

OPEESA'S

OUTDOOR POWER EQUIPMENT AND ENGINE SERVICE ASSOCIATION

OPE-IN-THE-KNOW

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“The Business of Outdoor Power Equipment”

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1) OPEI ANNOUNCES 2009-2010 OFFICERS AND BOARD

ALEXANDRIA, VA – June 25 -- The Outdoor Power Equipment Institute (OPEI) announced its 2009-10 officers and Board of Directors during its 57th Annual Meeting in Greensboro, GA, held June 25-27, 2009.

Officers for 2009-10 include:

- OPEI Chairman Michael Hoffman, chairman and CEO, The Toro Company
- OPEI Vice Chairman Fred Whyte, president, Stihl, Inc.
- OPEI Secretary/Treasurer Jean Hlay, president and COO, MTD Products, Inc.

"We welcome our new officers to their leadership roles on the OPEI Board during what's expected to be an exciting, yet challenging year for our industry," said Kris Kiser, executive vice president of OPEI. "As a team, they have the creativity, vision and pragmatic approach we need to maneuver through and succeed in advancing our members' goals despite tough times and a host of legislative and regulatory issues."

Continuing their service on the board are:

- Immediate Past Chairman, Daniel Ariens, president, Ariens Co.
- Board Member Steven Bly, executive vice president, Echo, Inc.
- Board Member Richard Fotsch, president of the Global Power Group, Kohler Co.
- Board Member Gary Michel, president, Club Car, Inc.
- Board Member Paul Mullet, president, Hustler Turf Equipment
- Board Member Dan Wilkinson, president, Jacobsen, A Textron Co.
- Board Member David Zerfoss, president, Husqvarna Professional Products

Newly elected to the OPEI Board of Directors is Randy Sergesketter, senior vice president, Ag & Turf Global Platform, Turf & Utility, John Deere Co.

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2) BRIGGS WILL RECOGNIZE IMPAIRMENT RELATED TO A PLANT CLOSING 4TH QUARTER FISCAL 2009

MILWAUKEE, Wis. -- July 1 -- Briggs & Stratton Corporation today announced a plan to close its Jefferson, Wisconsin manufacturing facility in fiscal 2010. The Power Products Segment facility currently manufactures all portable generator, home standby generator and pressure washer products marketed and sold by the company.

The Jefferson facility's production will be consolidated into existing United States engine and lawn and garden product facilities to optimize plant utilization and achieve better integration between engine and end product design, manufacturing and distribution.

In conjunction with the closing of the facility, the company will recognize a pre-tax \$5.8 million charge in the fourth quarter of fiscal 2009 composed of \$4.6 million of net asset impairments and approximately \$1.2 million of employee related charges for severance and pension costs.

The impact of the facilities' consolidation on fiscal 2010 earnings is projected to be minimal because estimated savings will be offset by closure costs and the fact that the facility will be in operation for a portion of the fiscal year. In fiscal 2011, the company estimates approximately \$11.0 million of pre-tax savings from the consolidation of operations.

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3) BRIGGS & STRATTON CORPORATION ANNOUNCES RETIREMENT OF CEO

MILWAUKEE -- July 30 -- Briggs & Stratton Corporation today announced that John S. Shiely plans to retire as Chief Executive Officer effective December 31, 2009. It is expected that the Board of Directors will appoint Todd J. Teske, currently President and Chief Operating Officer, as President and Chief Executive Officer effective January 1, 2010.

Provided Mr. Shiely is re-elected as a director at the 2009 annual meeting of shareholders currently scheduled for October 21, 2009, Mr. Shiely intends to continue to serve as a director and Chairman of the Board until the 2010 annual meeting of shareholders. It is also expected that the Board of Directors will elect Mr. Teske as a director prior to Mr. Shiely's retirement.

Mr. Teske, age 44, has served as President and Chief Operating Officer since September 1, 2008. Mr. Teske is also President of Briggs & Stratton Power Products Group, LLC. He previously served as Executive Vice President and Chief Operating Officer since September 2005, and as Senior Vice President and President - Briggs & Stratton Power Products Group, LLC from September 2003 until August 2005.

Mr. Shiely has been Chairman and Chief Executive Officer of the Corporation since September 2008, after serving as Chairman, Chief Executive Officer and President since January 2003. He previously served as President and Chief Executive Officer, President and Chief Operating Officer, Executive Vice President - Administration, and General Counsel. In addition, Mr. Shiely serves as a director and Chairman of the Board of the Corporation's subsidiary Briggs & Stratton Power Products Group, LLC, and his retirement from those positions is expected to be effective December 31, 2009.

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4) BILLY GOAT INDUSTRIES CREDITS INNOVATION WITH ITS SUCCESS

Roy Harryman www.kansascity.com

Billy Goat Industries is hoping to buck the recession while chewing into its competitors' market share.

The Lee's Summit manufacturer of commercial and "prosumer" lawn equipment is expanding by moving its office and shipping department into a 23,000-square-foot facility down the street from its 30-acre campus.

Although Billy Goat cut about a dozen employees at the end of last year, company president and part-owner Will Coates said his 80-person work force is matched to demand as it prepares for fall, the firm's most lucrative season.

The company, which brought in \$22 million in revenue in 2008, has secured a contract that could boost production by up to 30 percent, beginning in 2010. In addition, about 50 new equipment rental stores have added Billy Goat products in the last 18 months.

Coates said the company's emphasis on product improvement is winning new customers. Innovations have included noise and weight reduction and self-propulsion.

"We have a highly engineered product with a lot of value added," he said.

To better market those products, Billy Goat recently introduced a vertical display that minimizes its retail floor footprint, helping to ensure room for its merchandise while drawing attention to it.

"We are putting the pieces of the puzzle in place now in a down economy to reap some serious rewards," Coates said. "We are planting seeds on many different fronts."

Originally, the company — which started as a subsidiary of Clipper Manufacturing of Grandview in 1967 — exclusively made lawn and litter vacuums. Today it offers an array of commercial-grade lawn equipment. The leading product is leaf blowers, followed by vacuums and brush cutters.

One product it does not make is lawnmowers.

"There are enough lawnmower manufacturers right now fighting over the limited market share," said Coates, who also noted that Billy Goat has chosen to compete in categories in which Asian competitors "don't find the volume interesting enough."

About three-quarters of Billy Goat's customers are businesses and institutions; homeowners make up the rest.

The company's name came from an offhand comment during a product photo shoot. While observing a vacuum in action, an ad agency staffer said, "That thing eats through everything like a billy goat." The name stuck.

Billy Goat earns 20 percent of its revenues from exports to western Europe, Australia, New Zealand and Canada.

The company is automating processes to save on labor costs. Automation hasn't sent workers packing, Coates said, but has kept the head count steady as revenues have more than tripled since 1992.

"We want to be prepared if there is competition coming from offshore," said Coates, who along with his brother Drew Coates took over the company when their father, Bill Coates, retired in June. Billy Goat's compact operation is also an advantage over competitors with far-flung international enterprises. Product designers only have to walk a block to observe their work in production on the manufacturing floor.

"We like our manufacturing base to be here," Will Coates said. "We can be a lot more nimble with our design changes. The further you are away from your supply base, the more vulnerable you are."

Domestically, Coates said, it competes chiefly against Schiller Grounds Care, Giant-Vac (a Briggs & Stratton product line) and BlueBird, a division of Husqvarna Turf Care Co.

Billy Goat merchandise moves through 14 independent distributors and ends up in about 2,000 retail outlets. That includes about 20 local dealers, including Smitty's Lawn & Garden Equipment in Olathe.

A Billy Goat supplier credited the company's success to Coates' willingness to innovate.

"He is not afraid to take risks, and they have worked out for him," said Bob Krug, president of ICF Industries, a metal fabricator in Pleasant Hill. "I think he got bored and said, 'OK, let's go after a bigger market share and some new products, and they did it.'"

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5) BRIGGS EMPLOYS WORKFORCE MANAGEMENT SOLUTION TO GAIN EFFICIENCIES

Jim Fulcher www.mbtmag.com

August 6 -- That, of course, makes efficient workforce management more important. After all, once a company has had a reduction in force, it becomes vital to maximize productivity of the remaining employees to ensure they meet corporate goals.

That indeed is why sales of workforce management software grew well in 2008, says Donna Fluss, president of DMG Consulting. Fluss also expects the workforce management market to continue growing well in coming years. For example, the requirement to provide a better customer experience while improving productivity and controlling costs is important for contact centers during the recession, Fluss says.

"Workforce management continues to be one of the most important contact center productivity tools," Fluss says. "By optimizing the use of the new generation of management solutions, contact centers can reduce staff related costs by 10 percent to 20 percent, enabling companies to come through the recession with minimum impact on service levels and the customer experience."

Tom Kozenski, a vice president with inventory, transportation, and workforce management solution supplier RedPrairie also has seen an increase in demand for workforce management solutions, because, as he says, "when money's tight, people want full value out of everything-including employees."

One of the highest costs in any supply chain is labor, so layoffs offer a way to quickly and substantially reduce cost, Kozenski says. But, in reality, that is a short-sighted approach, he says.

"If a manufacturer's management has the vision, optimizing the workforce usually proves to be a more strategic approach," Kozenski says. "That way, productivity increases quickly-there's usually a labor productivity improvement of somewhere between five percent and 25 percent. Additionally, the company is better prepared to seize opportunity when the economy eventually turns around because its labor force is already efficient."

Briggs & Stratton, a Milwaukee-based producer of air-cooled gasoline engines for outdoor power equipment, realized that level of improvement. The company's replacement parts division handles 70 thousand to 75 thousand SKUs representing \$40 million to \$45 million in inventory.

In the past, there was no standardized way for associates to do their jobs or to measure productivity.

Management realized the company could gain greater productivity if it standardized work methods, set goals, and measured results, says Bill Harlow, director of distribution operations for the replacement parts division.

When the company deployed a RedPrairie comprehensive workforce management solution for its distribution and packaging operations, chief among its goals was to enhance associates' productivity through use of preferred work methods and discrete standards based on actual work content, Harlow says. That would ensure productivity measurements were fair and accurate, providing a solid base for improvement programs and associate assessment.

"Since deploying the solution, Briggs & Stratton has been able to reduce its workforce by 20 percent, but also

increase throughput," says John Guy, vice president of Supply Chain and Distribution at Briggs & Stratton. "We estimate that's saved us about a million dollars."

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6) BLOUNT ANNOUNCES 2009 2ND QUARTER RESULTS

PORTLAND, OR - Aug. 5 -- Blount International, Inc. today announced results for the second quarter ended June 30, 2009.

Results for the Quarter Ended June 30, 2009

The Company's sales in the second quarter were \$114.0 million compared to \$155.1 million in 2008 and \$116.5 million in this year's first quarter. The sales decline compared to the second quarter of 2008, which was then an all-time record for continuing operations, was volume-driven and reflects continued weak market conditions caused by the worldwide recession.

Sales at the Outdoor Products segment decreased by 24.8% from last year's second quarter and were down 1.2% from this year's first quarter. Operating income in this year's second quarter was \$12.0 million compared to \$21.6 million in last year's second quarter. Operating income for the quarter includes charges of \$1.4 million related to the previously announced closure of our Milan, Tennessee facility and other employee headcount reductions.

During 2009 the Company has reduced its worldwide headcount by approximately 17%. Also included in operating income for the quarter is a \$2.7 million gain on the sale of property.

Second quarter net income was \$4.2 million (\$0.09 per diluted share) compared to \$10.1 million (\$0.21 per diluted share) in last year's second quarter. The decrease in net income is a result of lower year-over-year production and sales volumes, higher steel costs, negative manufacturing cost leverage and higher restructuring costs.

The profit-reducing effect of these items was partially offset by higher selling prices, better product mix, selling, general and administrative cost reductions and favorable foreign currency exchange rate movements.

The restructuring costs resulted in a \$1.0 million (\$0.02 per diluted share) reduction to second quarter 2009 net income. The Company also recorded a \$1.6 million (\$0.03 per diluted share) after-tax gain on the sale of property related to the relocation of the Company's European headquarters and warehouse. Company debt at the end of the second quarter was down \$33.2 million to \$306.8 million, and cash on hand was \$48.8 million.

Commenting on the second quarter results, James S. Osterman, Chairman and Chief Executive Officer, stated: "I am pleased that we were able to maintain a steady revenue level on a sequential basis, with the second quarter revenues approximating the first quarter. We reached a record for sales in last year's second quarter, and then surpassed that record in last year's third quarter.

Those two quarters represent tough comparisons as we are still feeling the effects of the current global economic environment. Although it may be premature to state that our business has turned the corner, we are encouraged by the consistency and stability of recent sales order patterns. We believe that customers have managed inventory levels downward and they are now requesting earlier order fulfillment dates.

"As we progress through 2009, we expect that sales levels will increase from the first half of the year. The Company's exposure to international markets, with approximately two-thirds of revenue generated outside the U.S., will most likely result in our performance lagging any domestic economic recovery in the latter part of 2009.

We will continue to manage our business accordingly during the downturn by controlling costs, improving our working capital and reducing debt. We will also keep our focus on research and development to ensure that we exit this downturn as a stronger company with a larger product portfolio to offer our customers."

Outdoor Products Segment

The Outdoor Products segment's second quarter sales were \$110.1 million compared to \$146.4 million in 2008 and nearly flat to the \$111.4 million of sales in this year's first quarter. The second quarter 2008 segment sales level was a record at the time. Year-over-year segment sales decreased by 24.8%.

Segment sales in international markets were down 30.9% from last year, reflecting a broadly-based sales downturn outside the U.S. and our caution in extending credit to customers in higher risk markets. Sales to original equipment manufacturers were down by 25.7% and sales to the replacement markets were down 24.5% from last year's second quarter. Selling price increases put in place during 2008 to offset rising raw material costs partially offset the volume and foreign exchange driven decline in overall Outdoor Products sales:

% Change in Sales from Prior Year:

Unit Volume	(26.8)%
Selling Price/Mix	+4.3 %
Foreign Exchange	(2.3)%

Total	(24.8)%
	=====

Sales order backlog for the segment was \$78.6 million at the end of this year's second quarter compared to \$81.4 million as of March 31, 2009 and \$121.9 million as of June 30, 2008.

Segment contribution to operating income was \$14.0 million in the second quarter compared to \$24.6 million in the comparable period of 2008. The decline in contribution reflects the effect of lower unit volumes and higher, although moderating, steel costs.

Steel costs were up on a year-over-year basis within the segment by approximately \$1.6 million. Higher selling prices, a better product mix and improved foreign exchange rates on reported results partially offset the negative leverage of unit volume declines and higher steel costs. The key drivers of the contribution margin decline are illustrated below:

Change in Segment Contribution Margin from Last Year:

2008 Contribution Margin	16.8 %
Increase/ (Decrease)	
Unit Volume	(5.1)%
Selling Price/Mix	+3.5 %
Cost/Mix	(4.4)%
Foreign Exchange	+2.0 %

Total Change	(4.0)%

2009 Contribution Margin	12.8 %
	=====

Corporate and Other

In the second quarter, corporate and other incurred an operating loss of \$2.1 million compared to a loss of \$3.0 million last year. The primary driver of the smaller loss compared to the second quarter of 2008 was a \$2.7 million pre-tax gain on the sale of property in Belgium. The sale was the result of relocating our European headquarters and distribution center to a new, nearby leased facility. Partially offsetting the impact of that gain was an increase in restructuring costs of \$1.3 million and a volume-driven decline in profit from sales of gear components.

2009 Financial Outlook

Recent order patterns and sales trends have been encouraging; however, visibility beyond the next few months is limited. At this time, we expect that the Company's sales trends will improve first in the domestic market followed by a later recovery in international markets.

The Company's outlook for the second half of 2009 is for sales to increase from levels experienced in the first half of the year. Sales for the full year are expected to range between \$470 million and \$490 million. These sales levels are lower than our previous outlook due to the ongoing weakness in several international markets.

Operating income for the full year is expected to range between \$55 million and \$60 million, inclusive of between \$7 million and \$8 million of full year restructuring costs and the gain on sale of property.

We expect free cash flow to be between \$20 million and \$25 million for the full year of 2009. Blount defines free cash flow as cash flow from operations less net capital expenditures. The effective income tax rate for 2009 is estimated to range between 32% and 36%.

Blount International, Inc. is an international company whose principal business is the Outdoor Products segment. Blount sells its products in more than 100 countries around the world.

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7) JOHN SHIELY, RETIRING BRIGGS CEO, LOOKS TO THE FUTURE

Rich Rovito www.milwaukee.bizjournals.com

August 7 -- The timing of the retirement of John Shiely as Briggs & Stratton Corp.'s chief executive officer is tied to a conversation he had many years ago with Al McGuire, the legendary Marquette University men's basketball coach.

McGuire retired from coaching in 1977 — when he was just 48 years old — after leading Marquette to its lone NCAA national championship.

“Al told me that life is too short and that everyone should have at least three careers,” Shiely said. “That stuck with me.”

Shiely, 57, announced July 30 he plans to retire after a 23-year career at the Wauwatosa-based manufacturer of small engines and outdoor power equipment. His retirement is effective Dec. 31.

"Those who know me know it's always been my plan to move on before I got too close to 60," Shiely said. "I told myself that if conditions were right and the company was stable that I'd have the opportunity to move on to something else. I leave here with an extremely clear conscience about the viability of the company."

Shiely eventually plans to pursue a new career teaching law classes. He previously taught a mergers and acquisition class for law students at Marquette University, where he earned a law degree in 1977.

"I really enjoyed that," he said. "It whet my (appetite)."

Immediately upon retirement, Shiely will participate in a law program at Harvard University in Cambridge, Mass., spending the spring 2010 semester conducting research and writing about corporate governance issues.

After completing the program, Shiely hopes to teach at a university in Milwaukee, Chicago or the Minneapolis-St. Paul area. Shiely, who was raised in St. Paul, plans to spend more time at his second home in Prescott, in rural northwest Wisconsin, not far from the Twin Cities. A resident of Elm Grove, Shiely said he'll likely keep a home in the Milwaukee area as well.

In addition to teaching, Shiely also hopes to write another book, following up on "The EVA Challenge," which he co-authored with economic financial consultant Joel Stern in 2001. The book provides a detailed strategy for creating shareholder wealth by better aligning the interests of managers with those of shareholders.

Shiely took over as president of Briggs & Stratton in 1994, when the company was faced with intense threats from Japanese engine manufacturers and skyrocketing labor costs.

"We were putting a lot of money into facilities that weren't delivering a return," he said. "No one was in charge of how to manage products and make money."

Briggs & Stratton then divided the company's business into various units and put general managers in charge of each operation.

Management also worked to instill the value-added initiatives that Shiely wrote about in his book.

"We wanted to encourage a behavior that shows that capital has a cost and it should be employed efficiently," Shiely said.

Company management also has worked over the years to identify which facilities and products "make the most economic sense," Shiely said.

Briggs & Stratton recently announced it will close its Jefferson and Watertown factories in fiscal 2010, costing at least 430 jobs. Work will be transferred to other out-of-state factories operated by Briggs & Stratton, which employs about 6,700 companywide and 1,900 in Wisconsin.

"Every decision to shut down a factory, given the impact it has on families and a community, is a very difficult decision, but those operations are being consolidated at plants where we have high-volume business," Shiely said. "It wasn't an easy decision, but it was a decision that needed to be made from an economic sense."

During his tenure, Shiely has made many difficult decisions, including closing local plants and shifting production jobs away from the Milwaukee area, said Julia Taylor, president of the Greater Milwaukee Committee.

Shiely often has been "blasted" by the public for the decisions, but the moves proved to be essential for Briggs & Stratton's long-term viability, Taylor said.

“John brings a lot of intellectual power to what he does,” she said. “He’s very passionate about what he’s engaged in and becomes totally immersed in it.”

Shiely plans to stay on as a director and chairman of Briggs’ board for another year, if re-elected at the annual shareholders meeting on Oct. 21.

Todd Teske, 44, the company’s president and chief operating officer, is expected to be elected by the board to take over as Shiely’s successor.

“Todd has strong leadership skills and understands intimately the strategy we have been executing,” Shiely said. In addition to leading the operations at Briggs & Stratton, Shiely serves on numerous corporate and civic boards, including the board of The Scotts Miracle-Gro Co., a Marysville, Ohio-based manufacturer of horticultural and turf products.

“What John brings to the table is some really good insights about the consumer in the lawn and garden space and the retail challenges for a company that has been around for a long, long time,” said Jim King, senior vice president of corporate affairs for Scotts. “He’s a highly engaged board member.”

Joel Quadracci, president and CEO of Quad/Graphics Inc., said Shiely played a major role in the leadership transition at the Sussex-based commercial printing giant following the death of its founder, Harry Quadracci, in 2002. Shiely has served on Quad/Graphic’s board for several years.

“He took on a key role after my father’s death,” Joel Quadracci said. “He was a source of support and thought as we transitioned.”

On the board, Shiely provides a different perspective for the management of privately held Quad/Graphics.

“He doesn’t try to force his perspectives on you, but he at least gives you the chance to think differently,” Quadracci said.

As Shiely prepares to step down, Briggs & Stratton continues to deal with challenges from the weak economy. Founded in 1908, Briggs has experienced a dip in profits in fiscal 2009 due to a decline in small engines sales and reduced shipments for lawn and garden equipment.

Nonetheless, Shiely believes the company is well-positioned for growth once the economy begins to rebound.

“When the market returns, we will be doing very well financially,” Shiely said.

He noted that Briggs & Stratton has achieved record market share in engines and, for the time being, has “beaten back” a threat from Chinese competitors.

“I faced a lot of pressure to take everything to China,” Shiely said. “I knew there were good reasons not to go there.”

Briggs & Stratton also has penetrated deeper into the consumer products market under Shiely’s management, while maintaining market leadership for small engines, with acquisitions in recent years that have included Simplicity Manufacturing Inc., which also included the Snapper and Ferris brands, in 2004, and Murray Inc. in 2005.

Briggs also produces lawn mowers for Deere & Co., Moline, Ill., and has developed its own brand of lawn mowers and other power products, sold under the Brute name, for sale at Wal-Mart.

"We faced a lot of skepticism from investors and customers about whether we could participate in the end-products business and maintain our market share in the engine business," Shiely said.

Although he will step down as leader of Briggs & Stratton Corp.'s day-to-day operations later this year, John Shiely has no plans to leave his corporate rock 'n' roll band — provided fellow bandmates don't push him out.

Shiely plays rhythm guitar and sings with the "Briggs Bluesbusters," which is organized by Tom Savage, Briggs' senior vice president of administration.

It is Savage who determines who's in or out of the group.

"I hope they will let me continue to play," Shiely said. "There are few things that are more fun than singing and playing guitar at Summerfest in front of a couple thousand people."

Asked if Shiely would keep his spot in the band, Savage chuckled.

"I guess it depends on how much money he's going to pay me," he said, jokingly.

Seriously, though, Shiely will stay in the band, Savage said, noting that Shiely was instrumental in setting up the band more than 10 years ago.

The band has played some major venues. At this year's Summerfest, the Bluesbusters were the opening act for the Barenaked Ladies before the popular band from Canada performed on the Briggs & Stratton "Big Backyard" stage.

"There were a lot of people at our show," said Savage, who sings and plays rhythm guitar and harmonica. "Most of them were there to see the Barenaked Ladies, but we were having fun with it."

The Bluesbusters have also opened for legendary performers such as Ray Charles, the Beach Boys and the Moody Blues.

Music has long been an important part of Shiely's life. He is a member of the Rock & Roll Hall of Fame & Museum board of directors in Cleveland, and has been heavily involved in expanding the hall's brand across the country, including the opening of the Rock & Roll Hall of Fame Annex in New York City. Plans are under way for a similar venture in Memphis, Tenn.

He has an extensive collection of music memorabilia, including a harmonica used by Bruce Springsteen and an original stage suit worn by The Beatles' Paul McCartney. Some of Shiely's collection can be viewed in his Briggs corporate office in Wauwatosa. He recently began collecting videos of classic rock 'n' roll performances.

Last year, Briggs & Stratton held its annual shareholders meeting at the Rock & Roll Hall of Fame.

THE CAREER OF JOHN SHIELY

1977: Earns law degree from Marquette University

1986: Begins Briggs career as general counsel

1994: Named president of Briggs

1997: Briggs Bluesbuster band is formed

2001: Named CEO of Briggs

2001: Co-authored book "The EVA Challenge" with Joel Stern

2002: Played major role in leadership transition at Quad/Graphics after Harry Quadracci's death; remains on board

2003: Named chairman of Briggs

2004-2005: Under Shiely's management, Briggs makes several acquisitions, including the Snapper and Ferris brands.

July 30, 2009: Announced retirement effective Dec. 31. Todd Teske will succeed him

THE FUTURE: Will stay on as chairman of board if re-elected on Oct. 21; will participate in Harvard Law program in spring 2010

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8) TORO PARTNERS WITH PRIMEREVENUE AND WELLS FARGO TO IMPROVE WORKING CAPITAL

Supply Chain Finance seen as key element of working capital strategy

BLOOMINGTON, Minn., Aug 11, 2009 -- The Toro Company, a leading worldwide provider of turf and landscape maintenance equipment and precision irrigation systems, has deployed PrimeRevenue's technology and services with financing provided by Wells Fargo HSBC Trade Bank to power Toro's Supply Chain Finance ("SCF") program. The SCF program is an important component in the company's action plan to reduce working capital, improve its cash conversion cycle, and deliver increased shareholder value.

Through the new platform, Toro suppliers will gain online visibility to their Toro-generated receivables in advance of their due date, and the option to sell receivables for cash in advance of the original due date - with financing provided by Wells Fargo.

With a click of the mouse, enabled Toro suppliers gain access to on-demand advance payment of their receivables at financing rates based on Toro's cost of financing. For most Toro suppliers, SCF financing will be a fraction of what they pay with alternative invoice discounting structures. The program, launched in July 2009, is live and in production with select suppliers in the United States.

"This program is a key element in our overall working capital strategy," said Tom Larson, vice president and treasurer at Toro. "We're expecting PrimeRevenue's SCF platform to help us realize our objectives while giving our suppliers an extremely attractive on-demand financing facility based on Toro's investment-grade cost of financing."

Added Cabrini Brandl, director of sourcing: "Particularly in today's economic environment, this represents a tremendous win-win opportunity for us and our suppliers. Initial interest has been strong from those suppliers who value access to a liquidity facility in a tough economic environment, and we expect that we will have more suppliers ask to get on board."

Rohan Kalbag, regional vice president at Wells Fargo HSBC Trade Bank, said: "Wells Fargo looks forward to working with Toro, its suppliers and PrimeRevenue in delivering a valuable on-demand financing facility. This Supply Chain Finance program, like others, reflects Wells Fargo's commitment to providing innovative credit solutions to its corporate customers and their valued supply chain partners."

Joe Weisskopf, vice president of North American sales at PrimeRevenue said: "We're seeing more world-class companies like Toro deploy SCF solutions to their supply base because, in today's economy, SCF makes a great deal of sense. It helps companies reduce working capital while at the same time giving their suppliers access to

investment-grade credit to address their own cash flow needs. We welcome Toro and their suppliers to a growing collection of supply chain communities who see SCF as a must-have response in today's period of economic uncertainty."

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9) ETHANOL BLENDS PUSHED AT PUMPS

Rick Barrett www.jsonline.com

August 10 -- The ethanol industry is calling for thousands of gasoline station pumps that could dispense various ethanol blends depending on the customer's preference.

Most gasoline in Wisconsin now contains 10% ethanol - a fuel additive made from corn.

Ethanol supporters say the additive reduces vehicle air pollution and lessens the nation's dependency on foreign oil.

Critics say ethanol reduces a vehicle's fuel mileage and is subsidized with tax dollars.

Regardless, consumers should have more choices, according to the American Coalition for Ethanol, which hosts a three-day conference beginning Tuesday at the Midwest Airlines Center.

"You should be able to do the calculations and decide what's best for your vehicle," said Brian Jennings, coalition executive vice president.

Biofuels backers have asked the Environmental Protection Agency to raise the allowable ethanol blend to 15%, from the current 10% limit, for most vehicles.

A U.S. Department of Energy study has shown that a 15% blend has no adverse effects on an automobile's performance, maintenance or emissions controls, according to Growth Energy, a coalition of ethanol producers.. Raising the limit would increase ethanol use by millions of gallons, which backers say would create another boom in the biofuels industry.

"All of the vehicles on the road today, with the exception of maybe some from the 1970s, would do fine" on 15% or 20% ethanol blends, said retired Gen. Wesley Clark, Growth Energy's co-chairman.

Raising the blend limit would more than double employment in the biofuels industry to 1.3 million jobs, including about 500,000 temporary construction positions to build ethanol plants, according to Clark.

The additional ethanol could be made from a variety of crops, including sugar cane. The next generation of the fuel additive, cellulosic ethanol, also could come from non-food sources such as switchgrass.

Cars would need special hoses and other equipment changes to handle high concentrations of the fuel additive, such as an 85% blend. Such flex-fuel vehicles are common in Brazil, which makes ethanol from sugar cane, but such vehicles represent only about 3% of the new cars in the United States.

It's an "embarrassingly small" percentage, Jennings said. "And the sad thing is that some people have flex-fuel vehicles and don't even know it."

Ethanol backers want the U.S. government to require that all new vehicles be flex-fuel models in the next few years.

They're also asking for government incentives, such as tax credits, to encourage the installation of gasoline-station pumps that would dispense various blends of ethanol depending on EPA regulations and a customer's preference.

The pumps would have to be carefully labeled so that drivers didn't put the wrong fuel in their car, possibly resulting in engine damage.

Boat engines, chain saws, lawn mowers, snowmobiles, motorcycles, generators and other small-engine equipment also could be permanently damaged from using a 15% blend of the fuel additive, according to the Outdoor Power Equipment Institute, which represents Wisconsin engine manufacturers Briggs & Stratton Co. and Kohler Co.

The goal is to get 5,000 of the so-called blender pumps into the field, up from several hundred now used nationwide.

Consumers would still have a choice of whether to use the higher ethanol blends, according to Jennings.

"Every single gallon would not have to be E15," the 15% blend, he said.

Depending on the blend, fuel made with a high ethanol concentration can be much cheaper per gallon.

But using the fuel additive can reduce a vehicle's gas mileage by more than 20%, offsetting the savings.

Motorists feeling strapped by high gasoline prices won't get relief by switching to high blends of ethanol because of the lower fuel mileage, according to Edmunds Inc., an online firm that provides used vehicle pricing and writes about the automotive industry.

Petroleum marketers aren't embracing the multi-blend pumps, either, saying it could create headaches for them and consumers.

Drivers could damage their cars if they mistakenly used a high blend of ethanol. Also, gas station owners worry that the pumps - which would blend gasoline and ethanol on the spot from separate underground tanks - would not be as accurate as equipment used by petroleum wholesalers.

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2009 - 2010 OPE INDUSTRY MEETING AND EVENTS CALENDAR

January 19-21, 2010	BTME-BIGGA , British Turf Management and the British International Golf & Greenkeepers Association Show, Harrogate International Center, England
February 2-5, 2010	World of Concrete , Las Vegas Convention Center, Las Vegas, NV
February 8-11, 2010	The Rental Show , American Rental Association Conference and Trade Show, Georgia World Congress Center, Atlanta, Georgia
February 10-11, 2010	GIS , Golf Industry Show, San Diego Convention Center, San Diego, CA
February 13-16, 2010	OPEAA , Outdoor Power Equipment Aftermarket Association Annual Meeting, Fairmont Southampton Hotel, Bermuda
February 28 - March 3, 2010	OPEESA , Outdoor Power Equipment and Engine Service Association, Arizona Biltmore Spa & Resort, Phoenix, AZ
March 14, 2010	Daylight Savings Time Begins
April 7-11, 2010	EETC , Equipment and Engine Training Council 14 th Annual Conference, Sponsored by Dixie Sales Company, Greensboro, NC
May 4-6, 2010	National Hardware Show , Las Vegas Convention Center and Sands Convention Center
June 20-25, 2010	Skills USA , National Leadership and Skills Conference, Kansas City, Missouri
TBA	OPEI , Outdoor Power Equipment Institute Annual Meeting,
August 29-31, 2010	GAFA (with SPOGA) , International Garden Trade Fair with the International Trade Fair for Sport, Camping and Garden Lifestyle, Cologne, Germany
September 8-10, 2009	IOG SALTEX , Grounds Care, Sports Facilities, Amenities, Landscaping And Estate Management Outdoor Trade Show, Windsor Race Track, Windsor, Berkshire, England
September 20-22, 2009	GLEE , International Garden and Leisure Show, NEC Birmingham, England
October 29-31, 2009	GIE+EXPO , Green Industry and Equipment Expo, Louisville, KY (combining EXPO and the GIE Show)
October 21-24, 2009	FFA , Future Farmers of America Annual Convention, Indianapolis, IN
November 1, 2009	Daylight Savings Time Ends

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11) BRIGGS ELECTS TODD TESKE DIRECTOR AND EFFECTIVE JAN 1, 2010, CEO AND PRESIDENT

MILWAUKEE, Aug. 12 -- The Board of Directors of Briggs & Stratton Corporation has unanimously elected Todd J. Teske a director of the company effective immediately. Mr. Teske will serve as a member of the class of directors whose terms of office expire in 2010.

The Board of Directors also elected Mr. Teske to be President and Chief Executive Officer effective January 1, 2010. Mr. Teske is presently President and Chief Operating Officer of the Corporation.

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12) BRIGGS REPORTS RESULTS FOR THE 4th QUARTER AND 12 MONTHS OF FISCAL 2009

MILWAUKEE, Aug. 13 -- Briggs & Stratton today announced fiscal 2009 fourth quarter consolidated net sales of \$482.8 million and consolidated net income of \$5.3 million or \$0.11 per diluted share. The fourth quarter of fiscal 2008 had consolidated net sales of \$581.1 million and consolidated net income of \$0.5 million or \$0.01 per diluted share.

The consolidated net sales decrease of \$98.3 million or 17% was due primarily to decreased shipment volumes in both the Engines and Power Products Segments.

Included in net income for the fiscal 2009 fourth quarter was a \$5.8 million pretax (\$3.5 million after tax or \$0.07 per diluted share) expense associated with the closing of a manufacturing facility in Jefferson, Wisconsin. Included in the fourth quarter of fiscal 2008 was a \$13.3 million pretax (\$8.1 million after tax or \$0.16 per diluted share) gain associated with the reduction of certain post closing employee benefit costs related to the closing of the Port Washington, Wisconsin manufacturing facility.

After considering the impact of the fourth quarter items related to facility closures in both periods, fourth quarter consolidated net income was higher by \$16.4 million as compared to the prior year. This increase was the result of lower spending, improved productivity, lower commodity costs and a lower effective tax rate, partially offset by the impact of decreased sales and production volumes.

For fiscal 2009, the company had consolidated net sales of \$2.09 billion and consolidated net income of \$32.0 million or \$0.64 per diluted share. Fiscal 2008 consolidated net sales were \$2.15 billion and consolidated net income was \$22.6 million or \$0.46 per diluted share.

The \$59.2 million decrease in consolidated net sales was due to the net effect of reduced shipment volumes, primarily related to lawn and garden equipment in the Power Products Segment, unfavorable currency exchange rates primarily related to the Euro and a mix of shipments that reflected lower priced units.

Partially offsetting the consolidated net sales decrease were sales of \$39.5 million included in the results for the first time this year due to the June 30, 2008 acquisition of Victa Lawncare Pty. Ltd., increased portable generator sales volume due to weather events and pricing improvements.

As noted above, included in fiscal 2009 consolidated net income is a \$5.8 million pretax (\$3.5 million after tax or \$0.07 per diluted share) expense associated with the closing of the Jefferson, Wisconsin manufacturing facility. Fiscal 2008 consolidated net income included the \$13.3 million pretax (\$8.1 million after tax) gain associated with the reduction of certain post closing employee benefit costs referred to above and a \$17.2 million pretax (\$12.3 million after tax) net gain resulting from the redemption of preferred stock and the related dividends offset by expense from a snow engine recall.

After considering the impact of these items, fiscal 2009 consolidated net income was higher by \$33.3 million compared to the prior year, primarily the result of enhanced pricing, lower spending, improved productivity and lower interest expense. Partially offsetting these improvements was the impact of unfavorable currency exchange rates, higher commodity costs and mix of shipments that reflected lower margined product.

Engines:

Fiscal 2009 fourth quarter net sales were \$336.0 million versus the \$389.6 million for the same period a year ago, a decrease of \$53.6 million or 14%. The decrease in net sales was the result of the mix of product shipped that reflected lower priced units, a 5% decrease in engine unit shipments compared to the same period a year ago and unfavorable currency exchange rates.

Engine shipments were significantly impacted by the mix of lawn and garden products sold at retail, with higher priced riding equipment engines off more significantly than walk mower engines. Overall, we believe the current economic environment and weak consumer confidence are the main reasons for the sales decline.

Net sales for fiscal 2009 were \$1.41 billion versus the \$1.46 billion in the prior year, a decrease of \$45.8 million or 3%. The decrease primarily results from the impact of the mix of product shipped that reflected lower priced units, a small decrease in engine shipments and unfavorable currency exchange rates.

Product mix issues discussed for the fourth fiscal quarter were also applicable to the full fiscal year. Softer demand for engines for powered lawn and garden equipment was offset by the improvement in demand for engines for portable generators.

Income from operations for the fourth quarter of fiscal 2009 was \$20.4 million, up \$1.6 million from the \$18.8 million during the same period in the prior year. Income from operations was similar between years, the result of lower spending, improved productivity and lower commodity costs, offset by lower sales and production volumes.

Income from operations for fiscal 2009 was \$83.4 million, up \$13.9 million from the \$69.5 million in fiscal 2008. Fiscal 2008 consolidated net income included a \$19.8 million expense for a snow engine recall. After considering the impact of the snow engine recall, fiscal 2009 income from operations was lower by \$5.9 million compared to the prior year, primarily the result of less favorable Euro exchange rates and higher commodity costs in the current year, partially offset by lower engineering, selling and administrative expenses and improved productivity.

Power Products:

Fiscal 2009 fourth quarter net sales were \$195.2 million versus \$245.6 million from the same period a year ago, a decrease of \$50.4 million. The net sales decrease was due to a reduction in unit shipments in every product category.

Generally, the sales decrease experienced for the lawn and garden equipment category mirror the weak consumer confidence experienced during the spring selling season, especially as it relates to higher priced

product like riding equipment. Portable generator shipments were lower because of a lack of storm related sales this year relative to last year and retailers reducing inventories compared to last year's pre-hurricane season.

Net sales for fiscal 2009 were \$892.9 million versus \$870.4 million in the prior year, a \$22.5 million increase. The net sales increase for the year was the result of pricing and favorable mix improvements, the addition of sales by our acquisition of Victa Lawncare Pty. Ltd. and increased portable generator sales volume due to weather events. The primary offset to the sales improvements was a volume decline in our shipment of premium lawn and garden equipment that was comparable to the overall industry decline.

The loss from operations in the fourth quarter of fiscal 2009 was \$6.1 million, which included a \$4.6 million impairment expense related to the write-down of assets associated with the closure of the Jefferson, Wisconsin facility.

The loss from operations in the fourth quarter of fiscal 2008 was \$4.1 million, which included a \$13.3 million gain related to reduced benefit costs associated with the closing of the Port Washington, Wisconsin facility.

After considering the impact of the items related to the Wisconsin facilities, the loss from operations between years improved by approximately \$15.9 million. The majority of the \$15.9 million improvement resulted from pricing and favorable mix, lower spending, both in our active operations and the savings from closing the Port Washington facility and improved labor productivity. Offsetting the improvements was lower sales volumes.

The loss from operations for fiscal 2009 was \$15.0 million, which included the \$4.6 million expense related to the write-down of assets associated with the closure of the Jefferson, Wisconsin facility.

The loss from operations for fiscal 2008 was \$40.1 million, which included the \$13.3 million gain that occurred in the fourth quarter of fiscal 2008. After considering the impact of the items related to the closures of the Wisconsin facilities, the loss from operations between years was improved by approximately \$43.0 million.

The majority of the improvement resulted from improvements in pricing and favorable mix, lower spending as previously described for the fourth quarter and improved productivity. Partially offsetting the improvements were increased commodity costs and lower sales volumes.

General:

Other income was less in fiscal 2009 because other income for fiscal 2008 reflects a \$37.0 million gain on redemption of preferred stock and the related final dividends. The effective tax rates vary from the same periods a year ago.

The variation reflected between years is due to the required recognition of the tax effect of certain events as discrete items in the quarter they occur rather than in the overall expected annual tax rate. In addition, the effective tax rates reflect our ability to tax benefit financial expenses including state taxes, our ability to utilize the dividend received deduction and the benefits from the research credit and the production activities deduction.

Outlook:

For fiscal 2010, the company projects that net income will be in the range of \$40 to \$50 million or \$0.80 to \$1.01 per diluted share. Consolidated net sales are projected to be approximately 4% lower between years primarily due to an absence of planned for hurricane related sales of portable generators in the 2010 forecast and selected price reductions to reflect projected lower commodity costs.

Global markets for engines are mixed at this time but we anticipate that the domestic market could grow slightly while export markets could be flat to possibly down next spring.

Production levels for all products are planned to be lower in fiscal 2010 to address working capital targets and reflect fewer engines for portable generators.

Operating income margins are projected to be in the range of 4.0% to 5.0%, and interest expense and other income are forecasted at \$32 million and \$5 million, respectively. The effective tax rate for the full year is projected to be in a range of 31% to 34%.

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13) THOUGHTS FOR THE DAY

CARING

Too often we underestimate the power of a touch,
a smile, a kind word, a listening ear, an honest compliment,
or the smallest act of caring,
all of which have the potential to turn a life around.

- Leo Buscaglia

FUTURE

The best way to predict the future
is to invent it.

- Alan Kay

WORK

Everything comes to him
who hustles while he waits.

- Thomas Alva Edison

LIFE'S DISAPPOINTMENTS

Life's disappointments are harder to take
when you don't know any swear words.

- Calvin and Hobbs

PERFECTION

The thing that is really hard, and really amazing,
is giving up on being perfect and
beginning the work of becoming yourself.

- Anna Quindlen

COURAGE

Courage is not the absence of fear,
but rather the judgment that something else
is more important than fear.

- Ambrose Redmoon

GIVING

The fragrance always stays
in the hand that gives the rose.

- Hada Bejar

CHOICES

The winds and waves
are always on the side
of the ablest navigators.

- Edward Gibbon

BEST HUSBAND

An archaeologist is the best husband a woman can have.
The older she gets the more interested he is in her.

Agatha Christie

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14) OPEESA OFFICERS, BOARD AND EXECUTIVE DIRECTOR CONTACT INFORMATION

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OUTDOOR POWER EQUIPMENT AND ENGINE SERVICE ASSOCIATION.

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OPEESA
Officers and Board of Directors
2009 – 2010

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