

Agency Resume

LDSA Reps, Inc.

Candie Dunn
Craig Dunn
Dean Peterson
Chris Starr
Steve Grassman
Mike LaLande

www.ldsareps.com



Vision Statement

■ The strategy of our agency is to represent a select number of lawn & garden and outdoor living manufacturers in the Northwest marketplace.

- Our emphasis is on building long-term, mutually beneficial relationships and programs between the manufacturer and the customer.
- We believe that the only viable programs are long-term, well planned, and mutually beneficial to the manufacturer, the customer, and the consumer.
- It is our responsibility to:
 - Follow up completely with each customer and validate the credibility of both customer and manufacturer.
 - Fully understand your company, products and programs and present them in a timely manner.
 - Promote your programs and company to the marketplace and act as your ambassadors.
- We view our relationships with our manufacturers and customers as fully committed partnership.



Manufacturer's We Represent

- Algoma Net 2009
- Bird B Gone 2007
- Bull Outdoor Products 2008
- Corona Clipper 1995
- Damm Corp. 2009
- Exhart 2001
- Glamos Wire Products 2001
- Hiatt Manufacturing 2008
- High Caliper Growing (Smart Pots) 2013
- Independence Flag 2013



Manufacturer's we represent - continued

- Lebanon Seaboard – Preen 1999
- Master Gardner 2009
- Mt. West Products 2012
- Old World Spices 2012
- Plastec 2007
- Precision Products 1999
- Sterling International 1991
- Sun Gro Horticulture 1991
- Sunjoy Industries 2013
- Teknor Apex 2006
- Two Trees Products 2013



History

- Mike LaLande started agency in 1989 – 25+ years!
Lawn and Garden
- 1993 Candie Dunn partnered with Mike to form
LaLande-Dunn & Associates
- 1994 Craig Dunn joined with Candie in Oregon
- 1995 Bob Steele partnered with Mike and
LaLande-Dunn-Steele & Associates formed.
- LDSA grew and added - Dean Peterson '09, Chris Starr
'13, & Steve Grassman '14.
- Over 100+ years of garden experience
- 2012 Mike LaLande sold his ownership in the agency to
Candie & Craig Dunn. Mike continues to work with LDSA
handling key accounts at Costco.
- The Pacific Northwest market (WA,OR,ID,UT,MT,AK) has
a population of over 15.4 million (5.2% of US population)
- 6.2 million households.
- Costco Wholesale, Costco.com, Amazon.com, Kroger,
Fred Meyer, Bi-Mart, Central Garden (Portland),
McLendon's, L & L, Jensen Distribution, Coastal Farm
Stores, McLendons Hardware, Jerry's, D&B Supply,
Zamzow's, Wilco Farm Stores, & more.
- Our customers – your customers – everyday!



Our Staff

Mike LaLande started the agency in 1989 and focused on Lawn and Garden, which is still our strength today. Prior to starting LDSA, Mike was National Sales Manger for Alaska Fish Fertilizer Co and spent many years in the food business.

Candie Dunn joined in 1993 and became a partner and owner of LDSA, Oregon. She has over 25 years experience in the lawn and garden business and spent 7 years in the distribution of lawn and garden products with Central Garden & Pet Supply. Candie also was with Fred Meyer as a Garden Manager.

Craig Dunn joined Candie in 1994 as a partner. Craig has 25 years experience. He worked for both Fred Meyer and Thrifty-Payless. He spent over 10 years as a buyer for both companies.



Our Staff, cont.

Dean Peterson joined us in 2009 and brought extensive garden experience to our agency. Dean had previously been a seasonal buyer for Costco and worked for Scotts as well as Schultz. Dean has also been a manufacturers rep for several years.

Chris Starr joined us in 2013. He has been an outside sales representative with Central Garden. 2006 he was promoted to a regional sales manager with Norcal/Central. In 2010 Chris became a manufacturers sales rep. working for Phil Boren agency calling on key accounts in Oregon & Washington.

Steve Grassman joined us in 2014. Steve started his career in the lawn & garden category in 1996 with Matson, LLC, the manufacturers Corry's, Deadline and Moss-B-Ware. Steve worked for Central Garden & Pet calling on Costco Wholesale, L&L Nursery Supply and others. In 2012, Steve joined Keter North America as National Account Manager calling on all West Coast retailers with special emphasis on Costco Wholesale.



Our Customers

WASHINGTON

- COSTCO Wholesale
- Costco.com
- COSTCO International - UK Limited, Mexico, Japan, Korea, Taiwan, Canada, Australia
- L & L Nursery Supply
- Amazon.com
- B&T Wholesale - McLendon's
- Jensen Distribution
- Cascade Seed/AFCO
- Horizon Distribution



Our Customers

IDAHO

- D&B Supply
- Zamzow's
- Valley Wholesale

UTAH

- IFA

MONTANA

- Gardner Distributing
- Murdoch's
- Big R/CSWW

Alaska

- VF Grace
- Alaska Garden & Pet
- General Hardware



Our Customers

Oregon

- Kroger
- Fred Meyer
- Bi-Mart
- Jerry's Home Improvement Center
- Hi-School Pharmacy
- Cascade Wholesale
- Central Garden, Portland
- Coastal Farm Stores
- Down to Earth Distributors
- Wilco Farm Stores
- Diamond Home Centers



Costco Wholesale

Programs sold to Costco Wholesale, USA – 423 warehouses

- Preen Weed Preventer
- Sterling International – Yellowjacket traps
- Sunjoy Industries
- Bull Outdoor Products – BBQ's, Costco.com
- SunGro Peat Moss & Soil

Costco & Costco.com





Amazon.com

- Current programs at Amazon.com
 - Algoma Net
 - Bird-B-Gone
 - Bull Outdoor Products
 - Corona Clipper
 - Damm
 - Glamos
 - Hiatt
 - Lebanon Seaboard
 - Plastec
 - Precision Products
 - Sterling International
 - Teknor Apex



Fred Meyer

Factories we currently sell to
Fred Meyer - 135 stores

- Corona Clipper
- Exhart
- Hiatt Mfg.
- Lebanon – Preen
- Mt. West Products
- Plastec
- Precision Products
- Sterling International
- Sun Gro - Peat Moss and Potting Soil
- Sunjoy
- Turf King (Private Label soil)
- Two Trees Products



Bi-Mart

Factories we currently sell to
Bi-Mart - 75 stores

- Corona Clipper
- Dramm
- Exhart
- Glamos
- Lebanon – Preen
- Master Gardener
- Plastec
- Precision Products
- Smart Pots
- Sterling International
- Sun Gro - Peat Moss and Potting Soil



McLendon's

Factories we currently sell to
McLendon's - 7 stores

- Dramm
- Corona Clipper
- Exhart
- Hiatt
- Plastec
- Preen
- Sterling International
- Sungro



Jerry's Home Improvement

Factories we currently sell to
Jerry's – 2 stores

- Corona
- Dramm
- Exhart
- Glamos
- Lebanon – Preen
- Plastec
- Precision Products
- Sterling International
- Sun-Gro



Expectations

- Long Term Partnership
- Compensation for sales and service commensurate with services provided
- Communication – sales, shipping, commission statements, new products, forecasting
- Regular market visits
- Honesty
- Commitment



References

CUSTOMERS

- Ron Snook, Bi-Mart, 541-344-0681

FACTORIES

- Ron Greening, Dramm, 920-901-3722
- Crystal Hiatt, Hiatt Mfg, 507-454-6448
- Jim Oxley, Sterling International 800-666-6766



Summary Statement

- LDSA is committed to providing the best sales and service possible to ALL customers in the Northwest marketplace. We do not “specialize” in one retailer – we provide the opportunity for consumers to buy your products anywhere.
- We continue to focus on Lawn & Garden and Outdoor Living categories so that we can provide the best expertise in the marketplace and be available for all seasonal issues and opportunities that arise.
- LDSA has been in business for 25+ years. We have been successful by having the very best people in the industry and working very hard. We continue to grow our business with strong partnerships with our manufacturers. We are here for the long term to grow your business.



Summary Statement

- Our geographic coverage is one of the most challenging in the country both in size and in weather and seasonal patterns. We have a tremendous network of resources and people to handle the challenges, major issues and day to day business in this variable market.
- Our agency prides itself on the relationships we have established with our customers and the quality of service we provide to our factories. We have an excellent relationship with each and every one of our customers and work hard to keep it that way. Diplomacy often enters into our strategy for account assignment, service and sales. The bottom line is, we do what our customers need and want, but we always keep the factory needs and expectations in mind.



Thank You!

- Contact Information:

LDSA Reps Inc.

4080 International Way #B103

Milwaukie, OR 97222

503.652.0433

Fax 503.652.2841

craig@ldsareps.com