

Husqvarna®

Husqvarna®, the global leader in outdoor powered products, is the total source outdoor power equipment supplier to the landscape industry. From the new PZ Series zero-turn mowers, to a professional lineup of hand-held equipment from chain saws to trimmers, today's commercial landscaper can turn to one source for all their power equipment needs.

Innovative technology and

the new PZ Series mowers to address the unique needs of the commercial landscaper, and then asked landscape companies from coast to coast to put the mowers to rigorous in-the-field tests, with outstanding results.

Destined to set the industry standard in zero-turn mowers, the new **PZ Series** incorporates a high level of productivity through a balance of optimized ground speed, cut quality, clipping dispersal and maneuverability. The new cutting deck optimizes flow patterns, provides high cut quality, even clipping dispersal and reduced blowout—even at high ground speeds.

All components of the



New PZ Series mowers

of hand-held equipment as well. For example, Husqvarna's patented X-Torq® engine technology, found on select chain saws, trimmers and blowers, reduces fuel consumption up to 20% and emissions up to 60%—giving landscapers more power while using less fuel and lessening the impact on the environment.

These are just a few of the many ways that Husqvarna can help maximize uptime and productivity backed by a strong heritage of global leadership in outdoor power equipment.

For a dealer locator, visit www.husqvarna.com.

Major product lines:

Chain saws, trimmers, brushcutters, blowers, zero-turn and walk-behind mowers, tractors, generators, snow throwers, power cutters and accessories, and specialty turf.

180BT backpack blower with X Torq® engine



327LS Trimmer



advanced ergonomic solutions make Husqvarna a world leader in outdoor power equipment. Working closely with end-users ensures that the equipment offers high power and performance, durability and is comfortable for the operator—to increase overall productivity.

For example, Husqvarna designers and engineers created

new PZ Series were carefully designed to stand up to the day-to-day rugged use of commercial landscapers and stay in the field longer overall due to its durability.

Outstanding engineering capabilities extend to Husqvarna's extensive lineup



Husqvarna
9335 Harris Corners Parkway,
Suite 500
Charlotte, NC 28269

Web site:
www.husqvarna.com

Samuel R. Allen
Chairman & CEO

John Deere



Product focus:

The John Deere organization is noted for more than 170 years of innovation, the highest quality products and product operator safety initiatives.

John Deere manufactures and distributes a full range of products and services designed for the commercial customer.

From commercial riding mowers and compact tractors

to skid steers and utility vehicles, John Deere offers an extensive equipment line to address landscaping needs, from design to daily maintenance.

Creating a total solution for the commercial customer, John Deere also offers a wide range of soft goods and landscaping materials from John Deere Landscapes, competitive

finance options and seasonal payment plans to optimize cash flow through John Deere Credit, superior parts and service, and the support of a strong national dealer network.

Manufacturing facilities:

John Deere manufactures commercial products in Fuquay-Varina, NC; Horicon, WI; Augusta, GA; Alpharetta, GA; and Dubuque, IA.

Technical support and training:

At www.JohnDeere.com, customers can find information on a variety of support functions, including online product operator manuals and training modules, warranty information and product selector tools.



John Deere
1 John Deere Place
Moline, IL 61265

Phone: 800-537-8233
Web site:
www.JohnDeere.com



Tom Cromwell
President

Mission Statement

Kohler Engines, along with Italy-based Lombardini, represent a global engine concern in business since the 1920s. Together, Kohler Engines and Lombardini manufacture a wide range of gasoline and diesel engines, from 4 to 64.4 hp, which are supplied to equipment manufacturers worldwide in the lawn and garden, commercial and industrial, agricultural and construction markets.

Kohler® Engines

Since its beginning in 1920, Kohler® Engines has had a reputation for manufacturing quality engines with superior performance. Today, that legacy is very much alive as more than 90 years of innovation continues to drive Kohler Engines to grow its product lines and world market presence.

Kohler's newest industry innovation – a closed-loop electronic fuel injection (EFI) engine with the flexibility to use all ethanol fuel blends, from E0 to E85. The new KOHLER Command PRO® EFI FlexFuel E85 Engine offers end users an unmatched array of fueling options, which translates to significant savings at the pump. But, the savings don't end there because Kohler's exclusive closed-loop EFI technology also provides reliable starting, unequalled performance in the field while delivering the lowest overall operating cost to green

industry professionals.

Producing engines from 4 to 64.4 horsepower for consumers and professionals, some of Kohler's engine series include:

Command PRO® – Typically found in tillers, pressure washers, compressors and generators, these are Kohler's single-cylinder workhorse engines featuring integrated oil coolers for extended oil changes, heavy-duty air filters protecting the engine from debris and extra-large sleeve bearings to support heavy loads.

Command PRO® EFI – As the industry's only closed-loop system, the Kohler EFI (electronic fuel injection) engine delivers the precise fuel-air mixture to optimize power, performance and efficiency. The result is superior reliability, less downtime and fuel savings.

Courage® – Kohler's first engine series designed specifically for consumer applications, these engines

can be found in walk behind and riding lawn mowers and generators. Users enjoy the benefits of using a premium engine, including the most powerful output of any single-cylinder engine on the market, with easy operation and maintenance features.

Courage PRO® – Professional-grade engine for the landscape-care expert. The Courage PRO delivers better performance and longer life with large-capacity air, oil and fuel filters.

Kohler® Diesel – Behind every air- and liquid-cooled Kohler Diesel engine are the engineered performance standards you've come to expect from Kohler. Top-notch fuel injection technology delivers power and saves on fuel.

To experience all of the engines that KOHLER has to offer, visit KohlerEngines.com or facebook.com/kohlerengines.



Kohler® Engines
444 Highland Drive
Kohler, Wisconsin 53044
United States
Phone: 800-544-2444
Web site:
KohlerEngines.com



Tom Rich
President

L.T. Rich Products

Product focus:

L.T. Rich Products is a manufacturer of stand-on fertilizer/spray systems, aerators and turf renovators for the commercial lawn care industry. All units are zero-turn and feature a pump/wheel motor transmission. We use only state-of-the-art laser-cutting equipment and CNC fabrication machinery.

Sprayers feature all stainless steel construction with large

fertilizer and liquid spraying capacity. Sizes range from 100 to 300 pounds for fertilizer and eight to 50 gallons of liquid.

Aerators feature 36-in. or 46-in. tine width and 95,000-sq.-ft.-per-hour productivity.

Several attachments are available for the aerators, including a spray system, fertilizer spreader, de-thatch rake, slit seeder and even a snow plow. Custom and purpose-built units are also

available. All products are sold direct or through a dealer base depending on location.

Manufacturing facility:

22,000-sq.-ft. facility in Lebanon, IN.

Major product lines:

- Z-SPRAY
- Z-PLUG



L.T. Rich Products
920 Hendricks Drive
Lebanon, IN 46052

Phone: 877-482-2040

Fax: 765-482-2050

Web site:

www.z-spray.com

E-mail: sales@z-spray.com



Joe Khayyat
Executive Director

Mission Statement

The Mid-America Horticultural Trade Show (Mid Am) is the Midwest's one-stop marketplace for the needs of green industry professionals. Scheduled for Jan. 18-20, 2012 at Chicago's Navy Pier, Mid Am is the original green industry social network, helping these professionals connect with your peers, build your knowledge levels and facilitate business for nearly 40 years.

Mid Am is the only event in the Midwest that allows you to view the entire green industry in one place.

Mid-America Horticultural Trace Show
401 N. Michigan Ave., Suite 2200
Chicago, IL 60611
Phone: 800-300-6103
Fax: 312-673-6882
Web site: www.midam.org
E-mail: mail@midam.org

Mid-America Horticultural Trade Show

Three Days of Education

Mid Am has multiple education tracks covering a wide range of topics, both in the hands-on work of landscaping and how to run the business better. Tracks include Growers & Arborists, Irrigation, Sales & Marketing, Retail Business & Management, Sustainable Landscape and Maintenance & Operations. In addition, our exclusive Latino Track allows Spanish-speaking and bilingual attendees to experience what Mid Am has to offer entirely in Spanish, including educational sessions, networking and a guided tour of exhibitor booths.

Special exhibits and networking opportunities

New for 2012, Mid Am exhibitors will join together to build a community garden right on the show floor! You'll be able to see it go up before your eyes, with the final reveal on Friday, Jan. 20, 2012. At the end of Mid Am, the garden will be donated to a



deserving neighborhood.

On Thursday, Jan. 19, the Mid Am mixer will be held right on the trade show floor. The mixer is a great place for industry professionals to make new connections and reinforce existing relationships, whether you're looking to nurture and cultivate your business, your career or both. Connect with people who love what they do and are looking for ways to learn and grow. In addition, the Think Green Bar will be open throughout the show hours, providing you with additional opportunities to

connect with industry thought-leaders, dignitaries and featured speakers.

New lodging accommodations

You asked and we listened! Over the past few years, hotel rates have continued to rise, causing our attendees to look outside the headquarters hotel for an affordable rate. Because we value your support of Mid Am, we set a goal of mitigating the cost of attending our conference by researching other venues. As a result, we have been able to secure hotel rates at our lowest cost ever! Not only that, but we have supplied you with several hotel options to accommodate everyone's budget parameters.

For all the latest information, to register or make your hotel reservations, visit www.midam.org.



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THE *Premier*
CONSTRUCTION GROUP



COLORADO CONTRACTORS
ASSOCIATION

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CONTRACTORS ASSOCIATION**

6880 S. Yosemite Ct., #200
P.O. Box 3489
Englewood, CO 80155

(303) 290-6611 Fax #: (303) 290-9141

180 SAFETY TALKS FOR SUPERVISORS

Reinforce safety daily and protect your employees and your company with information on preventing accidents, on-the-job safety equipment and tools, safe driving techniques, first aid, and off-the-job safety.

Jim Jackson
President

Mission Statement

MistAway® Systems is the leading manufacturer of outdoor misting systems that control mosquitoes, spiders, no-see-ums and other annoying insects. We are committed to providing our dealers with the best business opportunity in misting.

MistAway Systems



Product focus:

MistAway manufactures a system that sprays a very fine mist of a dilute botanical insecticide through a nozzle circuit that is installed around the perimeter of a backyard or other area where people want to spend time outdoors. The mist settles on the grass and landscaping and as mosquitoes and other pests come into contact with the insecticide, they are killed. The systems are both very effective and safe.

While the margins from installation of the systems are attractive, our units make an ideal platform for our dealers to operate a highly profitable recurring service business.

Technology, support and training:

MistAway is committed to innovation, and our products are the most advanced and reliable in the industry. Our design and engineering is primarily driven by the ideas, experiences and feedback of our dealers, who have installed more than 15,000 of our systems in the U.S. and abroad.

We offer unmatched technical and sales support and reliable, quick, friendly service.

We also offer comprehensive, practical training at MistAway University, conducted monthly in our offices in Houston.

Dealer opportunities:

We are very excited about the opportunity to introduce this new application of misting technology to every market where property owners seek relief from mosquitoes, no-see-ums and other outdoor pests; and we are actively seeking entrepreneurs to act as dealers for our products.

We offer a chance to “get in on the ground floor” of a great business opportunity and build a lasting relationship with a leader in the industry. If you would like to learn more, please don’t hesitate to call us at 866-485-7255 or e-mail info@mistaway.com and we’ll contact you.



MistAway Systems
2121 Brittmoores, #5200
Houston, TX 77043

Phone: 866-485-7255
Fax: 713-255-5055

Web site:
www.mistaway.com
E-mail: info@mistaway.com



Loren Olson
President

Mission Statement

Our mission is to provide proven cost-reducing software tools to the service industry and to partner with our clients to integrate these tools into the way they currently do business.

Modeco provides our customers with the ability to automate their business process of tracking field time and production data to produce additional profit on the bottom line. To be ahead of the competition, to become lean, streamlined and more efficient, TimeScape™ from Modeco is a perfect solution.

Our goal is to obtain that confidence that we are committed to the improvement in this business critical process through a dedicated partnership between our customer and Modeco Systems.

Modeco Systems, LLC
W208 N16975 N. Center St.
Jackson, WI 53037
Phone: 866-677-8184
Fax: (262) 677-8186
Web site:
www.modecosystems.com
E-mail:
sales@modecosystems.com

Modeco Systems, LLC

TimeScape™ is a mobile production tracking system that streamlines the collection and flow of field information. With the use of barcodes and pocket-sized scanners, each crew tracks properties served, tasks performed and materials consumed as it occurs in real time. The information is then uploaded into TimeScape™ via a PC or Smart Phone, which makes it easy for branch offices, field offices, direct-reports and subcontractors. No more manual data entry! Better yet, no more illegible log sheets or time cards. TimeScape™ has dozens of reports instantly showing what is happening in the field and has the capability of passing this information into your accounting/billing/payroll systems.

Imagine, for snow and ice-management work, how



great it would be to have every piece of information you need for invoicing and payroll after a snow event by the time the last truck gets back to the shop. TimeScape™ can do that and much more.

In addition to TimeScape™ mobile time tracking Software Solutions from Modeco cover asset management and inventory management.

Modeco offers the perfect solution for the green industry to increase profits while striving



to become more lean and streamlined. TimeScape™ is an excellent business tool, just as important as the proper truck or the best mower.

Why not put TimeScape™ to work for you today? Contact us at 866-677-8184 for further information, plus check out our website at www.modecosystems.com for a new video narrated by Terry Bradshaw describing TimeScape™, filmed on location at one of our largest clients.

Modeco works hard to make your job easier.

Major product lines:
TimeScape™

Product focus:
Time-tracking software for mobile employees

Send your paper timesheets
Send your paper timesheets



PACKING!



Richard Martin
President & CEO

Mission Statement

PBI/Gordon Corporation, a 100% employee-owned company, is a national leader in specialty pest management products and those related products and services that keep our environment beautiful and bountiful.

Our mission is to continually improve our products and services to meet the needs of the many specialty markets that make up the professional turf and ornamental, home, lawn and garden, agricultural and industrial vegetation management industries.



PBI/Gordon Corporation
1217 W. 12th St.
Kansas City, MO
64101-04090

Phone: 800-821-7925
Fax: 816-474-0462
Web site:
www.pbigordon.com
E-mail:
webmaster@pbigordon.com

PBI/Gordon Corporation

Nobody knows your turf like we do

Zylam 20SG Systemic Turf Insecticide is a 20% soluble granule formulation of dinotefuran, the latest generation of neonicotinoid insecticides. It is the product of choice when you need "muscle in your tank" for outstanding control of turfgrass' toughest pests, including chinch bug, cutworms, mole crickets, European crane flies, billbugs and annual bluegrass weevils.

Trimec® 1000 Low Odor Broadleaf Herbicide is a proprietary mixed-amine formulation. It contains MCPP and dicamba with two forms of 2,4-D – DEA (diethanolamine) and DMA (dimethylamine) for a total of four ingredients. The formulation resists crystallization, allowing more thorough absorption into the plant, resulting in more active material translocating down to the root of even the most deep-rooted perennials. This mixed-amine 2,4-D provides an incredibly broad spectrum of weed control.

Product focus:

At PBI/Gordon, innovative product development for the turf and ornamental industry is our primary focus. We were the first to formulate products specifically for this industry. We continually search for and evaluate products or product combinations that fill the needs of the professional end-use market we service. Our professional field sales team keeps us constantly alerted to these needs.

Technical support:

Technical support is available from dedicated support personnel at 800-821-7925 (answered by real people!) or at www.pbigordon.com or www.weedalrt.com.

Gordon's Professional Turf and Ornamental Products:

- › ProForm® Herbicides
- › Trimec® Herbicides
- › Embark® and Atrimmec® Plant Growth Regulators
- › Azatrol® EC Insecticide
- › Ferrmec® Liquid Iron
- › Launch® and Focus® Plant Nutrient Supplements



Pennington Seed, Inc.



Product focus:

Pennington Seed, known primarily as one of the largest producers and distributors of grass seed, also offers a complete line of products for athletic fields, roadside construction and landscaping projects.

Founded in 1945, Pennington Seed is a leading marketer, manufacturer and distributor of lawn, residential and professional turf products, forage grasses, wildlife seed and wild bird feed products. Pennington continues to expand its operations and develop new and innovative products with state of the art manufacturing facilities, observation nurseries and quality control labs located across the country. For more information, visit www.penningtonseed.com.

Manufacturing & Distribution facilities:

Cullman, AL; Madison, GA; Columbia, SC; Kenbridge, VA; Greenfield, MO; Lebanon, OR; Laurel, MD; Grand Prairie, TX; Cincinnati, OH

Technical Support:

The professional turf division of Pennington Seed consists of a seasoned team with industry knowledge and expertise. Available to assist you with specification and project recommendations, the pro turf team delivers solid customer support. For more information on our products and ways we can help, please email proturfsolutions@penningtonseed.com.

Major product lines:

While seed is the main passion, Pennington also has

expertise in a variety of product areas. The Pro Turf division of Pennington Seed is a leader in the innovation, production and distribution of:

- ▶ Grass Seed
- ▶ Custom Seed Blends
- ▶ Fertilizer
- ▶ Lawn & Garden Chemicals
- ▶ Soil Amendments
- ▶ Erosion Control Products
- ▶ Hydroseeding Supplies



Pennington Seed, Inc.
1280 Atlanta Hwy.
Madison, GA 30650

Phone: 706-752-4301
Web site:
www.penningtonseed.com/proturf
E-mail:
proturfsolutions@penningtonseed.com