

## Kubota Opens Registration For Virtual Event On January 14



Source: [www.TurfMagazine.com](http://www.TurfMagazine.com)

On January 14, 2021, Kubota will host a free virtual event for commercial landscapers. Registration is open for this Turf Talk virtual event to learn tips and strategies from industry leaders on upping your landscaping game in uncertain times. Presenting at the event – a turf industry marketing guru, a fleet management expert, and other green industry professionals, focused on how to track, market, and grow your business in 2021 and beyond.

The banner has a dark background with an orange diagonal stripe on the left. At the top right are logos for ECHO, Kawasaki Engines, Hydro-Gear Commercial, and North Point Outdoors. The main title 'TURF TALK' is in large, bold, orange letters, with 'TIPS TO THRIVE IN 2021' in white below it. To the right, text invites registration for a free virtual event with industry experts. Below this are three headshots of speakers: Jack Jostes (Marketing Guru), Tom Vachal (Fleet Management Expert), and Dave Fairburn (CEO, North Point Outdoors). A 'REGISTER HERE' button with a play icon is shown, along with the date 'JANUARY 14, 2021'. The Kubota logo is in the bottom right corner.

**ECHO** **Kawasaki** **HYDRO-GEAR** **NORTH POINT**  
ENGINES COMMERCIAL OUTDOORS

# TURF TALK

## TIPS TO THRIVE IN 2021

Join Kubota, Dave Fairburn, Jack Jostes and Tom Vachal for a free virtual event: Industry experts provide tips and strategies to GROW your business in 2021.

**REGISTER HERE** ▶

**JANUARY 14, 2021**

**Jack Jostes**  
Marketing Guru

**Tom Vachal**  
Fleet Management Expert

**Dave Fairburn**  
CEO,  
North Point Outdoors

**Kubota**

Learn tips from these turf industry experts to help you navigate into the year ahead with confidence, improve your online presence, find out what's new in commercial turf equipment. Also, register by January 6 for a chance to win prizes from Kubota and industry event partners: ECHO, Kawasaki Engines, Hydro-Gear Commercial, and North Point Outdoors.

Kubota will host keynote speaker, Jack Jostes, CEO of a digital marketing

agency that helps landscaping companies throughout the country improve their digital marketing strategies. ([Read a recent article on marketing in the Turf Winter 2020 issue, with insight from Jostes.](#)) Kubota's Tom Vachal will discuss fleet management best practices and introduce landscape and snow management company, North Point Outdoors, to show how they've implemented fleet and marketing strategies to significantly grow their customer base. Attendees can expect highlights from other partners including Echo, Hydro-Gear and Kawasaki Engines.

**Event Details:**

**Date:** January 14, 2021

**Time:** 12:00p.m. Central Time

**Register At:** [kubotausa.com/turftalk](http://kubotausa.com/turftalk)

Register by the early bird deadline of January 6, 2021 to automatically be entered to win prize packs from Kubota and event partners, including a grand prize for a one-on-one marketing consultation with Jack Jostes. This event is free and open to all commercial turf and landscape professionals.

**Want to talk about business management topics with fellow lawn care and landscape professionals? Join the discussions in the [Business Management Forums](#) at [www.expired-link.com](http://www.expired-link.com).**