



**TOGETHER,
WE'VE
GOT THIS.**

**FOR BAYER AND RYAN LAWN & TREE,
IT'S ABOUT MORE THAN LAWN CARE.**

Look Inside!



YOUR SUCCESS



Introducing

**RODNEY
ST. JOHN**

**RYAN LAWN
& TREE**

A DEEPLY ROOTED RELATIONSHIP

FOR BAYER AND RYAN LAWN & TREE, IT'S ABOUT MORE THAN JUST LAWN CARE

When Larry Ryan founded Ryan Lawn & Tree in Overland Park, KS in 1987, he set out to create a lawn care company focused on building relationships – both with its customers and with its employees. This commitment to relationships has helped Ryan Lawn & Tree grow into one of the Midwest's largest lawn service providers, and has built the company a reputation as a lawn care provider that goes the extra mile for its clients.

 **Celsius**[®]

Postemergence herbicide for warm-season turf, handles conditions many other products cannot

 **Altus**[®]

Controls major sucking pests on landscape ornamentals while offering flexibility of applications before, during and after bloom

It's no surprise then, that a turf school research professor with a passion for helping others would find Ryan Lawn & Tree to be an enticing career move. Dr. Rodney St. John was working at Kansas State University when he jumped at a chance to be the VP/Director of Agronomy and Environmental Stewardship at Ryan Lawn & Tree. "For me, personally and professionally, I just enjoy helping people," Rodney says. "Whether it's a customer, or a neighbor – I love helping people out."

Rodney's responsibilities with Ryan Lawn & Tree, much like those at Kansas State, involve education. "It's about developing lawn care programs that utilize products and services that are the best choice for our customers, the environment, and Ryan Lawn & Tree as a whole."

To build lawn care programs that deliver consistent results and customer relationships that last, Ryan Lawn & Tree looks to Bayer, and in particular, their Area Sales Manager – Wes Kleffner – who lives in Kansas City and services territories in Kansas, Missouri, and Colorado. As a self-described outdoorsman with a green thumb, Wes never saw himself working behind a desk. "I really enjoyed the game of golf and love being outdoors. That's what led me to choose a degree in Golf Course Management at Kansas State."

It was at Kansas State that Wes and Rodney's paths would first cross. Wes knew Rodney as a

professor, but it was later in Wes' career when he joined Ryan Lawn & Tree in their Turf Department that he developed a friendship with Rodney. "When I was looking for my next career move, a mentor encouraged me to look into lawn care. During my time at Ryan Lawn & Tree, and now at Bayer, Rodney and I have gotten to know one another really well."

This is the kind of trust that both Ryan Lawn & Tree and Bayer are known for. Relationships that solve problems through collaboration and innovation, and that are deeply rooted in friendship. In a word, Rodney says Ryan Lawn & Tree's relationship with Bayer is "fantastic." "I like that Bayer backs their products. I always feel like they've got my back. They're also a leader in supporting the industry as a whole, and I appreciate that."

According to Rodney, it's not just the relationships and support that make Ryan Lawn & Tree choose Bayer. "The products work. The coverage is consistent. And consistency is key – I need a product that I can apply to 26,000 different customers and know that it's going to work in all situations." Ryan Lawn & Tree trusts products like Merit®, Prostar®, Specticle®, and Tempo®. "We use about 3,000 acres of Merit per year, in particular," Rodney says.

"But this isn't just about great products," Wes agrees. "The relationships we as Bayer sales managers make with our customers are cool stories to tell.

We're not just out here selling product and calling it a day. We take the time to take care of our customers and the environment."

His admiration for Ryan Lawn & Tree is also strong. "You don't see a business model like theirs often," he says. "They invest a lot of time and money into their employees. They build relationships with their customers. To them, their customers aren't just numbers. They are Mr. and Mrs. Smith with two kids and dog and they love to vacation at Lake of the Ozarks – that's what sets them apart. People stick around at Ryan just like people stick around at Bayer. That says a lot about both companies."

Wes and Rodney's friendship is a direct reflection of the partnership between Bayer and Ryan Lawn & Tree, and one that benefits all parties involved. "We appreciate Wes and all he does for us" says Rodney, "and his willingness to be available at any time. He and Bayer are great partners."

YOUR
SUCCESS
OUR
SCIENCE

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Spect(i)cle[®]

..... Long-lasting preemergence weed
control for warm-season turf





BY THE NUMBERS



RYAN LAWN & TREE



FOUNDED:
1987
OVERLAND PARK, KS



98%
RESIDENTIAL
CUSTOMER BASE



over
260
STAFF MEMBERS



45%
REVENUE FROM
TURF BUSINESS

BAYER



FOUNDED:
1863
BARMEN, GERMANY



20
DEDICATED AREA
SALES MANAGERS



over
30
INNOVATIVE L&L
SOLUTIONS



40+
YEARS SUPPORTING
THE L&L INDUSTRY

OUR SCIENCE

and

**WES
KLEFFNER**
BAYER



YOUR SUCCESS

OUR SCIENCE

Bayer has a long heritage of using science to help create a better life. Like our customers, we are dedicated to caring for the spaces where we all live our lives, because we know that healthy environments help lead to thriving communities. With innovative new solutions like Altus for landscape ornamentals, we're committed to advancing the lawn and landscape industry in today's ever-changing environment – And we work collaboratively with customers and partners to help foster healthy environments where we all live, work and play.



Altus[®]

Altus is an insecticide for landscape ornamentals that provides systemic, broad-spectrum control of sucking pests, including targeted control of whiteflies, aphids and other harmful insects. Applications can be made before, during or after plant bloom.

- Excellent residual control
- Compatible with honey bees, bumble bees and many other beneficial arthropods
- Rapid and strong feeding cessation effect
- Keystone of rotational program to reduce risk of resistance

The first insecticide with a butenolide chemical structure

Flupyradifurone, the active ingredient in Altus, is the first insecticide with a butenolide chemical structure. The butenolide structure provides a novel binding site in the insects' nervous systems making Altus chemically unique from neonicotinoid chemistries.

Pests Controlled:

Aphids, leafhoppers, mealybugs, psyllids, scales, whiteflies
Please see the product label for a full list of pests.

Use sites:

Landscape ornamentals, landscape fruits and tree nuts

ALWAYS READ AND FOLLOW LABEL INSTRUCTIONS

Bayer CropScience LP, Environmental Science Division, 2 T.W. Alexander Drive, Research Triangle Park, NC 27709. For additional product information, call toll-free 1-800-331-2867. www.backedbybayer.com.
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