

PRESS RELEASE



CASE Sponsors NALP Regional Workshop

NALP Event in St. Louis, Missouri on February 5-6 to Focus on Account Manager Skills Development

Racine, Wis., January 28, 2019

CASE Construction Equipment is a sponsor of the National Association of Landscape Professionals' regional Account Manager Excellence Workshop scheduled for February 5-6 in St. Louis, Missouri. CASE's support of the event is the company's latest initiative to give back to the landscaping industry and small business owners throughout the trade.

The workshop will focus on helping landscape account managers develop skills that will lead to closer, stronger relationships with clients of all types and sizes, teach them how to sell services, how to manage crews and how to manage their time and work.

Landscape industry influencers Ken Thomas and Ben Gandy of Envior Consulting will lead the workshop. Thomas has more than 30 years of experience as a business owner and consultant while Gandy brings a laser-like focus on Lean process and culture to maximize organizational operations.

Thomas, Gandy and Envior Consulting are also serving as CASE's consulting partner for the company's 2019 Kickstart Contest that rewards a deserving landscaping company with a six-month lease of a CASE compact track loader and Laser Grading Box, and an opportunity to work directly with Envior Consulting.

The cost of the NALP Workshop is \$799 for NALP members and \$899 for non-members. For a full agenda and additional registration and hotel details, [click here](#).

#

About CASE CE

CASE Construction Equipment sells and supports a full line of construction equipment around the world, including the No. 1 backhoe loaders, excavators, motor graders, wheel loaders, vibratory compaction rollers, crawler dozers, skid steers, compact track loaders and rough-terrain forklifts. Through CASE dealers, customers have access to a true professional partner with world-class equipment and aftermarket support, industry-leading warranties and flexible financing. More information is available at www.CaseCE.com.

CASE Construction Equipment is a brand of CNH Industrial N.V., a World leader in Capital Goods listed

on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhind.com.

About NALP

The [National Association of Landscape Professionals](http://NationalAssociationofLandscapeProfessionals.org) represents an industry of approximately 1 million landscape, lawn care, irrigation, and tree care professionals. Through national advocacy campaigns, the association is growing the industry and its workforce. NALP offers its members professional development through education, networking, and training, and increases the professionalism of the industry through certification and accreditation programs.

For more information about NALP, visit www.landscapelandscapeprofessionals.org. Also, visit Loveyourlandscape.org for landscape information or visit LandscapeIndustryCareers.org to explore career opportunities.

For more information, contact:

Brandon Jaynes
219.263.8981
brandon@pkamar.com

Bill Elverman
262.757.5803
bill@pkamar.com