



NEWS RELEASE

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Vermeer partners with Marty Grunder to offer landscape education events

Will also offer learning sessions during GIE+Expo

PELLA, Iowa — Vermeer Corporation has joined forces with Marty Grunder — one of the Midwest's preeminent landscaping professionals and leading consultant to the professional landscaping industry — to sponsor Marty Grunder! learning events throughout the U.S and Canada.

"We at Marty Grunder! Inc. (MGI!) are beyond excited to have Vermeer as one of our corporate partners. Family-owned businesses like Vermeer are a great example of what can happen when you work hard and do the right thing," says Marty Grunder, president and CEO of Grunder Landscaping and Marty Grunder! Inc. "We love their equipment and rely on it to help us save time and make money at Grunder Landscaping Co. This is a "win-win" relationship and we are looking forward to teaching landscape professionals how to grow their business and how to use Vermeer equipment to assist in their growth!"

The educational events — Green Industry field trips, the Grow! 2017 annual conference and various field days — will provide landscape professionals with the business and physical tools necessary to help them take their operations to the next level. Participants will also have the opportunity to learn from and network with peers from all over North America.

And it gives Vermeer the opportunity to do likewise.

"We are thrilled to be associated with Marty Grunder and his organization," said Jay Sunderman, commercial business unit manager at Vermeer. "Marty's organization and reputation built upon his vast experience as a landscape professional and an unwavering level of character and integrity; principles that Vermeer also closely adheres to."

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“At these events, we also learn about what landscape professionals need and want from an equipment standpoint,” said Sunderman. “This kind of information is vital for Vermeer to continue to develop equipment built with the landscape professional’s needs in mind.”

Marty Grunder will also address the audience at the Vermeer exhibit during the GIE+Expo in Louisville, Kentucky. Grunder will provide tips on how to sell more, hire more of the right people and how to enhance efficiency. The presentation will take place in the Vermeer exhibit (Booth #4038) at 11:45 a.m. on Thursday, October 20 and Friday, October 21.

Customers in the booth at the time of Grunder’s presentation will also have an opportunity to win the use of the all-new Vermeer CTX100 mini skid steer for six months. GIE attendees can come to the booth for details.

Please visit www.vermeer.com or www.martygrunder.com for more information.

About Vermeer

[Vermeer Corporation](http://www.vermeer.com) delivers a real impact in a progressing world through the manufacture of high-quality tree care, environmental, underground construction, surface mining and agricultural equipment. With a reputation for durability and reliability, that equipment is backed by localized customer service and support provided by independent dealers around the world. To learn about Vermeer Corporation, products, the dealer network and financing options, visit vermeer.com.

About Marty Grunder!

Marty Grunder is the president and CEO of [Grunder Landscaping Co.](http://www.grunderlandscaping.com), one of the Midwest’s most successful landscaping companies. He is also the President of Marty Grunder! Inc., a consulting company, which provides training, business guidance, and speaking services to Green Industry entrepreneurs throughout the United States and Canada. Grunder has inspired clients and audiences with his practical advice, creative ideas and incredible enthusiasm since 1995.

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