

Daytona school steers mechanics in right direction

DAYTONA, FL—Tresca Industries, distributors of professional turf maintenance equipment in Florida, reports record attendance at its fourth annual Professional Service Seminar, at the Daytona International Speedway.

The two-and-a-half day event was held on April 27-29, with 120 in attendance from Georgia to Jamaica.

In attendance were reps from golf courses, sports sta-



Attendees at the Tresca maintenance school gathered in the winners circle at Daytona Speedway.



Students got a tear-down lesson with help from Jacobsen engine.



New Holland manufacturers rep Stuart Swiler answered lots of questions on hydraulics.

diums, municipalities, colleges and universities, parks, landscape firms and management companies.

Michael Sherotski, equipment maintenance supervisor at the Marriott Grand Vista,

home of Nick Faldo Golf Institute, has attended four of the seminars.

"We get mechanics from all over the state," says Sherotski. "The round table discussions bring out problems and solutions. Instead of always calling the manufacturers, we can talk to a mechanic who has experienced a similar problem. Engineers from manufacturers covered different things, which also gives someone a place to start to solve the problem. All this is to get us to a higher level."

Jim Torba, superintendent at the University of South Florida Golf Course, attended the seminars to increase his

equipment knowledge and better understand his mechanic's equipment needs.

"I want to keep as current as I can on all equipment issues," says Torba. "When you're in charge of buying you have to keep up. Now I know where my mechanic is coming from. There was lots of insight into preventive maintenance."

Tresca offered more than 12 hands-on classes, with technical help from Jacobsen, Smithco, Bush Hog, Briggs & Stratton, New Holland, Honda, Spraying Devices, Inc., Simplex Grinders and Husqvarna. □

Husqvarna 'racing' ahead with plans

CHARLOTTE, NC— If you're not a NASCAR fan and you want to stay that way—please stay away from a NASCAR race. Once you experience ("see" is not descriptive enough) a NASCAR event you're going to get hooked.

About 200 "friends" of Husqvarna caught the NASCAR fever this past Memorial Day weekend. Husqvarna hosted a weekend of racing while also acquainting them with Husqvarna and its commitment to training and excellence. The 309-year old forest and garden company is best known for chain saws but now offers a growing family of other green industry equipment too.

"This year alone we have committed 17 percent of our overall budget to customer training," said David Zerfoss, president, Husqvarna Forest & Garden Co. "In addition, we allocate 25 percent of our budget to keep our associates abreast of the latest trends and technologies so that we can better serve our cus-



Husqvarna's David Zerfoss (l. to r.) with Bruce Wilson, Environmental Care, Tom Oyler, U.S. Lawns, Joe Gibbs, Joe Gibbs Racing, and Per Heistad, U. S. Lawns. Husqvarna is a sponsor of Joe Gibbs Racing.

tomers and set a leading pace for the industry.

"In regards to training, we set our benchmark against companies renowned for training success, such as Motorola and Disney, not necessarily our direct competitors."

Husqvarna has also partnered with industry associations to bring years of training and safety expertise to each association's membership, including:

Associated Landscape Contractors of America: The company is producing training videos for ALCA members while it also participates in the ALCA Student Career Day.

International Society of Arboriculture (ISA): Husqvarna has produced 13 videos for ISA members high-

lighting safe working habits.

National Association of Arboriculture (NAA): Husq-

varna has produced a training video, supplemented with training in the field conducted by NAA staff.

of Fame coach with three Super Bowl rings). Joe Gibbs Racing is headquartered in Charlotte near the Husqvarna headquarters. Gibbs will endorse the company's products and appear in its national marketing campaigns.

Husqvarna's name will be present on all cars that represent Joe Gibbs Racing, including the Winston Cup (driver Bobby Labonte); the Busch Grand National and late model stock car circuits; and in NHRA funny car and top fuel car drag racing circuits.

"Husqvarna prides itself on being associated with winners,



When the stock cars thunder around the Charlotte Motor Speedway they're traveling over 165 mph, often bumper to bumper.



Husqvarna's guests got an opportunity to visit the garage area before the big race.

varna has produced a training video, supplemented with training in the field conducted by NAA staff.

But, back to the racing. Husqvarna recently entered into a multi-year agreement with Joe Gibbs Racing (led by Gibbs, the NFL Hall

from our retailers on down," said Zerfoss.

The Joe Gibbs/Husqvarna team had a good Memorial Weekend at the Coca-Cola 600 at Charlotte Motor Speedway. Driver Bobby Labonte finished third in front of a crowd of 170,000. □