

Century Rain Aid has acquired The Pipe Connection, a three-store distributorship in Utah. The expansion into western US markets brings the total number of locations to 83 branches in 20 states and Canada. The new branches are located in Draper, Salt Lake City and St. George, Utah. www.rainaid.com

The Board of Directors of **Briggs and Stratton** has elected William Reitman, VP of Marketing, as a corporate officer. Marv Klowak has been named VP of Engineering and Quality Assurance.

Case Corporation has introduced AvailabilityMAX, a new dealer parts inventory management process that significantly improves parts availabil-

ity, selection and service for customers. AvailabilityMAX is presently up and running at select Case dealerships.

www.casecorp.com

Castart® by Naturescapes™ has been approved to franchise in California. California, an important pool and landscaping market, is one of 14 states which require franchisers to comply with individual state law and regulation rather than relying solely on the FTC's regulations.

www.castartinc.com

CCL Organics has hired Ed Ruszel to manage its organic material collection and recycling company in the East San Francisco Bay Area. The company is licensed to handle approx. 30,000 yd³ of material a

year, which it composts and sells as a soil amendment.

JCB, Europe's largest construction equipment manufacturer announced that it is building its first factory outside Britain. The new plant, to be located in Savannah, Georgia, is to be 500,000 sq. ft and create up to 100 jobs in the first phase. The factory will initially make back hoe loaders. Manufacturing is planned to start late 1999.

Sales and Marketing Management magazine has awarded **John Deere** with the "1997 Best Sales Force Award", after looking at sales performance during the past three years, reputation for customer service and reputation for employee satisfaction, revenue growth, number of sales peo-

ple and keys sales executives.

Keystone South now represents **Keystone Retaining Wall Systems** throughout Georgia, Florida, and eastern Tennessee. Scott Pannell, Sales Manager, will be based in Atlanta.

Nature Safe Natural and Organic Fertilizers announces a new distributor, Golf Enviro Systems, which will cover Colorado, New Mexico and west Texas. www.naturesafe.com

Toro has a new marketing strategy to expand the distribution of Toro-branded mowers to selected home centers. This is a change from Toro's exclusive distribution of its mowers through independent dealers. The plan is to build on the ability of dealers to combine sales and superior after-sale service by matching dealers with home centers to begin a partnership of customer service. Toro Super Recycler mowers will still be exclusively distributed through dealers. www.toro.com.

Turf-Seed, Inc. has brought on John Rector as National Sales Representative/ Agronomist, to act in a sales and advisory role and to help set up turfgrass trial plots in strategic locations. Rector has 20 years of Southern California sod-producing experience, including management of cool- and warm-season turfgrasses, agronomy, pest control, research and development, marketing and sales. www.turfseed.com

Info center

VIDEOS AND LITERATURE FOR THE GREEN INDUSTRY

PlantAmerica CD-ROM... Allan M. Armitage's Photo-Library of Herbaceous Plants contains images of annuals, perennials, ferns, bulbs, ferns, wildflowers and ornamental grasses, as well as cut flowers, bedding plants and greenhouse crops. Over 2,600 different plants and cultivars, with over 7,000 images, can be accessed by common, scientific and family names. Available for \$149.95 + \$5 shipping, from PlantAmerica at 888-PLANT-CD or www.plantamerica.com

An Environmental Approach to Golf Course Development... is a 48-page brochure available from the American Society of Golf Course Architects. Developed for any person or group involved in golf course development, the brochure provides information on how golf courses complement the environment and includes 12 case studies, specific checklists for reference during the permitting process and a list of suggested references and organizations. The brochure is available for \$10, from the American Society of Golf Course Architects. 221 N. LaSalle St., Chicago, IL 60601.

Free storm water retention/detention design CD-ROM... from Hancor, Inc. The LandMax CD-ROM has over 100 CAD drawings to allow users to design their own storm water retention/detention systems. Compatible with all Windows'95 and NT-based systems, the CD includes pipe drawings, as well as complete design information and installation guidelines for the underground LandMax system. To receive a copy call (800) 848-3546, ext. 258 or fax (419) 424-8302.