

Deere Lawn & Grounds Division at home in N.C.

RALEIGH, N.C. — The complete Lawn & Grounds Care Division of John Deere — established in 1991 as a separate operating division of the company — is now operating from its new division offices in Raleigh, N.C.

The Lawn & Grounds Care Sales Branch had been operating out of Raleigh for more than a year. However, the entire division moved to North Carolina effective June 1, with Jeffrey Gredvig as general manager of division administration. The branch office works with the dealer network. The new Division Administration office coordinates activities of sales branches and Lawn & Grounds Care Division factories. It also

provides such support services as product development, marketing, public relations, sales and administration.

"We've located the Division office in Raleigh because this city is centrally located for close support of our major markets," Gredvig explained. "We'll more effectively focus our efforts to take full advantage of sales and marketing opportunities. We're encouraged by our growth in the lawn and turf equipment industry and expect to build on a solid foundation through the 1990s and into the next century."

The Lawn & Grounds Care Division can now be reached at this number: 919-954-6420.

TOCA elects '92-93 officers; awards \$1,000 scholarship

COLUMBUS, Ohio — Bob Tracinski, public relations manager for John Deere, was elected president of the Turf and Ornamental Communicators Association at the group's recent meeting here.

Also elected to the TOCA executive board were Vice President Dale F. Keller Jr. of Public Relations Management Inc.; Secretary/Treasurer Jose Milan of Ciba-Geigy Turf and Ornamental

Products; and Directors Bruce Shank of Adams Publishing Corp. and Julie DeYoung of Fleishman-Hillard, Inc. Jerry Roche of Advanstar Communications will continue to serve on the board as past president.

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COLUMBUS, Ohio — **Michele M. Thomas** of Shawnee Hills was awarded a \$1,000 scholarship by the Turf and Ornamental Communicators Association at the group's recent meeting here. Thomas is a horticulture major at Ohio State University.

Funding for the scholarship was made possible through donations by GIE Publishing and Advanstar Communications.

"One of TOCA's purposes is to encourage people of ability to consider green industry journalism as a career," said TOCA President Bob Tracinski of John Deere. "Our scholarship fund is an excellent way to fulfill that goal."

Two additional scholarship sponsors — Johnson Hill Press and Adams Communications Co. — will allow TOCA to offer two \$1,000 awards in 1993.

PUMPING WITH CONFIDENCE



Jacobsen teams with Mile High

RACINE, Wis. — Jacobsen Textron has announced an agreement with Mile High Turf Equipment, Inc. to distribute the company's professional turf care equipment in Colorado. Mile High is located at 1901-C Leroy Drive in Northglenn. The phone number is 303-280-2272.

In other news at Jacobsen, **John Busuttill** has been named field service specialist. Busuttill will provide technical support and product training for Jacobsen distributors in the midwestern United States, plus Manitoba and Quebec.

EPA emissions

Continued from page 44

affected by any new regulations, Scott said. New laws could also affect golf course superintendents if EPA determines existing vehicles need retrofitting with pollution control devices. Scott said any new regulations would likely involve only new vehicles, however.

Research on smaller equipment — including golf cars, mowers and trimming equipment — should be complete by December, Scott said.

If emission control regulations are again deemed necessary, a public comment period would follow. That means regulations could be in place for smaller, motorized equipment next spring, Scott explained.

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