

# F.O.E. NEWS

## FLORIDA OUTDOOR EQUIPMENT, INC.

2691 Dardanelle Dr.  
Orlando, FL 32808  
407-295-5010

### Office Hours:

Monday through Friday  
8:00 am to 5:00 pm

### F.O.E. Personnel:

#### President:

Mark DeShetler  
General Manager:  
Mark Stephens

#### Customer Service Department

Terry Briskie  
Nancy Roman  
Pat Dault  
Cheryl Grafing  
Sue Cockcroft  
All Fax Orders: 800-363-4968

#### Sales Department:

Keith DeShetler, Sales Manager  
Keith Ramker  
Ken Gronko  
Mike Simon  
Tony Deloges  
Rob Sosnowski  
Jeff Estler  
Andrew Pieplow  
Jeff Howard  
Greg Thompson

#### Technical Service Department

Andy Sadlon  
Russ Knowles  
Rich Dritto

#### Advertising Department

Karyn Karapiperis

#### Accounts Receivable/Credit Dept.

Beth Forrester  
Sue Cockcroft

#### Parts Department

Greg Washington

#### Shipping & Receiving Dept.

De Fernandez

## Green Thumb Lawn & Garden Center, Inc. Coral Springs, FL

Green Thumb was founded in 1975 by Joe and Diana Biesterfeld. They started in a 1000 sq. ft. store front in a strip mall in Sunrise, FL. Joe & Diane actually started with plants, pesticides, hand tools along with macramé which was popular in the '70's. Their first piece of lawn equipment wasn't sold until nearly a year later. The weedeater was just coming out in 1976. Homeowners and commercial cutters were buying 21" walk behinds and rear engine riders from Green Thumb back in those days. Brothers John and Joe took turns cutting lawns and working in the store. Business grew and they purchased a 6000 sq. ft. building on an acre in 1981

in Tamarac, FL. Their customer base and products began to change to more commercial users than homeowners. In 1985 Suncoast Manufacturing began out of the same location building high quality trailers and truck bodies. With business growing and busting at the



*Joe Biesterfeld, Jr., COO*



*John Biesterfeld, CEO*

seams, they purchased acreage in Coral Springs and have built a 38,000 sq. ft. state of the art superstore.

Green Thumb is a family affair with numerous family members doing their part in running the business. Of course there is Joe & Diane Biesterfeld,

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**SUMMER IS COMIN' — BUGS ARE SWARMIN'— WHAT'S THE ANSWER?**



**For every PB251 hand held blower purchased you can receive a FREE YardShield™ Attachment Kit**

ECHO's new Mosquito YardShield™ System takes care of the mosquito season and helps protect against West Nile, Lyme, and other diseases carried by mosquitoes. Puts out a barrier that can last for weeks. This will fit the PB200 or the PB251 and is easy-to-assemble. The EPA-registered Mosquito YardShield™ concentrate is sold separately. So get out and enjoy your backyard!



**PB251**



**99944200310**



**99944200300**

**NEW**



The **ECHO U-Turn™** trimmer head could be the fastest way to load string trimmer line you'll ever use. You just feed the two ends of the trimmer line into the eyelets and turn the trimmer head. The head does the work and spools itself with every turn. When all the line is on the spool, just cut the trimmer line and you are ready to trim.

The **SRM280** Trimmer provides a new class of performance in trimmers. The 280 has a flex cable shaft (SRM-280), steel shaft (SRM-280S), high torque (SRM-280T), and U-handle (SRM-280U) models to choose from. The 280 Series replaces the 311 Series. The 280s have a 28.1cc Power Boost Vortex™ engine, 21.6 fl. oz. fuel tank, rubber throttle control handle, 59" straight shaft, commercial-grade felt air filtration for improved air quality and increased engine durability, and ECHOMATIC Pro™ trimmer head.



**If you haven't noticed—ECHO is turning ORANGE! All new products turning out in 2008 have been in the new bold ECHO ORANGE color.**

**PE-280** Edger provides a new class of performance in edgers. It features a 28.1cc Power Boost Vortex™ engine; rubber throttle control handle; 59" curved shaft; open-face, metal shield; 8" metal blade; commercial-grade felt air filtration; and replaceable steel wear plate for extended gearcase life..



There is also a new **3ft. Extension** for the PAS Series. To be used with Articulating hedge Trimmer and Power Pruner attachments. Part #99944200535.



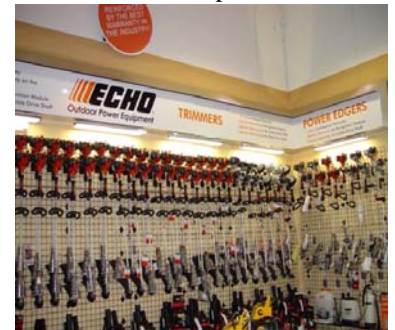
## Green Thumb — Continued from Page 1



their sons Joe Jr. and John, their wives Sharon & Bonnie, and sister Carolyn Cicci. This business is a highly competitive market and the Biesterfelds have developed personal relationships with their customers, and have service capabilities that differentiate them from other dealers by providing better service and having everything in stock ready to go out the door. Green Thumb and F.O.E. have had a successful business relationship for all these years. The Biesterfelds carry top quality products from F.O.E. such as ECHO, BEARCAT, SCAG, and BILLY GOAT. It has been the dedication of everyone at Green Thumb that has made this business one of the largest equipment dealers in the southeast. They truly are a one stop shop for commercial users and home owners alike. With a fully trained staff they are ready to take care of their customers. F.O.E. can truly say Green Thumb with its service products and people, are in a class by themselves.



Sharon Biesterfeld—  
Finance Specialist



Bonnie Biesterfeld—  
Inventory Control Specialist



Staging area for inventory sales / service



Carolyn Cicci—  
Warranty Specialist





The Scag Pro-V™ Hydro-Drive Walk- Behind mower is another revolution from Scag in the walk-behind market. No squeezing any handles which gives you little or no hand fatigue. The V-Bar steers the mower and controls forward/reverse movement of the mower.

The Scag Pro-V is available in 36", 48", or 52" floating cutter deck options and engine options from 16hp to 23hp.



Senso-Grip Operator Presence System

The new Senso-Grip operator Presence System detects the touch of the operator without using paddles, switches or buttons. This increases hand comfort and combined with the "no squeezing" V-Bar Drive System makes this operation an all new way to walk.



**NEW!**

The Freedom Z is now available in 36" with a 17hp Kawasaki and a 36" with 20hp Briggs ELS.

**NEW FOR TURF TIGERS!**

Diesel Engine Option for Scag Turf Tiger CAT 28hp 3-cylinder, liquid-cooled diesel! You have the reliability of a Turf Tiger along with the power and fuel efficiency of a diesel engine.



	Interest Starts	First Payment Due	Interest Rate	Loan Terms	Amount Financed	Customer Doc Fee	Available Dates
Standard Program	Immediately	in 30 days	as low as 11.95%	up to 48 months	\$1,500 and up	May apply. Talk to your Scag dealer.	Through May 31, 2008
Standard Program	90 days	in 120 days	as low as 12.95%	up to 48 months	\$1,500 and up	May apply. Talk to your Scag dealer.	Through May 31, 2008
Standard Program	Immediately	in 30 days	8.8%	up to 36 months	\$1,500 and up	May apply. Talk to your Scag dealer.	Through May 31, 2008

Sheffield Financial has great financing opportunities for the Scag consumer. Get it financed and get mowin'.

The Tiger Cub has added a 25hp Kohler Command engine with remote canister air filter to their line-up. It is available with a 52" or 61" Velocity Plus deck.



*A GREAT LINEUP OF SCAGS ON DISPLAY AT GREEN THUMB LAWN & GARDEN LOCATED IN CORAL SPRINGS, FL*



# YAZOO/KEES

**NEW**



### Mini Max

Power in a compact package. Only 34", 17hp Zero Turn rider makes getting thru gates and into compact trailers super easy.

ZMMKW34170



### E-Max

The new E-Max offers solid performance and a commercial feel, without a commercial price tag. The E-Max comes in 25hp with a 52" or 61" deck, and a 27hp with a 72" deck.

**Sheffield Retail Finance Promotions extended to June 30.**

**1.9% Interest for 12 months**

**5.9% Interest for 36 months**

**NO Interest till October 1, 2008 and NO Payment till November 1, 2008**

### **SPECIAL REBATE OFFER ON THE MID-MAX & MAX2, AND THE ESTEEM & E-MAX SERIES**

**Mid-Max & Max2 \$450 Instant Rebate**—An instant rebate of \$450 off the sale price should be made available to customers that purchase any Mid-Max or Max2 rider April 10—May 31, 2008. F.O.E. will credit dealers account \$350 of the rebate.

**Esteem & E-Max \$350 Instant Rebate**—An instant rebate of \$350 off the sale price to customer that purchase any Esteem or E-Max rider April 10—May 31, 2008. F.O.E will credit dealers account \$300 of the rebate.

**Dealer just submits** completed product registration card with a copy of sales invoice showing rebate amount from sale price to F.O.E. All claims must be submitted by June 10, 2008.

Don't forget these rebates may be combined with the current retail financing offers of 1.9% for 36 months or 12 months same as cash.

## DEALER SALESMAN SPIFF

Dealer Salesman SPIFF extended to June 30, 2008!

Dealer Salesperson will receive **\$50** Visa Gift Card for every Esteem Mower Sold and **\$75** Visa Card for every Max2 and Mid-Max!



The F601S Series is the smallest member of the blower line-up on the market. Lighter than most units it is easy to handle and maneuver around the yard. It has a 6hp commercial engine with a 2 year warranty. It also features Billy Goat's patented "Aim-n-Shoot"

feature that allows the operator to direct the air output from the operator position.



Billy Goat's new KV series is a 27" wide lawn and litter vacuum and is ideal for residential and property maintenance. The new unit features a 5-blade impeller with serrated edges to maximize both suction and debris reduction. Height adjustment is at your fingertips for either hard surface or turf work and come with either a Honda or Briggs engine. Pictured is the KV650SPH shown with optional hose kit.

## BILLY GOAT DEALER SALESPERSON SPIFF UNTIL JUNE 30, 2008

**\$50.00 SPIFF**

**Eligible Products:** QB554HC, F601S, F900S, F901S, F900H, F901H, F1300H, F1301H, AND F1801H.

Just sell one of these blowers and send in a copy of the Billy Goat Warranty Registration Card along with a copy of your sales invoice to F.O.E. with the salespersons name on the Warranty Card.



Vacuum Line



Blower Line



Mowing Line



Renovation Line



**NEW**

New in the Bear Cat lineup is the 27 Ton Log Splitter. The automatic cylinder return and forward control lever assure your safety and makes the task of splitting wood easier than ever before. You can operate it in either a vertical or horizontal position and comes with a wide splitting wedge, 2" ball hitch, and jack stand with pneumatic tires for easy transportation and storage.



Also new is the Hitch Mount Debris Loaders that make leaf removal an easy one-man operation. The 10" Diameter Hose intake allows for large amounts of leaves and debris to be reduced in a short span of time.



## Advertising Department

Spring is here. . . . The rains have fallen, the grass is starting to grow, tax refunds are in the mail. Now is the time to start utilizing your advertising co-op funds to grow your sales for 2008. F.O.E.'s advertising department is here to help. Please call Karyn to get your co-op allowance and any other assistance that you may need. Media resources and marketing support can also be found on the following web-sites:

[www.echo-usamedia.com](http://www.echo-usamedia.com)

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

[www.yazookees.com/support](http://www.yazookees.com/support)

## Service Department

### 2008 ECHO School Update

The training season is over once again, with another great turnout from our ECHO dealers. Thanks to all that have participated in our schools. We try to provide you with the best training for your time. The new products were a big hit—The SRM265, SRM280, PPT265, and the new gearboxes all received great response during the teardowns and discussions.

Fuel and emissions continue to be hot topics, with E10 having arrived in our area fall of 2007, and dealers already experiencing overheating, poor performance, and varnish/gum issues from the cleaning of all the old tanks and lines. It is only going to get worse before it gets better if you don't have E10 in your area yet.

## WELCOME NEW DEALERS TO THE F.O.E. FAMILY

<b>All Seasons Outdoor Power &amp; Performance, Inc.</b>	<b>Newberry, FL</b>	<b>Ace Hardware Corporation</b>	<b>Byron, GA</b>
<b>Bobby's A to Z Equipment</b>	<b>Longwood, FL</b>	<b>Ace Hardware Corporation</b>	<b>Newnan, GA</b>
<b>Creel Tractor Company</b>	<b>Ft. Myers, FL</b>	<b>Ace Hardware Corporation</b>	<b>Newnan, GA</b>
<b>Engine World PC, LLC</b>	<b>Palm City, FL</b>	<b>Ace Hardware Corporation</b>	<b>Duluth, GA</b>
<b>E-Z Ride</b>	<b>Panama City, FL</b>	<b>Ace Hardware Corporation</b>	<b>Kennesaw, GA</b>
<b>Gordon Tractor, Inc.</b>	<b>Madison, FL</b>	<b>Ace Hardware Corporation</b>	<b>Social Circle, GA</b>
<b>Lawnmower Sales &amp; Service, LLC</b>	<b>West Melbourne, FL</b>	<b>All Pro Tractors &amp; Trailers</b>	<b>Lawrenceville, GA</b>
<b>Macclenny Mower &amp; Saw, Inc.</b>	<b>Macclenny, FL</b>	<b>Custom Yard Power &amp; Equipment</b>	<b>Ocilla, GA</b>
<b>Midway Equipment Services, LLC</b>	<b>Lake City, FL</b>	<b>Dixie Outdoor Power Equipment</b>	<b>Cochran, GA</b>
<b>MowerMD, Inc.</b>	<b>Orlando, FL</b>	<b>Dowda Farm Equipment, Inc.</b>	<b>Douglasville, GA</b>
<b>Pasco Turf &amp; Tractor, LLC</b>	<b>Zephyrhills, FL</b>	<b>Powerhouse Outdoor Equipment</b>	<b>Valdosta, GA</b>
<b>Performance Mower, LLC</b>	<b>Ormond Beach, FL</b>	<b>Sunflower Equipment Co., LLC</b>	<b>Warner Robins, GA</b>

## Customer Service

Always check your packages you receive from UPS and FedEx. Make sure there has not been any tampering with the boxes. Check the following before signing for your packages:

- Make sure your box is taped with brown F.O.E. tape. If the box is sealed with clear tape, someone else has opened this box and resealed it.
- Make sure there is no damage to the box and that there are no holes in packaging.

**TRUCK ORDERS:** Always verify count and condition before signing Bill of Lading.

### **ORDERING LITERATURE :**

When you need more literature, just order with the following numbers on your regular order:

Echo Lit: MKT0800002 (1 box 50 books)

Echo Spanish Lit: MKT0700002 (1box 50 books)

BearCat: MKT0800004 (Order per piece, 100 per box)

Scag Lit: S07-33L (Order per piece 25 in bundle—150 per box)

Kees Lit: 539133074—Order per piece, 25 bundle, 175 box.

Bluebird Lit: 130488— Order per piece, 25 per bundle.

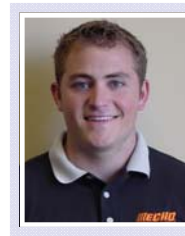
Billy Goat Lit: B100200—Order per piece.

## New Faces at F.O.E.

Larry Myers retired from F.O.E. as the General Manager. He and his wife are having a grand time traveling and we wish them well.



Stepping into that position is Mark Stephens. Mark comes to us from Michigan and he is very happy to be in Florida!



Benny DeShetler, son of Mark DeShetler has joined the F.O.E. team after graduating from FSU. Benny has been busy learning the business from the warehouse, customer service, open houses, and sales.

***F.O.E. will be closed May 26, 2008 for Memorial Day***

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