

Industry Update

The logo for Turf, featuring the word "Turf" in a bold, black, sans-serif font. A green grass blade graphic is integrated into the letter "T". A registered trademark symbol (®) is located at the bottom right of the word.The logo for Tree Services, featuring the words "Tree Services" in a bold, black, sans-serif font. A small green leaf graphic is positioned above the letter "i" in "Services". Below the main text is the tagline "Taking Tree Care to New Heights" in a smaller, italicized font. A registered trademark symbol (®) is at the bottom right.The logo for DesignBuild, featuring the word "Design" in a black, sans-serif font and "Build" in a bold, orange, sans-serif font. A small orange square graphic is positioned above the letter "i" in "Design". A registered trademark symbol (®) is at the bottom right.The logo for PLOW, featuring the word "PLOW" in a bold, blue, sans-serif font. A registered trademark symbol (®) is at the bottom right.

Source: www.TurfMagazine.com

Excel Donates Electric Mower

Excel Industries, Inc. donated an electric Hustler ZEON mower to Greensburg GreenTown, Greensburg, Kan. Greensburg GreenTown is a charitable organization working to rebuild the town following the devastating May 2007 tornado. The town is reinventing itself as a model for sustainable building and green living.



Back row,
from left,
Ken Shave,
president
Dallas
Steiner,
Trevor
Ryan and
Brian
Carr.
Front row,
from left,
inside
sales and
marketing
manager
Wayne
Ressler,
Brian
Godwin,
T.J. Clark
and
national
sales
manager
Kevin
Holland.

Ventrac Sales Force Expands

Ventrac announced the expansion of its sales force with the addition of several new members. With over 31 years of experience in the sales and outdoor power equipment industry, **T.J. Clark**, **Brian Carr** and **Ken Shave** have joined the current Ventrac sales team. They will be responsible for increasing sales and growing the Ventrac dealer networks throughout their designated territories.

Exmark and Toro Donate Equipment

Exmark Mfg. and the **Toro Giving Foundation** donated zero-turn riding mowers to two school systems and a utility vehicle to a community organization in southeast Nebraska. Southeast Community College in Beatrice and Southern Public Schools in Wymore each received a new Exmark Lazer Z AS mower. Youth Recreation, Inc., in Beatrice received a new Toro Workman utility vehicle.

LTR Appoints Vice President

Liberty Tire Recycling appointed **Douglas D. Carlson** to the position of vice president of asphalt products. He has held a number of executive and managerial positions during his career, including his most recent position as the director of the Rubber Pavement Association.

Federal-Mogul Launches Interactive Catalog

Federal-Mogul Corp. has launched an interactive spark plug catalog designed specifically for the users of smart phones and other mobile devices. The lookup tool, available at www.getchampion.mobi, features product and application listings covering the full range of Champion small engine spark plugs.

Ditch Witch Signs on as Challenge Sponsor

Ditch Witch (the Charles Machine Works) has signed on as a major sponsor of the 2011 Association of Equipment Manufacturers Construction Challenge presented by Volvo Construction Equipment. Ditch Witch will sponsor one of the two finals challenges of the student competition taking place at CONEXPO-CON/AGG 2011.



From left,
Mark Hall,
SnowEx
director of
marketing and
sales, and
John Fiorini,
John M.
Fiorini, Joe
Nolan and
Estelle Blush,
all with
Meadowbrook
Parking Area
Contractors.

SnowEx Gives Away Spreaders at SIMA Symposium

SnowEx gave away two free SR-210 wireless spreaders at SIMA's 2010 Snow & Ice Symposium. The winners, drawn at random from a group of show attendees who registered at SnowEx's booth, were **John Fiorini** of Fioland Contracting, West Babylon, N.Y., and **Scott Carson** of Piscataqua Landscaping Co., Inc., Eliot, Maine.

Groundskeeper & IFMA Release Guide

The Groundskeeper and the **IFMA Foundation** announced the release of "Sustainable Landscaping," a practical guide on how to introduce and advance sustainable practices in landscaping. The guide, sixth in the foundation's sustainability guide series, is available as a free download at www.ifmafoundation.org or www.groundskeeper.com. It provides an overview of several key areas, including design, construction, maintenance, guidance on making the business case for sustainability and case studies.

Oly-Ola Releases Joining Instructions

Oly-Ola Edgings, Inc. released step-by-step instructions for joining round-top landscape edging pieces together. Referred to as the overlap method, the instructions can be downloaded at www.olyola.com/installoverlap.shtml. They are available in both English and Spanish.

GreenWizard & TerraChoice Form Business Alliance

GreenWizard, Inc. and **TerraChoice** announced a new business alliance focusing on the EcoLogo Program, which certifies environmental leaders covering a variety of categories. GreenWizard and TerraChoice will co-promote the EcoLogo-certified standards and building products, which TerraChoice will load into the GreenWizard platform, along with the accompanying EcoLogo product designations. Certified products will be easily available for architects, engineers and contractors searching for products for green construction.

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