

Toro to acquire Goossen, expand debris management business

BLOOMINGTON, Minn. — The Toro Co. has entered into an agreement to purchase certain assets of turf equipment manufacturer Goossen Industries, based in Beatrice, Neb. The terms of the agreement were not disclosed.

"This purchase will expand Toro's existing product lines for the debris management portion

of our landscape and grounds maintenance business," said Kendrick B. Melrose, chairman and chief executive officer of Toro.

Melrose added that Toro will also gain valuable engineering and production expertise from Goossen. Another crucial benefit, he said, is the Goossen facility, which will add manufacturing

capacity for the Toro-owned Exmark Manufacturing Company, a producer of landscape maintenance equipment. Exmark is currently straining to meet demand for its products, and the addition of the Goossen plant, located adjacent to the Exmark headquarters and production facility in Beatrice, provides an immediate solution to

capacity constraints and allows Exmark to continue its rapid growth.

The Goossen plant is a 64,000-square-foot facility, including a quality powder-coat paint system.

Goossen was started in 1947 as a producer of equipment for the dairy industry. Since then, Goossen expanded into construc-

tion equipment and then into its current product line for the landscape and golf markets. They currently make debris management equipment, including sweepers, vacuums, blowers, mulchers, chipper shredders and bale choppers.

Goossen currently has 55 employees involved in the design, building and selling of their equipment. They will become Exmark employees when the deal is completed.

Grub control webcast lives on in cyberspace

NEW YORK — The first-ever Internet webcast about insecticides has been seen by hundreds of viewers and sparked interest at Penn State University, one of the country's top training centers for turfgrass professionals.

The Nov. 13 presentation, which took place here, was sponsored by MACH 2 turf insecticide, *Golf Course News* and *Lawn*



& *Landscape* magazine. MACH 2 is produced by Rohmid.

The show will be available in cyberspace until mid-February, at www.golfcoursenews.com. A direct connection to the show also can be found at www.grubfree.com. Questions can still be asked on a threaded-discussion format.

The event featured Daniel A. Potter, Ph.D., of the University of Kentucky, and David Shetlar, Ph.D., of Ohio State University. Both professors, leading researchers in grub control, handled the presentation as a question and answer session.

In the aftermath of the webcast, academic interest has been strong. At Penn State, for example, professor Paul Heller sent the URL to his students with instructions to watch the program. Also, the New York State Turfgrass Association's Web site has provided a "hot link" to the show. Moreover, the Washington State Lawn Care Professional Association has shown interest in the proceedings, and other industry groups have indicated a desire to participate in something similar.

Content of the show includes important industry developments, such as the increasing popularity of preventive grub control and the potential role of emerging chemistries.

When someone suggests you spend more money on a less effective preemergent, it's time to hold on to your wallet.