

cleanup crew

THIS AND THAT

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.

COMING NEXT MONTH:

- ▶ Get the seed money you need
- ▶ Fertigation update
- ▶ **Landscape construction/ installation guide**
- ▶ Irrigation components

Celebrity landscaper

As a CLP and president of Raimondi Horticultural Group, Chris Raimondi is used to watching things grow, mostly plants. But on March 28, he saw his celebrity status grow like Jack's beanstalk after rubbing elbows with Martha Stewart on her nationally syndicated T.V. show, Martha Stewart Living. Raimondi, who teaches plant courses at the New York Botanical Garden and serves as a co-chair of the Plants for Clean Air Council, was sought after by the show's producers to talk about the history, use, care and popularity of four well-known species of ficus. Highlights from Raimondi's "15 minutes of fame" can be seen on Stewart's Web site, www.marthastewart.com, or Raimondi's site, www.raimondihg.com. There's no word yet as to whether Raimondi and his ficus will make the big screen.



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.ppema.org) forecasts slower growth, with the exception of handheld blowers, for 2000.

POWER & HAND TOOL DEMAND BY MARKET (BILLION DOLLARS)

