Ga-ga for Gogel
PGA Tour professional golfers hang around trees all day, right (well, at least the wild ones)? So wouldn’t it make sense for a tree company to sponsor an up-and-coming tour pro? That’s why the Davey Tree Company decided to sponsor PGA Tour rookie Matt Gogel. Part of the deal is that Gogel will wear the Davey Tree name, logo and Web site on his headwear and bag. Davey Tree is pretty pleased with Gogel’s performance this year which, by mid-April, amounted to two top ten finishes, including a tie for second at the AT&T National Pro-Am at Pebble Beach. Watching their man on national television, Davey Tree can’t deny that increasing its presence in the golf course market was ever so much fun.

A VERY GOOD YEAR
1999 was a good year for the handheld power equipment industry. The Portable Power Equipment Manufacturers Association (PPEMA) reported that industry shipments increased for all categories of handheld gasoline-powered equipment:
- 10% for chainsaws to 2.34 million units.
- 9% for trimmers and brushcutters to 4.37 million units.
- 2% for handheld blowers to 1.65 million units.
- 15% for backpack blowers to 290,230 units.
- 19% for cutoff saws to 122,230 units.
- 8% for hedge trimmers to 319,080 units.
- 15% for edgers to 66,630 units.

The PPEMA (www.ppefna.org) forecasts slower growth, with the exception of handheld blowers, for 2000.