

Wesco-Zaun's Virgil Petty Wins Toro "Master Salesman" Award

St. Petersburg/Sarasota, Fla., October 24, 1985 — West Florida Toro distributor Wesco-Zaun, Inc.'s Commercial Sales Representative Virgil Petty has been presented the Toro company's "Master Salesman" award. At the August international Toro convention in Minneapolis, Petty was presented the award and accompanying green blazer by Toro President Ken Melrose and Toro spokesman Arnold Palmer. Petty was chosen as best among his peers in the entire southeast for record-breaking sales and outstanding client service.

Wesco-Zaun, with offices in St. Petersburg, Sarasota and Ft. Myers, serves the west coast of Florida from Crystal River to Naples.

Jack Cantu, President of Wesco, recently announced the company will be moving next spring to a new state-of-the-art distributor facility at Live Oak Business Park on I-75 in Sarasota. Most of Wesco's 71 employees will work out of this environmentally adapted complex. Wesco's Ft. Myers branch will remain at its present location and a new Clearwater location will be added.

Toro is the nation's largest independent manufacturer and marketer of consumer lawn care, snow removal, grounds maintenance and irrigation products. ■

Wesco-Zaun Named Top Toro Distributor in the United States

St. Petersburg/Sarasota, Fla., September 13, 1985 — Wesco-Zaun, Inc., St. Petersburg, Fla., has been named the outstanding Toro distributorship in the United States.

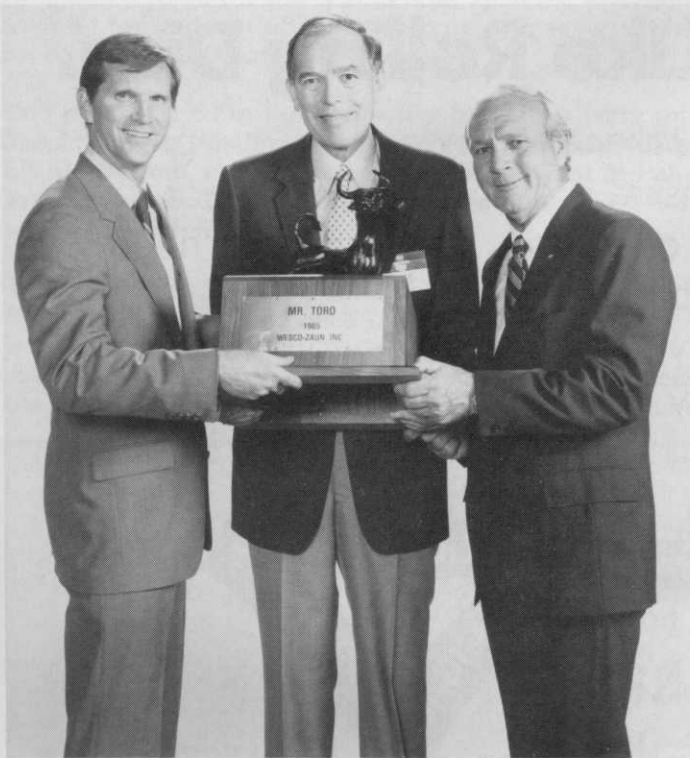
John (Jack) Cantu, who left the presidency of Toro in 1981 to purchase the distributorship, accepted the "Mr. Toro" award and the accompanying red blazer, the highest honor awarded Toro distributors, from Ken Melrose, president of Toro, and Arnold Palmer, Toro's spokesman.

Wesco-Zaun, 3032 44th Avenue, N., St. Petersburg, serves the west coast of Florida from Crystal River to Naples.

The distributorship was cited at the company's annual convention for best all-around performance in product sales, marketing, service, planning, promotion and business ethics.

"As Toro's president I had the chance to present this award on a number of occasions," Cantu said. "But not until we won it could I truly identify the meaning it has to distributors."

Toro is the nation's largest independent manufacturer and marketer of consumer lawn care, snow removal, grounds maintenance and irrigation products. Cantu was its president from 1977 to 1981. ■



Left to right: Rich Dillon, Toro's Director of Commercial Sales, Virgil Petty, Arnold Palmer.



Ken Melrose, President & CEO, Jack Cantu, Wesco-Zaun, Arnold Palmer, Toro Spokesperson.