

# industry almanac

NEWS YOU CAN USE

## Shindaiwa teams with ServiceBench

TUALATIN, OR — Shindaiwa, Inc. has teamed with ServiceBench for its online product registrations and electronic submission of warranty claims. The web-based technology of ServiceBench is a complete internet solution for manufacturers, distributors, and dealers in simplifying and speeding up various business to business transactions.

## Stihl to expand VA production facility

VIRGINIA BEACH — Outdoor power equipment manufacturer Stihl Inc. announced it will be expanding its operations in Virginia Beach. Total cost will be \$60.8 million, which will include adding 228,000 sq. ft. to its U.S. headquarters in the Oceana West Corporate Park.

## Encore has new MI distributor

WATERFORD, MI — Encore Mfg. Co. has granted distribution rights for the state of Michigan to X-Sell Distribution. The Encore power equipment line includes riding and walk-behind mowers and dethatchers.

## HSS RentX opens new branches

DENVER, CO — National rental chain HSS RentX has recently opened tool and equipment rental branches in Longview, TX and Oakland, CA. The company says it expects to open additional branches in Virginia and Colorado by mid-year.

[CLIPPINGS]

## D'Avino leads Landscape Group

Advanstar Communications, the parent company of *Landscape Management*, *Golfdom*, *Pest Control* and the recently launched *Landscape Design/Build*, is pleased to announce that Tony D'Avino has been named Group Publisher for the Advanstar Landscape and Pest Control Group.

D'Avino comes to the group from Penton Media, Inc., where he most recently served as Group Publisher of *Material Handling Management*, *Transportation and Distribution* and *Supply Chain Technologies*. He replaces John Payne, who served as Group Publisher from 1995 until early 2003.

"We're extremely fortunate to have



D'Avino hopes to build on the success of the Landscape and Pest Control Group.

Tony joining our team as we continue to grow our businesses in the landscape, golf and pest control markets," said Alex DeBarr, Advanstar Executive Vice President. "We'd also like to wish John Payne all the best in his next endeavor and offer our thanks for his efforts over the past seven years."

D'Avino said he's excited to take on the new role. "This is a great chance to work with the most-

respected and fastest-growing group of magazines in our industry. We intend to continue our partnership with our readers and advertisers to build on that success."

D'Avino can be reached at 800/225-4569 or [tdavino@advanstar.com](mailto:tdavino@advanstar.com).

## John Deere Landscapes acquires Overbrook Nursery

John Deere Landscapes, a wholesale distributor of landscape and irrigation supplies, has acquired Overbrook Nursery in Round Hill, VA.

The new John Deere Landscapes branch will feature a complete selection of nursery stock on the seven-acre facility, along with irrigation equipment and landscape supplies, including seed, sod, fertilizer and more.

John Deere Landscapes now has a total of seven branches throughout Virginia: Chantilly, Chesapeake, Midlothian, Newport News, Norfolk, Round Hill and Springfield.

"The Overbrook acquisition is a major step forward in our strategic plan to provide landscape and irrigation professionals with an extensive selection of installation supplies," says Phil Kerchner, Regional Vice President for John Deere Landscapes. "Contractors will find everything they need — from nursery stock to soil amendments, grass seed, fertilizer, pavers and tools to irrigation equipment, landscape lighting and more."

"The Round Hill location is well-positioned to serve the expanding Washington, D.C. market, and key Overbrook staff members will remain on board," Kerchner adds.

# ValleyCrest acquires The Impact Group

CALABASAS, CA — ValleyCrest Companies, the nation's largest privately held landscape services firm, has acquired The Impact Group, a landscape maintenance company headquartered in Delray Beach, FL.

The acquisition is aimed at strengthening ValleyCrest's existing southeast Florida operations and landscape services capabilities in Dade, Broward and Palm Beach counties.

"We share a common commitment to responsive customer service and a similar approach to delivering quality landscape maintenance," says Richard Sperber, President of ValleyCrest. "As a national company, we bring technical expertise, resources and depth of experi-

ence to an already outstanding organization."

Co-founded by Ray Keenan, President, in 1990, The Impact Group has expertise in developing landscape maintenance solutions for a range of commercial customers including property management companies, office parks and homeowner associations.

Under terms of the agreement, The Impact Group will operate as ValleyCrest Landscape Maintenance. Keenan and Impact Group Vice President Bob DeFrain will assume responsibility as ValleyCrest vice presidents and oversee the company's

landscape maintenance operations in Delray Beach, Miami, Ft. Lauderdale, and West Palm Beach.

"Although the landscape maintenance industry is still fragmented following the roll-up activities of the late '90s, we believe the opportunities for strategic acquisitions remain strong," adds Sperber.



(L to R) Greg Pieschala, EVP, ValleyCrest Companies; Roger Zino, President, ValleyCrest Landscape Maintenance; Bob DeFrain, VP, The Impact Group; Richard Sperber, President, ValleyCrest Companies; Ray Keenan, co-founder, The Impact Group.



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## SIMA Symposium set for June 12-14

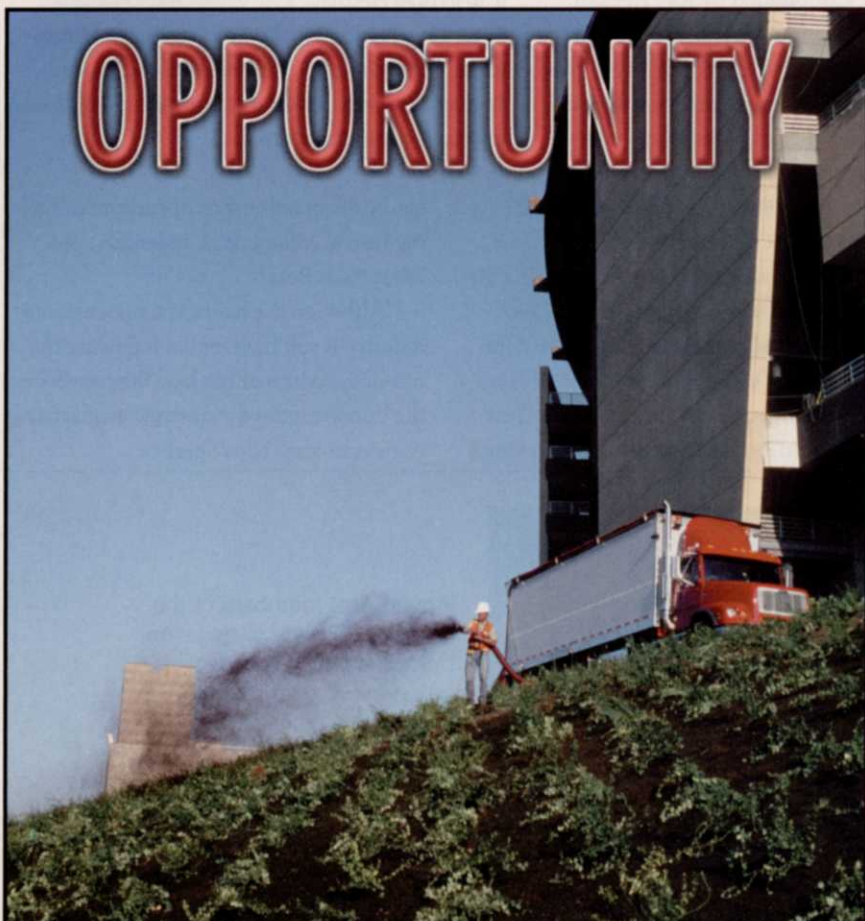
**BUFFALO, NY** — The Sixth Annual Snow and Ice Symposium unfolds in the Buffalo Convention Center here June 12 to 14. If you're in the snow and ice management

business, this will be the place to see the latest equipment, network with fellow contractors and hear some of the industry's most knowledgeable owners and consultants.

The following are some of the show's presenters:

- ▶ **Joseph Giambra**, Commissioner of Public Works, Parks and Streets for the City of Buffalo: Buffalo's Snow Fighting Plan
- ▶ **Gerald Krueger**, Ph.D., CPE, Krueger Ergonomics Consultants: Strategies to Manage Operator Fatigue
- ▶ **Atty. Robert Kennaley**, McLaughlin & Associates, Toronto: Winter Maintenance Contracts and Managing the Risk of the Slip and Fall
- ▶ **Rick Winnestaffer**, CLP, CSP, WinnScapes, Inc., Columbus, OH: Plow Your Profits into Real Estate
- ▶ **Ed Laflamme**, Grass Roots Consulting, Inc., Huntington, CT: Proven Sales Techniques
- ▶ **Nick DiBenedetto**, ND Landscaping, Topsfield, MA: An "Ideal Modeling" System to Boost Snow Profits
- ▶ **Peggy Allin**, CSP, VP of Operations, Allin Companies, Erie, PA: Dispatching Made Easy
- ▶ **Judith Guido**, KehoeGuido Co., Laguna Niguel, CA: Strategic Planning Essentials
- ▶ **Jeff Tovar**, CSP, President, and **Rick Lenth**, CSP, VP of Administration, Tovar's Snowplowing, Inc., Elgin, IL: Job Costing: Control Your Cos
- ▶ **David Tucker**, President of CLIP-Sensible Software, Inc., Ijamsville, NJ: Make Systems Work

For more information or to register, call SIMA at 814/835-3577 or visit the Web site [www.sima.org](http://www.sima.org).



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### Correction

In last month's article, "Seed trade keeps innovating," Seed Research of Oregon's Showcase Kentucky bluegrass variety was mistakenly listed as a Patten Seed Co. variety. Also, SRO's SR 9554 variety was called "Providence." This was inaccurate as well.

## Stihl talks expansion, emissions on facility tour

BY JASON STAHL

**VIRGINIA BEACH, VA** — In this cozy seaside town one name reigns supreme in the corporate world: Stihl Inc. It may not be the largest company in town, but its name is everywhere.

Stihl Inc., a subsidiary of German-based Stihl Holding AG & Co., has called Virginia Beach its U.S. headquarters for 29 years. The company doesn't plan to move elsewhere any time soon, as is evidenced by a

Emissions legislation is expected to hit Europe in 2007.

recent announcement that it will be undertaking a \$60.8 million expansion. The expansion will create 200 new jobs and add 228,000 sq. ft. to its Oceana West Corporate Park facility.

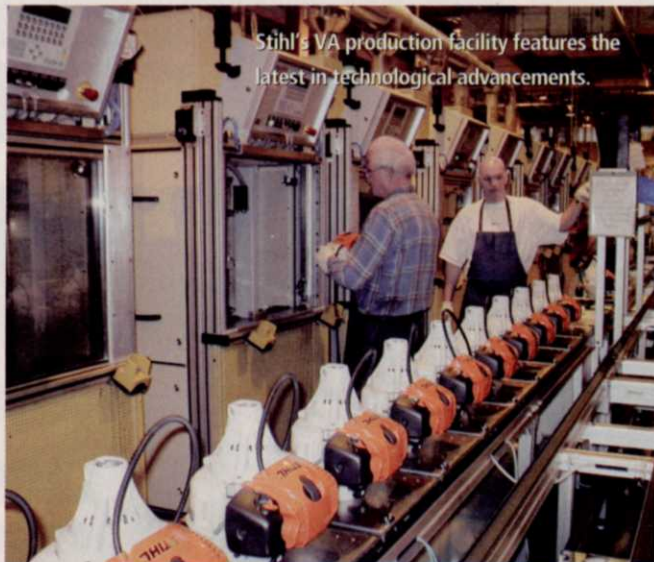
You couldn't pick a better home office location than Vir-

ginia Beach, as trade press editors from the U.S. and Canada found out last month when Stihl invited them to tour its production plant and test new outdoor power equipment. The editors could see the Atlantic Ocean from their hotel rooms, and a daring few even dipped their feet in it, closed their eyes and tried not to think of sub-zero temperatures back home.

### A serious message

But the trip was not all fun in the surf and the sand. Stihl had a serious message to get across, and that was this: Only strong companies in the outdoor power equipment business will survive.

All equipment has to provide solutions to future emissions regulations set forth by the California Air Resources Board (CARB) and the U.S. Environmental Protection Agency (EPA). Canada and Europe will also be held to stricter emissions regulations in the future — emissions legislation is expected



to hit Europe in 2007.

"Emissions is the biggest single challenge facing this industry," said Thomas Elsner, Stihl's National Service Manager, emphasizing that companies will continue to make significant investments to comply with stricter emissions regulations.

That investment was obvious on the tour of the Stihl plant, where editors saw emissions labs that cost Stihl \$1 million each to build. Also seen

were machines showing the latest in technological advancements, another key to survival in the face of increasingly strict emissions laws.

With an eye on survival, Stihl has established a list of criteria for its equipment:

- ▶ Powerful engine
- ▶ High reliability
- ▶ Compact design
- ▶ Comfortable, low weight
- ▶ Simple maintenance
- ▶ Low emissions



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