

industry almanac

NEWS YOU CAN USE

Bobcat replaces Melroe name

FARGO, ND — Bobcat Co., a business unit of Ingersoll-Rand Co., formally replaced Melroe Co. as the name for the compact equipment manufacturer. Bobcat Co. has also introduced a new brand signature logo which reads "IR Bobcat," reflecting its parent company.

Cad, McNeel form partnership

SEATTLE, WA — Cad Easy Corp., the producers of EasySite, and Robert McNeel & Assoc., producers of Facade, have formed a product partnership for the latest release of each company's products.

The companies will integrate 3D site modeling and architectural model faces, textures, and rendering features to create lifelike, photo-realistic renderings in AutoCAD. The combined products will then be co-marketed as EasySite/AccuRender, EasySite/Facade and Easy Site/AccuRender/Facade.

SOLO appoints Tait Distributors

NEWPORT NEWS, VA — SOLO Inc. appointed Tait Distributors Ltd. as a distributor for the Solor line of outdoor power equipment with dealer sales responsibilities in western Canada, including western Ontario and the provinces of Alberta, British Columbia, Manitoba and Saskatchewan.

CLIPPINGS

TruGreen announces changes to perk LandCare's performance

MEMPHIS, TN — In an effort to make its TruGreen-LandCare landscape operations more efficient and increase its internal growth rate, management at TruGreen headquarters here is implementing changes in corporate and regional responsibility.

The changes are meant to more closely align the two halves of the company's

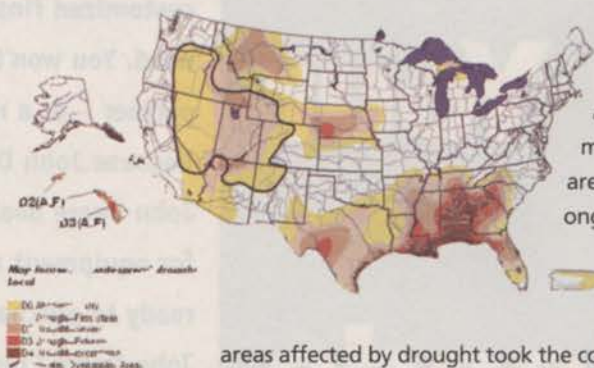
Green Industry businesses, reported Paul Anderegg, vice president of sales and marketing. One of the goals is to provide its landscape operations with some of the same operating efficiencies as its huge lawn care network, he told *Landscape Management* magazine.

The process is already underway in the *continued on page 20*

Southeast hoping for fall moisture

ELECTRA, TX — This summer's drought got so bad in this town of 3,000 about 140 miles northwest of Dallas that Electra city officials suggested that residents use their toilets five times before flushing. They also threatened fines of \$500 for anyone watering their lawn, reported CNN.

In nearby Wichita Falls, city council enacted emergency legislation severely restricting water use, including limiting outside irrigation for homeowners and businesses and banning it altogether on golf course tees and fairways.



This spring and summer, drought settled on the Southeast — from Texas across to and including much of Florida. For many areas, the drought has been ongoing for two and, in some locations, three years.

Most lawn care/landscape professionals in areas affected by drought took the conditions in stride.

"I guess a lot of them are used to droughts by now," commented Thomas Delaney, executive director of PLCAA. "If they've been in business for a while, they've seen a couple." Through August, the Atlanta area was still 11 in. below its normal precipitation rate with communities south of the city suffering even more, said Delaney.

As the end of summer approached, there were indications that the region could expect more moisture.

"It was the worst drought I've seen," said James Bartley, Southern Lawns, Inc., Montgomery, AL, "but the last three days it's been raining and it dumped a lot of water here. Maybe we'll start getting the Gulf moisture like we're supposed to."