



Antonio Galindez
President and CEO

Mission Statement

As part of The Dow Chemical Company, we share a common mission to discover, develop and bring to market solutions to meet the challenges of the growing world while working to improve the lives of its inhabitants. Our commitment to address the world's need for food, feed, fuel and fiber fosters intense collaboration of diverse perspectives, empowering our people to create innovative solutions that continue to reshape the world around us. Together with The Dow Chemical Company, we provide sustainable solutions to the growing world.



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Dow AgroSciences

Dow AgroSciences delivers innovative technology that exceeds market needs and improves the quality of life of the world's growing population. This is evident in the Turf & Ornamental products we recently have introduced, and several new products and technologies in our pipeline. That's our commitment to the industries we serve and, most important, that's our commitment to you.

Major product lines:

- ▶ **Dimension®** specialty herbicide provides premium season-long preemergence control of crabgrass, spurge, oxalis and other grassy weeds, along with early postemergence control of crabgrass. With multiple formulations, including water-based Dimension 2EW specialty herbicide, Dimension can be used over the top of field- and container-grown nursery and landscape ornamentals, and on established lawns, golf courses and commercial sod farms without staining surroundings.
- ▶ **Gallery®** specialty herbicide is the most effective preemergence herbicide for broadleaf weeds labeled for cool- and warm-season turf. It can be applied in spring or fall; helps minimize costly callbacks due to weed breakthrough; and provides control for up to eight months.



- ▶ **LockUp®** specialty herbicide is available through distributors as a formulated product for superior control of dollarweed in the South and clover and ground ivy in the North. It offers postemergence weed control to lawn care professionals, golf course superintendents and sports turf managers. It provides activity at extremely low use rates (0.02 to 0.06 lb. a.i./A) and can be applied to moist cool- or warm-season turf.
- ▶ **Eagle® 20EW** specialty fungicide is a liquid systemic fungicide for preventive and curative control of roughly 20 turf-destroying diseases, including dollar spot and brown patch. Available in convenient, easy-to-use containers ideal for use on home lawns and backyard fruit trees. It won't harm popular turfgrass and ornamental species.

Support:

We have dedicated individuals serving as sales representatives, technical account managers, sales managers and field scientists providing training, stewardship and solutions to formulators, distributors, university researchers and end users nationwide. Labels and MSDS are available at www.DowProvesIt.com.

The Power of MORE™ earning program allows companies to earn cash rebates on Dow AgroSciences product purchases. Visit www.PowerOfMORE.com.

®™Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow. State restrictions on the sale and use of Dimension specialty herbicide products, Eagle 20EW and LockUp apply. Consult the label before purchase or use for full details. Consult the labels of products containing LockUp before purchase or use for full details. Always read and follow label directions. ©2012 Dow AgroSciences LLC



Dave Polisky
Director of Sales
and Marketing

FLEX-Drain®

The complete drainage solution system.

PRODUCT FOCUS:

Originally a division of parent company Cleveland Tubing Inc. (CTI) in Cleveland, Tenn., FLEX-Drain® is now owned by Amerimax®, a leading manufacturer of rain-carrying systems in the United States and a subsidiary of Euramax®.

Launched in 2007, FLEX-Drain® quickly became CTI's flagship line and its largest product offering. Its innovative design as a complete drainage solution system offered users

a revolutionary alternative to ordinary corrugated pipe.

This product line has received numerous accolades, including a Do It Best Members' Choice Award (two-time recipient) and the Kruesi Award for innovation. Most recently, a brand new extension to the line, the FLEX-Drain® flexible T/Y fitting,

won the National Irrigation Association award for Best New Special Product.

THE FLEX-Drain® SYSTEM:

Developed to meet the needs of do-it-yourselfers and professionals alike, flexible, expandable FLEX-Drain® is made using advanced no-break



co-polymers for superior contractor grade performance. Only 100% pure "virgin"- grade material is used. In addition, seamless extruding technology offers advanced strength and integrity. The product's patent-pending "peak and valley" design offers greater surface area for weight disbursement, tested and proven to exceed all applicable ASTM standards. FLEX-Drain fittings also exceed all ASTM standards.

Widely compatible with 3" and 4" corrugated pipe and 4" PVC, FLEX-Drain® flexes and bends to hold virtually any shape and installs approximately 20% faster than standard corrugated pipe. It also requires 1/5th the space for transport and storage, saving time and money. And because of its flexible, expandable design, with FLEX-Drain® retailers can stock more

corrugated drain pipe in less space than ever before.

FLEX-Drain® PRODUCTS AND ACCESSORIES:

- Solid FLEX-Drain® is a solid pipe ideal for applications that involve diverting water from one point to another. Available in 8-, 12-, 25- and 50-foot lengths.
- Perforated FLEX-Drain is a pipe with spaced slits ideal for ground water drainage. Available in 8-, 12-, 25- and 50-foot lengths.
- Perforated FLEX-Drain® with Sock is a pipe with spaced slits, covered with a removable polyester sock. Available in 8-, 12-, 25' and 50' lengths.
- Couplers and adaptors are also available.

FOR MORE INFORMATION:

Contact FLEX-Drain® at 800-257-1722 (Monday – Friday, 8 a.m. to 5 p.m. ET)

FLEX-Drain®
Professional Grade Drainage Solutions

FLEX-Drain®
799 Industrial Drive, SW
Cleveland, TN 37311

Phone: 800-257-1722
Website:
www.flex-drain.com



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:

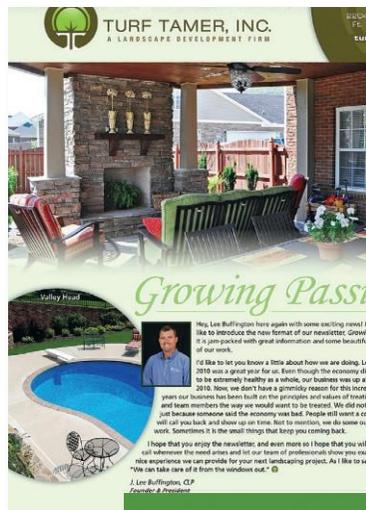
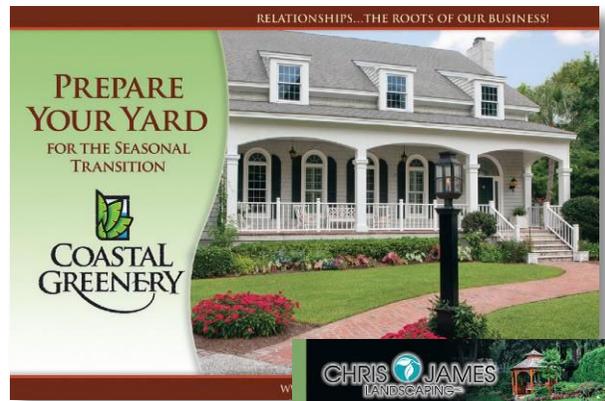
Focal Point is a marketing company serving landscape and lawn care professionals exclusively. We focus on getting results for our clients by generating more leads, helping to close more sales, retaining more clients and utilizing new media to improve credibility and success. We've been serving the green 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 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
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Scott Conner
Vice President, American
Honda Power Equipment

Mission Statement

Honda is the world's largest manufacturer of engines, producing and marketing models for a diverse array of automotive, motorcycle, marine and power equipment products.

Honda Engines offers a complete line of small, general purpose engines that supply smooth and dependable power for commercial, rental industry and consumer applications. These engines are some of the quietest and easiest to start of their kind, even in harsh commercial and construction environments. Such attributes have made Honda engines the popular choice for original equipment manufacturers looking to add value to their own brands.

Honda continuously works to meet future, lower EPA and CARB standards regarding the performance of its products. Investing in meeting the strictest of environmental requirements reflects the company's forward thinking on emission regulations, air quality and customer needs.

**HONDA
ENGINES**

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Honda Engines



Honda Engines: Spotlight on V-Twin Models

Honda GX OHV V-Twin engines offer exceptional power, adaptability and fuel economy in a compact package. Six V-Twin models (GX/GXV630, GX/GXV660 and GX/GXV690) are available in both horizontal and vertical shaft configurations and are well-suited for light-utility vehicles as well as demanding, power-hungry commercial turf, construction and rental equipment applications.

The engines are ideal for commercial turf equipment (zero-turn radius mowers, lawn tractors, trenchers, stump grinders and chipper/shredders); construction equipment (concrete saws, vibratory rollers, ride-on cement trowels and generators); and pressure washers and floor buffers.

A hemispherical combustion chamber, an integrated cylinder and cylinder head, forged steel connecting rods, a 9.3:1 compression ratio, a digital CDI with variable ignition timing, and twin barrel inner-vent carburetion contribute to the enhanced, fuel-efficient performance of the Honda V-Twin.

Manufacturing Facility:

Honda engines are produced at six manufacturing facilities throughout the world.

Sales and Marketing, Technical Support, Training and Customer Service:

Alpharetta, Ga.

Major Product Lines

Honda produces 29 engines models in six basic series:

Mini Four-Stroke Series	Hand-held portable equipment
GX Series V-Twin Series iGX Series	Commercial and rental equipment
GS Series	Premium residential and light-duty commercial markets
GC Series	Premium residential power equipment



Mona Haberer
President and CEO

Mission Statement

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



Hortica Insurance & Employee Benefits

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Email:

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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 landscapers, 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.



Richard Hunter
CEO

Mission Statement

Our mission is to deliver innovative products and services of the highest quality to the industries we serve. We will achieve this mission without compromising our core values of customer satisfaction, innovation, family and citizenship.



Hunter Industries
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Toll-free Customer Service:
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Hunter Industries

Major Product Lines:

Hunter Industries is a family-owned global company that provides high-quality, efficient irrigation solutions. The product line now includes products ranging from rotors that throw between 10 and 160 feet, the water-saving MP Rotator, a full line of AC-powered controllers with smart weather-sensing capabilities including the fully modular I-Core and highly popular X-Core controllers, valves built to withstand 220 PSI, the subsurface irrigating Eco-Mat, Professional Landscape Dripline with built-in check-valves, and robust central control options.

Manufacturing Facilities:

Our infrastructure as a corporation is built to minimize resource use as well. From our LEED-certified factories and facilities, to our extensive material waste-reduction efforts, every aspect of our business was developed to use as little natural resource as possible.

Beyond irrigation, Hunter has also increased our investment in Hunter Golf, our line of golf course irrigation products, acquired the innovation-driven FX Luminaire brand of outdoor lighting, and formed Hunter Custom Molding, which offers our extremely efficient manufacturing services to industries beyond irrigation.

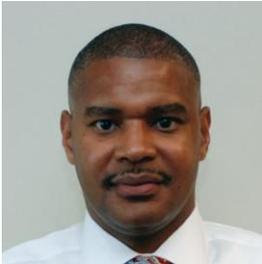


While we couldn't be more proud of the products we've introduced over the years, we're most proud of what the Hunter name has come to signify. Throughout all of our interests, Hunter has grown to mean more. More support, more technical resources, more product training, market-stabilizing prices and generous warranties. Because we understand our customers

don't just need a manufacturer, they need a partner. And that's exactly what we strive to be on every level.

Today, with four brands under our corporate banner, sales, service and support on every inhabited continent and more than 100 unique product lines, the Hunter promise of partnership stands as strong as ever.





Michael Jones
President

Mission Statement

Husqvarna Group's business mission is to develop, manufacture and market mainly power products for forestry, lawn and garden maintenance, as well as cutting equipment for the construction and stone industries. The product range includes products for both consumers and professional users.



Husqvarna Group

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Husqvarna Group



Husqvarna has a complete range of outdoor power equipment.

The Husqvarna Group is the world's largest producer of outdoor power products including chainsaws, trimmers, lawn mowers and garden tractors. The Group is also the European leader in consumer watering products and one of the world leaders in cutting

equipment and diamond tools for the construction and stone industries. The product offering includes products for both consumers and professional users. The Group's products are sold via dealers and retailers in more than 100 countries.

Major Product Lines

- Husqvarna
- RedMax
- Poulan
- Poulan Pro
- Dixon
- Bluebird
- Jonesred
- Weedeater
- McCulloch
- Gardena

Product Focus

- Outdoor Power Equipment

Manufacturing Facilities

- Orangeburg, SC
- McRae, GA
- Nashville, AR



Samuel R. Allen
Chairman & CEO

John Deere



Product focus:

In 2012, John Deere is celebrating 175 years of innovation with 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
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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, gaseous, and diesel engines, from 4 to 74 hp, which are supplied to equipment manufacturers worldwide in the lawn and garden, commercial and industrial, agricultural and construction markets.

KOHLER ENGINES

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Kohler® Engines

Since its beginnings in 1920, Kohler® Engines has earned a reputation for manufacturing the highest-quality engines with superior performance. Today, this legacy is advancing as more than 90 years of innovation continue to drive Kohler Engines to expand its product offering and market presence around the globe.

KDI Diesel Engines

The company’s latest major product innovation is a Tier 4 Final emission compliant diesel engine line developed with Italy-based Lombardini, a KOHLER Company. This new, heavy-duty diesel line offers optimized fuel consumption, limited emissions and remarkable performance without the use of a diesel particulate filter (DPF).

The power and torque of these engines in relation to their compact size and reduced fuel consumption offers significant advantages to construction, industrial and agricultural end-users.

Achieving Tier 4 Final emission compliance without a DPF was possible through the efficient use of the engine’s components, including Kohler’s direct injection system, cooled

exhaust gas recirculation (EGR) and diesel oxygenated catalyst (DOC). An Electronic Control Unit (ECU) with fuel mapping program also is incorporated to manage the engines’ power output.

EFI Technology

Of course, another opportunity from Kohler Engines offering unmatched efficiency is the closed-loop EFI (electronic fuel injection) engine, which is incorporated into the company’s Command PRO EFI commercial line. These engines have been shown to save up to \$600 a year on fuel and are designed to provide reliable starting and unequalled performance.

Only Kohler EFI engines include an oxygen sensor that analyzes the air/fuel mixture in the muffler. If the oxygen level strays from the ideal air/fuel mixture, the sensor triggers

adjustments to the amount of fuel injected into the system. Kohler EFI engines then “close the loop” between the air/fuel intake and the exhaust output to provide a constant stream of critical feedback, which helps deliver optimal fuel efficiency and a variety of other benefits, including easier starting, fuel adaptability, improved power, and increased life span.

Based on strong marketplace response, Kohler Engines is also set to release its Command PRO EFI Propane Engine. This new option is ideal for those seeking the advantages of the company’s closed-loop EFI technology in tandem with the clean-burning and eco-friendly benefits of propane.

Connect with Kohler

To learn more about these and other recent innovations from Kohler Engines, or to view the company’s complete product offering, visit KohlerEngines.com or facebook.com/kohlerengines.





Tim Smith
President & CEO

Mission Statement

LandOpt identifies and partners with the most highly qualified, independent landscape contractors in exclusive territories throughout the U.S., empowering them with the best processes, systems, technology and support services in the areas of human resources, sales, business management and operations management. The result of this long-term relationship is profitable growth, improved productivity, and defined career paths for team members, as well as the ability to be part of a national network of landscape contractors who operate in the same manner.



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LandOpt

LandOpt works exclusively with independent landscape contractors, providing proven systems and process in ALL areas of your business – sales/marketing, operations, human resources and business systems. We help you achieve your financial goals through a long-term relationship that includes regular coaching visits as part of a whole-business approach to improving productivity in all areas.

After implementing LandOpt, contractors within the LandOpt Network report having greater control over their business while reducing the number of hours they work to achieve that success!

To learn how the LandOpt business model can elevate your company to the next level of success, contact Partnership Coordinator Teri McGuinness for a complimentary evaluation to determine if your company might qualify to be a Powered by LandOpt Contractor.

Major Product Lines:

The LandOpt System is a complete business improvement approach

LandOpt Network principals and sales professionals pose for a photo during the annual Principals Meeting & Success Celebration.



LandOpt Success Coach Steve Bach conducts a coaching visit at an Atlanta-based contractor location

that includes systems, processes, training and business coaching.

Product Focus:

LandOpt works with successful, independently-owned landscape contractors on whole business improvement with the goal of creating profitable growth, improved productivity, defined career paths and an opportunity to be part of a National Contractor Network.

Manufacturing Facility:

Based in Pittsburgh, Pa., LandOpt supports a national network of independently owned landscape contractors.

Technical support:

LandOpt provides continuous learning opportunities via role-specific training events, webinars, and annual network-wide events in addition to in-person coaching visits and weekly coaching support calls.

