



March - April
2007

ATLANTA MOTOR SPEEDWAY

Kobalt Tools 500

Club ONE WINNERS

MARCH 18, 2007

Congratulations to the following winners of the Club One Luxury Box Seat Ticket Drawing!

Everyone bundled up for a day of racing fun at Atlanta Motor Speedway for the Kobalt Tools 500. Despite a cool breeze early, it turned out to be a great day by race-time!

March 16 Race

Clay Davis: Davis Irrigation & Landscape
Jimmy Charlton: Sprinkler Systems of NE GA



March 17 Race

Eric Diamond: Water Works
Brian Huff: Southern Lawn & Irrigation Inc.



EATONTON GRAND OPENING

April 3, 2007

807 Harmony Rd
Eatonton, GA 31024
706-484-0859



ONE DAY ONLY SPECIALS
LUNCH 11AM - 2PM

Locations

Foley, GA: 251-987-1686
Destin, GA: 850-622-1455
Ft. Walton Beach, FL: 850-243-8188
Panama City, FL: 850-913-0284
Pensacola, FL: 850-429-0010

Augusta, GA: 706-650-8500
Braselton, GA: 678-425-2111
Buford, GA: 678-835-1948
Covington, GA: 770-787-5013
Cumming, GA: 770-889-2009

Eatonton, GA: 706-484-0859
Kennesaw, GA: 770-794-3249
Norcross, GA: 770-242-6036
Sharpsburg, GA: 770-253-6868



NURSERY SPOTLIGHT: PERENNIALS

WHAT'S HOT FOR 2007

This will be an exciting spring and summer for the Stovall landscaper. Why you ask? Because this year, there will be some interesting new selections to our perennial availability. Varieties which will be hard to locate at other landscape supply stores will be available at Stovall. Some of these varieties are Firestar Dianthus, Jethro Tull Coreopsis, Rosy Returns Daylily, Sweet Dreams Coreopsis and the perennial of the year Walker's Low Nepeta.

Our landscapers will be able to set themselves apart by using some of our new plant material, allowing you to drastically change the appearance of the yards you landscape from the other cookie cutter lots in the neighborhood. Stovall allows you to accomplish this by offering a greater section of color and superior material, giving you the edge to be successful. This is something Stovall takes pride in.

You may be asking yourself, what sets these new perennials apart from the material carried by Stovall in the past? Let's just take a few moments to find out, shall we? We'll start with two of our favorites: Firestar and Rosy Return. Firestar is very similar to Firewitch in its foliage color.



However, that is where the similarities stop. The flower of Firestar is a deep red with an eye and the foliage, well the foliage is where this plant has truly evolved. In comparing it to Firewitch it is like comparing a 250 thread count on your sheets to a 500 thread count. This foliage is so thick it looks like it was manufactured rather than grown.

We've all used Rosy Returns' big brother Happy in our gardening in the past and the flowering and propagation are very similar to one another. What is different is the flower itself. Stovall will now be able to offer our landscapers a pink daylily that blooms throughout most of the year. In my experiences with this plant last year, it was flowering until the first hard frost that we had, sometime in October. In addition, each flower-scape carries multiple buds, ensuring a happy customer after your install.



Stovall has many other new perennials as well, and someone at your local Stovall Nursery will do their best to answer any questions our landscapers may have. Good luck guys, and remember we are here to answer your questions and help you in any way we can.

-Contributed by Jason Butler, Stovall Cumming

SPRING GOLF TOURNAMENT

6th Annual

Golf Invitational

April 18, 2007
Hamilton Mill Golf Club
Dacula, GA

Contact any Stovall representative for pricing and a registration form

CALENDAR OF EVENTS

- March 28: Foley - Valve Round-Up Kickoff Luncheon
- March 29: Pensacola - Valve Round-Up Kickoff Luncheon
- April 3: Eatonton - GRAND OPENING
- April 18: Stovall Invitational Golf Tournament Hamilton Mill Golf Club
- May 1: Norcross - Valve Round-Up Kickoff Luncheon
- May 2: Braselton - Valve Round-Up Kickoff Luncheon

COSTA RICA

If you haven't pre-registered for the February 2008 Contractor Rewards Program Costa Rica trip, sign up immediately! Space is VERY limited and will fill up very soon. Watch for final registration information that will be coming out soon. We hope to see you there!

**FEBRUARY 21-26,
2008
1,500pts/couple**

BUSINESS SPOTLIGHT: MANAGING PROFITS

In the hustle and bustle of business in 2007 how do we maintain our profits? We all know time and time management has become one of our most valuable tools. Unfortunately, how often do we sacrifice time for profits? I would like to share with you 3 things that are very important to all of us in our daily routines.

First: Organization Skills

In order to “get the job done” we must have a defined plan for ourselves and the people we supervise on a daily basis. This does not mean when we show up for work in the mornings we start working on our time management. We should already have this done before the time clock starts. Included in this process is a clean and clear plan to communicate to our team the details of our objectives for the day. How often have we had to redo a project or go by Mrs. Jones for a 5 minute adjustment to a yesterday duty, that wastes 2 hours of today’s time? Communication is one of our most powerful assets. Let’s use it wisely.

Second: Resource Materials

Once we have our daily objectives planned and communicated well, the next step is tools. Are we equipping our team with the proper tools? I have visited many job sites that are ill equipped with the physical tools necessary to complete the tasks at hand. Do the members of your team have the proper tools to install irrigation, lighting and plant material in a proper manner and just as important, in a timely manner? What about tools for maintenance of power equipment? If a piece of equipment breaks down on the job, is your crew done for the day or can repairs be made and the job is finished on time?

Third: Materials and Products

Inventory management! What is the most costly inventory you deal with? Most often it is the thing(s) you need and do not have on the job. When operating my own business some years ago, I calculated cost of material as the price paid for an item plus man hours and overhead to obtain the item. An example is: where your crew is on the job and needs 2 more rotors to complete the job. Lets say your cost on the item needed is \$20.00. Then the only person you have on the crew that is licensed and insured to run down to the nearest Stovall store and grab those 2 rotors is a \$15.00 an hour foreman. Of course his real cost is \$30.00 an hour after all employees over head. Then there is fuel and vehicle mileage expense. Is the rest of the crew busy or what? By now you know where this is going. \$\$\$\$\$\$ Inventory management is a constant challenge for all of us. Let’s make sure we spend a proper amount of time planning our inventory needs.

Remember, as we meet the expenses of doing business, there are many fixed cost. These are the easiest of all costs to plan for. It is the unfixed or intangible cost that so often costs us money that could be profits. Good luck in your planning and time management, and let us help you whenever we can.

-Contributed by Garland Davis, Stovall Georgia

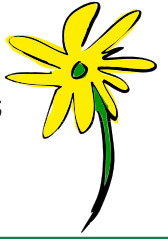
NEW PRODUCT LINE

WATER GARDENING



Stovall is now a distributor of AquascapePro Water Gardening products! Whether you are already installing ponds and water features or are thinking of expanding your business, we are the place to get your complete line of professional water gardening supplies. We have teamed with the most experienced supplier in the industry to offer you the very best product available.

Aquascape, Inc. is the largest supplier of water gardening supplies in North America, and along with the highest quality products, they also offer numerous seminars and training opportunities as well as extensive marketing materials to help you build your business. Watch for upcoming information on seminars and pond-building events in your area!



Irrigation

Odds & Ends Specials

Irritrol

250-06-04	1" Valve	\$14.17ea
205SF	1" Valve slip w/flow	\$12.59ea

Hunter

PGV101G	1" Valve	\$10.93ea
ICV101GFS	1" Valve	\$49.00ea
HFT100	Flex Tube	\$13.99ea



SL1600	Timer	\$55.55ea
SLM4	Module	\$11.50ea

RAIN BIRD

WILKINS

R50	\$7.99ea	720A 1" PVB	\$45.25
150EFBCP	\$145.00		

Available at stocking locations only, while supplies last. Case quantity only.

Rotor Rebate Program

March - August

Purchase min of 100 Rain Bird Rotors in single month

Get \$0.50 rebate per rotor

Purchase min 500 Rain Bird Rotors between March and August

Get additional \$0.50 per rotor

**rebates will be applied as a credit on account*

April Controller Special

For every \$500 of Rain Bird Controllers

Purchased, Get 1 entry into a drawing for a

\$100 Bass Pro Shops Gift Card!

\$500 IN GIFT CARDS WILL BE GIVEN AWAY!!

Secondary prizes will also be awarded!

The Water Box



Now there is a quick and easy way to get water to distant locations. The Water Box comes with a built-in swing assembly and hose connection as well as locking support for added stability. Try it out and see how much time you can save!

Equipment

TRU-CUT

C-27-H7

\$1,399⁰⁰

5.5 hp engine
27" cut



Kennesaw



ZT218 ES

\$4,495⁰⁰

18 hp engine
52" cutting deck



Norcross

Evans

Nursery

Old Stock Blowout

Huge varieties of B&B trees and container stock at great prices!

Call your local nursery location for availability and pricing.

Braselton Covington Cumming Sharpsburg

All products may not be available at all locations. Prices good on in-stock items through April 30, 2007 or while supplies last and may not be combined with any other offer.