for these purposes.

SUPERthrive has long been billed as "America's most unanimously respected horticultural product" for half a century and also is said to be the "World's No. 1 plant supply."



This formula is a highly concentrated liquid that is understood to have normalizing effects that bring out the maximum potential of any plant. Some 50 types of horticulture are listed by SUPERthrive's maker as improved by the product. The most popular concentration for many purposes is 3 fluid ounces of the product per 100 gallons of water.

SUPERthrive provides carbon, hydrogen and oxygen molecules that would otherwise have to be constructed by each plant in order to complete cells. It is not a fertilizer or so-called

"plant food." It, therefore, would not be required by plant materials under ideal growing conditions and with plenty of time available. It is when growing conditions are not perfect and time is a factor that SUPERthrive brings about otherwise unattainable effects, including saving 100% of trees under difficult conditions.

Some of the most noticeable results observed from adding SUPERthrive to a growing program include earlier and stronger plants, with earlier crop with heightened quality and quantity.

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Phone: 800-441-VITA (8482)
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Web site:
www.superthrive.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.



walkermowers.com

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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.

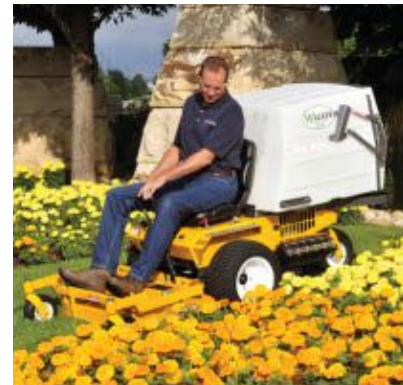


Manufacturing facility:

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



Product focus:

For 60 years, WESTERN® snowplows have been the choice of the professional plower.

Major product lines include:

➤ **PRO PLUS®:** Since its introduction, the PRO PLUS has been a best seller 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.

➤ **WIDE-OUT™ Adjustable Wing Snowplow:** The WIDE-OUT features a 9-ft. scoop and 9- 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 jobsite. 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 productivity. It's available in steel or poly in three sizes: 7½, 8½ and 9½ feet.

➤ **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.

➤ **HEAVYWEIGHT:** With the largest blade available from WESTERN, HEAVYWEIGHT 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, 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 8- 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.



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info@westernplows.com

Meet the LM Team



Nicole Wisniewski

Editor-in-Chief

Nicole Wisniewski brings 12 years of industry experience to *Landscape Management*. In addition to winning more than 35 writing awards, Nicole has won TOCA's prestigious Best of Show

honor three times in the past decade and was specially chosen to author two recent PLANET Crystal Ball books. Outside of the landscape industry, Nicole has been published in numerous trade and consumer publications, including *Smithsonian* magazine, and is a member of many industry and journalism associations, including PLANET, TOCA, the Ohio Landscape Association, the Irrigation Association and the Press Club of Cleveland.



Ron Hall — Editor-at-Large

Ron Hall joined the *Landscape Management* editorial staff in 1984 and has held every editorial position within *LM*, including editor-in-chief. In addition, Hall, who serves on several industry boards and committees and is a frequent speaker at industry events, is former editor-in-chief of *Lawn Care*

Industry and continues in that capacity for *Athletic Turf News*. The winner of more writing and editing awards than any other journalist covering the professional Green Industry, Hall has, since assuming the role of editor-at-large in 2008, focused his attentions on industry issues relating to water and pesticide use, sustainability and, of course, the ever-changing business of creating and maintaining beautiful and resource-conserving outdoor environments.



Marty Whitford

Editorial Director

Whitford is an award-winning journalist and editorial leader at Questex Media. He has served Questex's Green Group for four years, including spending the past two years at the helm of

Landscape Management magazine. He steered *LM*'s 2009 reader-driven print and Web site redesigns that helped the brand win a record number of awards from the Turf & Ornamental Communicators Association (TOCA). Whitford brings with him 18 years of experience in business-to-business integrated media. He served in the U.S. Navy during the first Persian Gulf War.



Pete Grasso — Technical Editor

Promoted to Technical Editor of *Landscape Management* and *Pest Management Professional* magazines in March 2010, Grasso has nearly 10 years of editorial experience covering technology trends, university research & supplier innovations.



Dan Jacobs —

Managing Editor

Dan Jacobs was named managing editor of *Landscape Management* in November 2006. Jacobs is also managing editor for sister publication *Pest Management Professional*.

Ask anyone... *Landscape Management* is the **No. 1 resource** for business management content from the most experienced editorial team in the industry! In fact, in 2011 *Landscape Management* celebrates its 50th year of publishing. With more than 50 years of editorial experience behind the brand, there's no doubt the magazine that has supported Green Industry business professionals for 50 years will be around for 50 more!

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GreenIndustryConference.org

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What planet are you on?

Join us at GIC 2010, and you'll gain practical, real-world tools to position your company for success in the new marketplace. Participate in engaging, peer-approved program sessions designed to tackle your most difficult business challenges, plus network and share ideas in beautiful Louisville, Kentucky.

- Upgrade Your Company
- Maximize Your Growth Potential
- Qualify Your Workforce
- Protect Yourself From Pending Regulations
- Keep Up With the Latest Technology
- Cut Costs and Increase Profits
- Stay Competitive in Your Market
- Assess Your Company Against Industry Peers

KEY PRESENTERS:

PLANET Keynote: **Jamie Clarke**
Above All Else: The Power of Passion

Kevin Kehoe: Three Point Group
Business Building Blocks

George Hedley: Hard Hat Presentations
Sales and Marketing / Business Management

David Minor: Texas Christian University
Business Management

Marty Grunder: Marty Grunder!
Leadership / Business Building Blocks

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2010

GREEN INDUSTRY CONFERENCE
OCTOBER 27-30, 2010 | Louisville, KY

LM REPORTS

YOUR GUIDE TO PRODUCT RESEARCH

MAINTENANCE: UTILITY VEHICLES



John Deere

Boasting 50-hp, the 2011 Gator Cross-over Utility Vehicle (XUV) 825i offers the highest-powered engine in its class, with low-end torque for taking on even the toughest tasks, trails and terrain. Horsepower is delivered by an 812-cc, liquid-cooled, inline 3-cylinder engine featuring four valves per cylinder, dual overhead cams and electronic fuel injection. The XUV can travel up to

44 mph, and like the rest of the 2011 Gator lineup, features a completely redesigned front and rear independent suspension system. The new models are designed for less body roll and more side-hill stability with either no-load or maximum cargo. Also, all models sport an entirely new braking system that improves stopping performance. *JohnDeere.com/Gator*

Bobcat

The 2011 line of utility vehicles launches with four models: the 3200, 3400, 3400XL and 3450. Features range from two-wheel drive to the four-wheel drive, attachment-ready 3450. Additional options and accessories are available to customize the new utility vehicles to fit each customer's unique needs. Operators can easily flip a



switch to select from one-wheel (Turf Mode), two-wheel or four-wheel drive on the Bobcat 4x4 models to best match

the driving conditions. When the front wheels are engaged in the 4x4 mode, all four wheels receive torque for maximum traction. Comfort features include lower sound levels, two-passenger bucket seating (dealer-installed bench seat also available) and a dealer-installed cab and heat for working in cold or windy climates. *Bobcat.com*



Gravelly

Now equipped with a Subaru 22-hp engine, the Turf Treker delivers 10% more power, improved bottom end torque and more efficient cooling. With a redesigned fuse box with new starting logic and a new wiring harness, cold starts are not a problem. The new limited slip differential provides the same capability as the previous generation's locking differential, with the added advantage of better durability. A new intake involves fewer parts and produces less restriction. Additionally, the Treker's exhaust was overhauled to provide lower intake temperatures and less restriction, providing improved performance. The Treker is designed to transport up to three passengers and 900 lbs. in its 15.9-cu.-ft. dumping cargo bed for a total payload capacity of 1,300 lbs. *Gravelly.com*

Kubota Tractor Corp.

Kubota's utility vehicle lineup includes the workhorse RTV900; an all-weather, air-conditioned RTV1100; a transformable one-to-two-row RTV1140CPX; and the compact, gas-powered RTV500. All models feature Kubota's Variable Hydro Transmission. Unlike belt-driven Continuously Variable Transmissions, these tractor-proven hydrostatic transmissions are built to handle heavy loads and high-torque applications. The durable bench seats are roomy and comfortable; the dash layout is simple and intuitive; and the flat floor provides unobstructed legroom. The RTVs are available in both Kubota Orange and Realtree Hardwoods Camouflage, and feature an extensive list of optional accessories and implements. *Kubota.com*



Kioti Tractor

The Mechron UTV is driven by a 22-hp, 3-cylinder Daedong diesel engine. With one of the widest tracks on the market and 4-wheel drive, the Mechron delivers stable operation and superior traction over challenging terrain and up steep slopes. Front limited slip differential and rear differential lock are standard. It also offers a 56-in. wide dump bed for a 1,600-pound payload capacity. Standard equipment includes a two-speed continuously variable transmission, four-wheel disk brakes, a rear hitch receiver for a trailer or three-point hitch, an operator station with lots of storage compartments, halogen headlights and an easy-to-service design. *Kioti.com*