

# Fisher Engineering

## Product focus:

Dedication to quality and service has been a FISHER® tradition from the start. Fisher Engineering has been manufacturing snowplows for over 60 years in the coastal city of Rockland, ME. Through the years, its plows have earned a solid reputation for reliability and strength—especially among commercial snowplowers. Major product lines include:



**Fisher Engineering**  
50 Gordon Drive  
Rockland, ME 04841

**Web site:**  
[www.fisherplows.com](http://www.fisherplows.com)  
**Contact:**  
[fe2000@fisherplows.com](mailto:fe2000@fisherplows.com)

› **XtremeV™:** FISHER has taken the best features of the rugged XBLADE™ and the popular EZ-V® snowplows and combined them to build an industry-best V-plow.

› **XBLADE™:** You won't find a commercial- or municipal-use snowplow built any tougher than this. It combines FISHER's exclusive X-Bracing with premium, corrosion-resistant stainless steel or poly moldboard.

› **XLS™ (Expandable Length Snowplow):** From an 8-ft. retracted straight-blade width to the 10-ft. expanded width,

to a scoop width of more than 9 ft., and a more effective windrowing configuration, the XLS delivers a new level of profitable performance in every plowing situation.

› **HD Series:** The rugged FISHER HD Series plows will withstand the rigors of all commercial applications.

› **MC Series:** For vehicles in the 17,000 to 27,500 gross vehicle weight range, these plows are designed for serious snowplowing.

› **HT Series™:** Targeted specifically for today's half-ton 4WD pickup trucks, the FISHER HT Series snowplow is a full-size, full-featured snowplow with the strength to handle institutional and extended-use homeowner applications.

› **SD Series:** Designed for homeowners and non-commercial plowing applications.

› **Spreaders:** FISHER builds a variety of PRO-CASTER™ and POLY-CASTER™ hopper spreaders and SPEED-CASTER™ tailgate spreaders to match your ice control needs.

**Manufacturing facilities:** FISHER's recently expanded 200,000-sq.-ft. manufacturing facility is in Rockland, ME. As a division of Douglas Dynamics, LLC, the country's leading manufacturer of snow and ice removal equipment, FISHER products and components are also manufactured in Douglas Dynamics' Milwaukee, WI facility.

**Technical support:** FISHER distributors and dealers are factory trained to provide exceptional product and service support before, during and after the sale.

# What does your future hold?

Take a peek inside *The Professional Landcare Network's Crystal Ball Reports* to uncover your potential business future. Whether it's the economics of the Green Industry or the future of sustainability, you can find what you need to know in these pages. These publications are available for sale in the *LM* bookstore — <http://shop.landscapemanagement.net>.

*From our bookshelf to yours.*



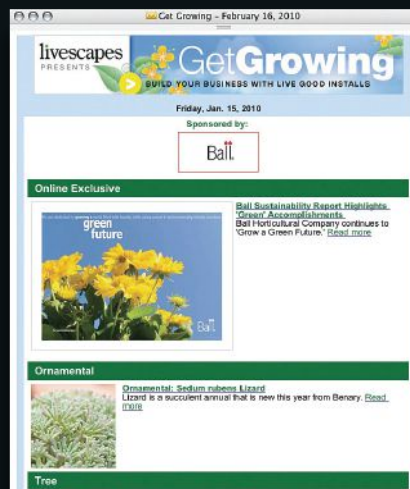
**Landscape**  
Management

# Landscape Management e-news



## ◀ i-news

Find compelling and in-depth coverage of landscape irrigation, which is critical to the health of turfgrass and ornamentals and to the continued growth of our professional Green Industry.



## ▲ Get Growing-Livescapes

Published every other month, this e-newsletter helps contractors become more profitable when it comes to their bedding plant, ornamental and tree installation services.

## ▶ LM Direct!

LMdirect! rounds up all the industry's news and hot links in one quick read.



## ◀ Athletic Turf

Each month, Athletic Turf News rounds up all the latest news and information to help athletic field managers in schools, universities, public parks and professional sports leagues do their jobs.



## ▲ LDB Solutions

A monthly e-mail newsletter for professionals who design and install landscapes, hardscapes, decks and patios.

Subscribe today at [www.landscapemanagement.net/e-newsletters](http://www.landscapemanagement.net/e-newsletters)



**Amy O'Shea**  
Director, FMC Professional Solutions

**Mission Statement**

Feeding the world, protecting health and providing the conveniences of life. With our superior technology and strong partnerships with customers, FMC Corporation is finding solutions that help to change people's lives for the better.

**FMC Corporation**  
1735 Market St.  
Philadelphia, PA 19103

**Phone:** 800-321-1362  
**Fax:** 215-299-6100  
**Web site:**  
www.fmcprosolutions.com  
**E-mail:**  
fmc.prosolutions@fmc.com

# FMC Corporation

**Product focus:**

FMC is a global, diversified chemical company that has been providing innovative solutions, applications and quality products for more than a century to agricultural, industrial and consumer markets.

FMC products are formulated in the United States. Our corporate headquarters and customer support center is located in Philadelphia, and our extensive team of research, sales representatives and technical support are scattered throughout the United States.

**Major product lines:**

FMC provides a full line of proven liquid, granular and aerosol insecticides for pest and termite control, pre- and post-emergence herbicides, fungicides, and more.

**Talstar.** Our Talstar® products are the #1 trusted brand in general pest control, giving lawn care operators cost effective, proven solutions for long-lasting, broad-spectrum control of over 75 of the toughest lawn and ornamental pests, including ants (including fire ants), billbugs, chinch bugs, fleas, ticks, and more.

This includes the new **Talstar® EZ featuring Verge™ Technology**, a granular insecticide formulated exclusively for FMC on an

odorless, low-dust granule that spreads uniformly; **Talstar® Professional**, a water-based, liquid formulation; **Talstar® PL** granular insecticide, which uses a sand carrier for more invisible control of perimeter pests; and **Talstar® XTRA**, a non-restricted-use granular insecticide that eliminates fire ants and other outdoor pests in as little as minutes, while not sacrificing long-lasting residual.

› **Herbicides.** Our new and expanding list of herbicides give lawn care operators control of weeds without the wait. This includes:

› **Solitare®** herbicide, the only all-in-one postemergence weed control solution against crabgrass, sedges, and tough broadleaf weeds;

› **Dismiss®** herbicide, the industry's fastest control of sedges with visible results in 24-48 hours.



› **Echelon®**, a pre-emergent crabgrass and sedge control that is both root and shoot absorbed for over 100 days of control that is available in a sprayable formulation and on fertilizer;

› **QuickSilver®** herbicide, a common tank mix partner with typical 3-way broadleaf products for fast and broader spectrum control of common broadleaf weeds.

› **SquareOne™** herbicide for increased application flexibility on newly seeded turf; and

› **NEW Blindside™** herbicide for challenging postemergent weeds that can be applied to virtually all types of warm-season turfgrass, including St. Augustinegrass.

Additional products for lawn care are listed on our web site.

*(FMC, Talstar, Solitare, Dismiss, Echelon, QuickSilver, SquareOne and Blindside are trademarks of FMC Corporation. © FMC Corporation. All rights reserved. Verge is a trademark of Oil-Dri Corporation of America.)*





**Joe Shoener**  
Vice President of Sales

**Mission Statement**

Our mission is to make it easy for landscape and lawn care professionals to grow their businesses. Our marketing solutions improve our clients' image and results.

# Focal Point Communications

**Product focus:**

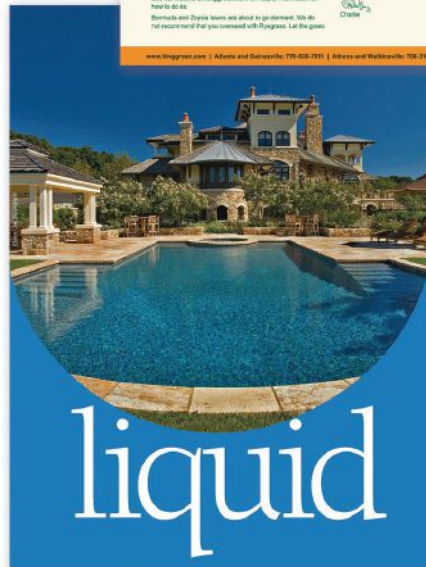
Focal Point is a marketing company serving landscape and lawn care professionals exclusively. We focus on getting results for our clients by generating more leads, helping to close more sales, retaining more clients and utilizing new media to improve credibility and success. We've been serving the green industry since 1987, providing effective marketing solutions with our dedicated and talented team of professionals.

**Support, sales and service:**

We pride ourselves on exceptional customer service, and when you work with us, you can expect a smooth, trouble-free and friendly experience. Our website at [www.growpro.com](http://www.growpro.com) enables our customers to learn about our products, send inquiries and shop for marketing materials at any time.

**Product lines:**

Focal Point creates and manages newsletter, e-newsletter and direct mail programs. We provide website design and custom graphic design, in addition to our catalog of postcards, presentation folders, educational materials and client communication tools. We develop marketing plans for our clients and offer full rebranding services.



**Focal Point Communications**  
61 Circle Freeway Drive  
Cincinnati, OH 45246  
800-525-6999

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



**Mike Rorie**  
CEO

# Go iLawn

**Product focus:**

Go iLawn, [www.goilawn.com](http://www.goilawn.com), delivers an online measuring service for the green industry. Go iLawn combines high-resolution aerial photos, measuring tools and proposal-building logic in one easy-to-use application.

This Web-based program can be used to estimate services for commercial and residential properties. The process is simple: Enter an address, street intersection or business name. View and measure any outdoor surface. Export measurements to Excel and photos as jpegs.

Users can take as many property measurements as needed to complete an estimate. Measurements can be color-coded, copied, edited and saved for future viewing. Printable site maps can be easily created for clients and crews.

Go iLawn recently



added a line of proposal-building products. Proposal Builders converts property measurements into proposal numbers for lawn and landscape, and snow removal services. Users assign equipment, production rates, materials, site photos and more to generate accurate numbers and professional proposal documents in minutes.

Go iLawn is available 24 hours a day and does not require any software installation.

**Technical support, sales and training:**

The Go iLawn team is dedicated

to educating its customers with training and live support. Online training materials, including how-to videos and a recorded webinar, are free and accessible 24/7/365. A free customer support line is provided for users as well as a full knowledge base of online articles. The Go iLawn team is based out of Cincinnati, OH, USA.

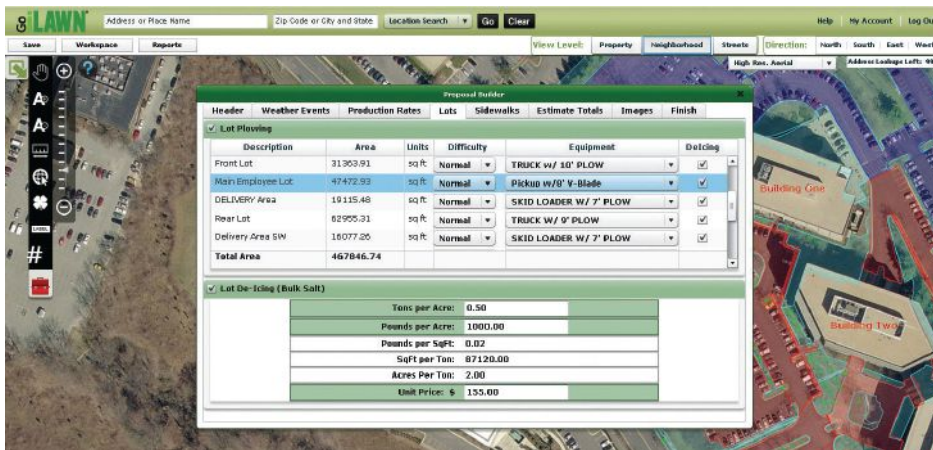
**Major product lines:**

- [www.GoiLawn.com](http://www.GoiLawn.com)
- [www.Go-iSnow.com](http://www.Go-iSnow.com)
- [www.GoiPave.com](http://www.GoiPave.com)



**Go iLawn**  
7157 East Kemper Road  
Cincinnati, OH 45249

**Phone:** 800-270-6782  
**Web site:** [www.GoiLawn.com](http://www.GoiLawn.com)  
**E-mail:** [goisales@gisdynamics.com](mailto:goisales@gisdynamics.com)





**Ron Madera**  
President

**Mission Statement**

To exceed our customers' expectations by providing exceptional front-line service with well-trained employees who thrive because of our positive culture.

# The Grounds Guys



**Product Focus:**

At The Grounds Guys, we believe that your business should provide five things for you and your family: a good annual income, a better lifestyle, a healthy bottom line to create wealth, equity so you can pass the business on to your children or sell for a profit, and sufficient cash flow to reduce or eliminate debt. The Grounds Guys franchise could be the key to help you achieve your personal and financial goals.

As a Grounds Guys franchise owner, you will benefit from comprehensive training and ongoing franchise support when you need it. Your Franchise Coach is there to help when you need it most. The Grounds Guys will provide you with marketing support on a local and national

level. Regional and national training meetings will give you a chance to sharpen your business and technical skills.

You've worked hard to get where you are today and you deserve to have a business that provides for you and your family the income, lifestyle, wealth, equity and cash flow that you have always dreamed about.

The Grounds Guys is a new name, but comes with more than 20 years of landscaping franchise experience. The Grounds Guys has all the systems, training, support and tools you need to create a profitable service franchise business.

**Visit us today**

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

**The Grounds Guys**

1020 N. University Parks Dr.  
Waco, TX 76707

**Phone:** 800-638-9851

**Fax:** (262) 677-8186

**Web site:**

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



**Tetsuo Iwamura**  
 President & CEO,  
 American Honda

**Mission Statement**

Honda Power Equipment, a division of American Honda Motor Co., Inc., markets a complete range of outdoor power equipment, including general purpose engines, generators, lawnmowers, pumps, snowblowers, tillers and trimmers for commercial, rental and residential applications. Its comprehensive product line is powered exclusively by four-stroke engines.

# Honda Power Equipment

Honda has long been recognized as a global leader in reducing the environmental impact of internal combustion engines through improved fuel efficiency and reduced emissions.

Honda recognizes that the preservation of natural resources is not only a corporate responsibility but also an important company fundamental. Reducing the burden on the environment at every stage in a product's life cycle – from development through manufacture, sale, usage, and disposal – is at the core of Honda's corporate culture and philosophy.

**Major Product Lines:**

Walk-behind lawnmowers, tillers, pumps, generators, trimmers, snowblowers and general-purpose engines



**Product Focus:**

Commercial lawnmowers

**Manufacturing Facility:**

Honda Power Equipment Manufacturing, Swepsonville, NC

**Technical Support, Sales, Training and/or Customer Service:**

Honda Power Equipment, Alpharetta, GA

**Honda Power Equipment**  
 4900 Marconi Drive  
 Alpharetta, GA 30005  
 United States  
**Phone:** (678) 339-2600  
**Web site:**  
[www.hondapowerequipment.com](http://www.hondapowerequipment.com)







**Mona Haberer**  
President and CEO

**Mission Statement**

To guide and provide the green industry with superior, cost-effective insurance solutions.



**Hortica Insurance & Employee Benefits**  
1 Horticultural Lane  
P.O. Box 428  
Edwardsville, IL 62025

**Phone:** 800-851-7740  
**Fax:** 800-233-3642  
**Web site:** [www.hortica-insurance.com](http://www.hortica-insurance.com)  
**E-mail:** [sales@hortica-insurance.com](mailto:sales@hortica-insurance.com)

# Hortica Insurance & Employee Benefits

**Product focus:**

Founded in 1887, Hortica is the only U.S. insurance company solely dedicated to landscape professionals, nurseries, greenhouse growers, garden centers, interior plantscapers, retail florists and wholesale floral distributors—the entire green industry. We realize the industry is unpredictable and ever-changing. Rest assured our focus is, and will remain, dedicated to protecting you.

Hortica will guide you in designing an insurance plan to provide protection for equipment at job sites, on-the-job employee injuries, chemical application, landscape design/architecture errors and omissions, your employees and other risks unique to your business. With the right coverages at competitive prices, Hortica can help your business improve its bottom line.

Hortica actively participates and supports many national and state industry associations including Professional Landcare Network, Association of Professional Landscape Designers, American Nursery & Landscape Association, OFA—an Association of Horticultural Professionals, Master Nursery Garden Centers and Society of American Florists.



**Facilities:**

Hortica is a national company with its corporate office located in the St. Louis metropolitan area in Edwardsville, IL. The company has branch offices in California, Massachusetts, Pennsylvania and Virginia. Hortica has approximately 80 account executives throughout the country.

**Support:**

When you call Hortica's toll-free number, a real person will answer your call. Our knowledgeable insurance experts will help you stay abreast of your insurance program. Hortica provides cost-saving services to our clients such as loss control training programs, safety resource materials and proactive claims handling. We will even help you

avoid unreasonable liability by reviewing legal contracts. In the event of a loss, a professional on-staff adjuster will guide you through every detail and provide a prompt, fair and hassle-free claim settlement.

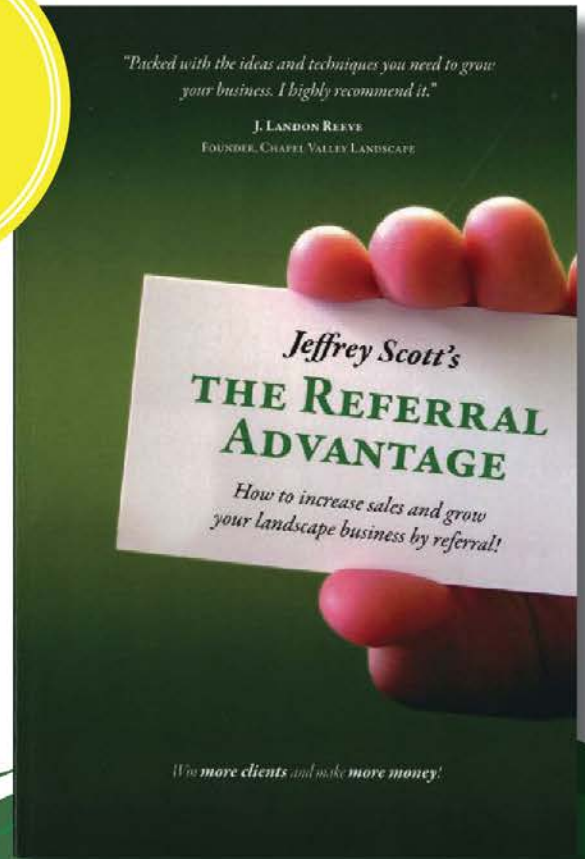
**Major product lines:**

Hortica is the green industry advocate that is a trusted partner for all business insurance, employee benefits and personal insurance. We provide a full range of products and services including business package policies, business automobile, workers compensation, bonds, errors and omissions, umbrella, employment practices liability, flood and earthquake, health insurance, long-term care, disability and a variety of personal lines coverage.

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your copy  
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LM  
bookstore,  
today.

The best  
way to find  
new business



## THE REFERRAL ADVANTAGE

**How to increase and grow your landscape business by referral!**

Veteran Green Industry business owner Jeffrey Scott doubled the size of his design/build/maintain business to over \$10 million, by raising client retention in one division to 98%, and by increasing professional referrals from \$50,000 to \$2 million. Referrals are one of the cheapest and most effective ways to grow your business. In *The Referral Advantage* Scott teaches you how to ask for a referral, get your employees to create them, and even benchmark and track your referrals.

Author: Jeffrey Scott

[shop.landscapemanagement.net/shop.php](http://shop.landscapemanagement.net/shop.php)

**Landscape**  
Management