

## 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'.The logo for Tree Services, featuring the words "Tree Services" in a bold, black, sans-serif font. A small green leaf graphic is above the 'e' in "Services". Below the text is the tagline "Taking Tree Care to New Heights" in a smaller, italicized font.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 above the 'i' in "Design".The logo for PLOW, featuring the word "PLOW" in a bold, blue, sans-serif font. The letters are slightly slanted to the right.

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

### Penn State Debuts Online Master's Degree

**Penn State** now offers a Master of Professional Studies in turfgrass management, the first-ever online master's degree in this field. Offered by the College of Agricultural Sciences online through Penn State's World Campus, the 30-credit master's degree program completes the turfgrass management portfolio that includes two certificates, an associate degree and a bachelor's degree. For additional information, visit [www.worldcampus.psu.edu/Apply-MPS](http://www.worldcampus.psu.edu/Apply-MPS).



George Brown

### Ruppert Promotes Brown

**Ruppert Landscape** promoted **George Brown** to the position of area manager in the landscape management branch in Forestville, Md. Brown brings over 10 years of industry experience to his new position and is a graduate of SUNY Cobleskill. He began his career with Ruppert in 2008 as a field manager.

### New England Grows Announces Speaker Lineup

More than 30 ground-breaking educational seminars are planned for **New England Grows**, scheduled for February 2-4, 2011, at the Boston Convention & Exhibition Center in Boston, Mass. The speaker lineup includes Stephen Stimson, Richard Hartlage, Dan Snow, John Stilgoe, Mark Chisholm and Whitney Cranshaw. In addition to a host of horticultural and design topics, important business issues like effective marketing, social media and customer retention will be addressed.

### Lawn Dawg Participates in Renewal & Remembrance

**Lawn Dawg** participated in the Professional Landcare Network's Renewal & Remembrance at Arlington National Cemetery. Hundreds of landscape and lawn care professionals from across the nation bring their crews to the site to spend the day servicing the landscape.

#### Converted Organics Announces New Distributor

**Converted Organics, Inc.** announced that **Atlantic Golf & Turf**, Turner Falls, Mass., will serve as its new East Coast distribution partner within the golf course market. The company will distribute LC 1-1-1 and 6-0-0 Turf Blend fertilizers in Connecticut, Massachusetts, New Hampshire, Rhode Island and Vermont.



Dan Obringer,  
president of  
Echo, presents  
opening  
remarks before  
the ribbon-  
cutting  
ceremony.

#### Echo Celebrates Shindaiwa Warehouse Opening

**Echo, Inc.** cut the ribbon on its new 129,000-square-foot warehouse expansion in Lake Zurich, Ill. The new warehouse was built to accommodate additional space requirements resulting from the company's recent merger with **Shindaiwa, Inc.**, and to support the future growth of the Shindaiwa brand in North America and Latin America. Joining in the ribbon-cutting ceremony were dealers, employees, vendors, Lake Zurich city officials and other special guests.



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.



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.

## JCB Adds Dealer, Opens Factory

**JCB's** North American dealer network has expanded with the addition of **Darr Equipment Co.** Darr has eight branch locations in northeast Texas and Oklahoma.

JCB continued its investment in global excavator production capability with the opening of its newest factory in Brazil. The construction of the factory took seven months and includes a new training area to enhance the service backup provided to excavator customers in the region.

## Deere Offers New Standard Warranty

**John Deere** increased standard warranty coverage on new construction equipment in the U.S. and Canada. The free, basic warranty has changed from six to 12 months. Deere's basic, no-deductible 12-month warranty "travels" with the machine if the equipment is sold to another party.



Brian  
Kile

#### Fecon Announces Territory Manager

**Fecon** announced **Brian Kile** as northeast and mid-Atlantic regional manager. He comes to Fecon with a strong background in heavy equipment sales.

#### 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](http://www.ifmafoundation.org) or [www.groundskeeper.com](http://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.

#### 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.

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