

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 to the 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 located to the right of the word "Services".The logo for DesignBuild, featuring the word "Design" in a black, sans-serif font and the word "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 located to the right of the word "Build".The logo for PLOW, featuring the word "PLOW" in a bold, blue, sans-serif font. A registered trademark symbol (®) is located to the right of the word.

Source: www.TurfMagazine.com

News from around the Green industry



Robert
Russell

Carolina Tractor Announces New CFO

Carolina Tractor & Equipment Co., Inc. announced that **Robert Russell** has joined the company as chief financial officer and vice president of finance. Previously, he was the CFO/finance director for Barloworld. Russell will work out of the corporate headquarters in Charlotte, N.C. He has a bachelor's degree in accounting from the University of North Carolina-Charlotte and is a licensed certified public accountant.

GIE+EXPO Offers Benefits to All Participants

After a successful inaugural year, the **Green Industry & Equipment Expo** returns to the Kentucky Exposition Center in Louisville, Ky., October 23-25, 2008. The event is sponsored by the **Professional Landcare Network**, the **Professional Grounds Management Society** and the **Outdoor Power Equipment Institute**.

Items on display will include lawn and garden products, outdoor leisure products, rental lines, outdoor power equipment and related products for consumer, commercial and rental use. The event will feature 650 exhibitors showcasing their latest innovations in one 425,700-square-foot exhibit hall; 19-acre outdoor demonstration area; The Dealer Experience—A Guide to Profitability; PLANET's Green Industry Conference and PGMS's School of Grounds Management; two free concerts; networking events; and giveaways.

Aqua Control Acquires Aeration Technologies

Aqua Control, Inc., Spring Valley, Ill., has acquired Aeration Technologies, Inc., Burnsville, N.C. Aeration Technologies, which manufactures lake bed aeration equipment, was owned by Cary Martin, who will become the East Coast regional sales manager for Aqua Control. Martin will be based in Orlando, Fla. All manufacturing will take place at Aqua Control's facility.

New Horizon Express Store Opens in Greensboro

Horizon Express opened a new location in Greensboro, N.C. The store is inside the SCP Distributors location. Horizon Express offers many of the basic products that landscape and irrigation professionals need.

Mediterra Plants Eco-Friendly Grass at Sports Club

The Sports Club at **Mediterra** in Naples, Fla., is surrounded by 26,000 square feet of Empire Zoysia, which was planted as an experiment to determine if it is an option for replacing St. Augustinegrass. Empire Zoysia is a hardy variety that requires less water and fertilizer. **Scott Whorrall**, Mediterra's director of golf operations, worked with **Riverland Nursery** to select plants and turf that reduce the need for irrigation. Riverland and **Bethel Farms** supplied the Empire Zoysia, while **Paraíso Landscape** installed it. All three are working with Whorrall on the trial.

Summers Joins IPN

Danny Summers has joined **Ingleside Plantation Nurseries**, Oak Grove, Va., as the director of sales and administration. Summers brings more than 25 years of industry sales, marketing and management experience to his new position. He served as Southern Nursery Association executive vice president for 18 years and most recently as director of sales for Carolina Nurseries, Inc.

ALCO Merges with Spectrum Lubricants

American Lubricating Co., Memphis, Tenn., announced its merger with **Spectrum Lubricants Corp.**, Selmer, Tenn. ALCO will keep its sales offices in Memphis and maintain its formulas and brands, while its production equipment, storage tanks and inventory have sold and are moving to Spectrum's facility in Selmer, where product will be blended, packaged and shipped.

Rain Bird Announces Award Finalists

Rain Bird named the finalists for its 2008 Intelligent Use of Water Award, which recognizes persons or organizations whose innovation, leadership, ingenuity and overall commitment to improved landscape water efficiency has raised the standard for outdoor water conservation. The finalists are **Christopher S. Gray Sr.**, Benton, Ky.; **David Salman**, Santa Fe, N.M.; **Georgia Golf Course Superintendents Association**, Atlanta, Ga.; the **Council on the Environment of NYC**, New York, N.Y.; and **Glendale Xeriscape Demonstration Garden**, Glendale, Ariz.

The recipient will be announced October 11, 2008, at the Intelligent Use of Water Film Competition. The winner will be chosen by a panel of experts that includes Elizabeth Cutright, editor, Water Efficiency magazine; Dan Stark,

executive director, American Public Gardens Association; Ron Stoltz, director, University of Arizona School of Landscape Architecture; and Marty Eberhardt, executive director, The Water Conservation Garden, and winner of the 2007 award.

News from John Deere

John Deere's Worldwide Commercial & Consumer Equipment Division announced **Stihl, Inc.** and **Stihl Ltd.** as the preferred supplier of gas-powered and corded hand-held power equipment in the United States and Canada. The existing John Deere-branded hand-held power equipment will be substituted with the Stihl portfolio at qualifying John Deere servicing dealers. Joint marketing efforts will take place to increase awareness of both brands' product offerings.

John Deere announced a new name and number system for its tractor line with the introduction of the new 5D, 5E, 5M and 6D Series Tractors. Each new model number has six available positions. The first number represents its size. The second, third and fourth numbers denote its relative metric engine horsepower. The fifth position is a letter and indicates its capability and/or price level within its family. The switch will not be immediate for all tractors, but will be phased in over time when new product families are introduced.

Deere & Co. will enhance its parts service capabilities by investing in capacity expansions at four locations. The primary parts distribution center in Milan, Ill., will be expanded over 300,000 square feet. Current parts depots in Portland, Ore., and Regina, Sask., Canada, will be renovated for operation as regional distribution centers. Activities at a parts depot in Stockton, Calif., will be expanded and relocated to Lathrop, Calif.

Bobcat Manufactures 750,000th Skid Steer Loader

Bobcat Co. has manufactured its 750,000th skid steer loader, reaching the milestone 50 years after the Melroe and Keller brothers partnered to introduce the Melroe self-propelled loader, later known as the Bobcat skid steer loader. The 750,000th loader was manufactured at the Bobcat facility in Gwinner, N.D.

Bobcat employees in Gwinner celebrated the milestone with a special assembly line ceremony. It was also marked during a public celebration of Bobcat's 50th anniversary, which included a program featuring Yongmaan Park, chairman of parent company Doosan Infracore, and other Bobcat executives, as well as North Dakota Governor John Hoeven and members of the Melroe and Keller families. The celebration also showcased the Bobcat 50 Years Unleashed North American Road Tour, the 24th stop of a 25-city traveling exhibit of Bobcat history.

Husqvarna Launches Chain Saw Demo Days

Husqvarna has launched Chain Saw Demo Days as part of its brand marketing campaign, "Master Your Great Outdoors." Through October 31, outdoor

enthusiasts can participate in the Chain Saw Demo Days events to be held at participating Husqvarna servicing dealer locations nationwide. The events coincide with fall chain saw season and Chain Saw Safety Awareness Month.

For more information, visit www.MasterYourGreatOutdoors.com or www.usa.husqvarna.com.

Water Summit Showcases Research, Trends & Best Practices

Over 30 companies participated in **Ewing's** third Water Summit, held in Seattle, Wash. A biannual event, the summit provides a platform for industry professionals from across the country to explore issues pertaining to water management and conservation.

Offered in collaboration with Hunter Industries, the Water Summit's interactive two-day program included presentations by **Robert Glennon**, University of Arizona's James E. Rogers College of Law; **Steve Wightman**, stadium and field manager for Qualcomm Stadium; **Patrick Griffiths**, water resources coordinator for Bend, Ore.; **Alan Beaulieu**, Institute for Trend Research; **Amy Vickers**, Amy Vickers & Associates, Inc.; and **Marla Carter**, Water For People.

Industry partners Baseline, Calsense, Tournesol Siteworks and the Irrigation Association also contributed to the success of the summit.

Toro Expands TLC Program, Hosts WaterSmart Symposium

Toro has expanded the Toro Loyalty Counts Program to allow customers to earn credit toward Toro parts. Customers receive TLC Points when they buy Toro Genuine Parts for commercial products. The points can be redeemed for Toro logo items, merchandise and parts credit. Customers can register at www.tlc.programhq.com.

Toro Irrigation brought together landscape professionals and industry experts at its Success Without Excess III WaterSmart Symposium (available online at www.torowatersmart.com) to discuss the importance of water conservation methods in landscaping. Toro invited **Stephanie Tanner**, WaterSense products lead, Environmental Protection Agency; **Mary Ann Dickinson**, executive director, Alliance for Water Efficiency; and **Julian Gray**, CEO, Smart Approved WaterMark, to share their expertise during the symposium. They addressed how their agencies are working to promote products and services that help conserve water, educate consumers and champion solutions for sustainable water use around the home.

Stihl Recognizes 1,000th Gold Level Service Technician

Stihl, Inc. certified its 1,000th Gold dealer service technician, **Monte Gens** of Monte's Small Engine in Fredonia, N.Y. Gold level training is the third step in the Stihl technical education program that certifies Stihl service technicians. Technicians participating in this training provide service for the company's product line at dealerships across the nation.

New Bird Control Product Catalog from Bird-B-Gone

Bird-B-Gone, Inc. announced a new catalog, which features a complete line of bird deterrents. The full-color, 45-page catalog includes new products such as Bat Net and new hardware. A free copy may be obtained by calling 800-392-6915, e-mailing nobirds@birdbgone.com or visiting www.birdbgone.com.

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