

# Professional Turf Products



Volume 17 Number 2

# Clippings

Volume 17 Number 3

Summer 2014

## PTP's MISSION STATEMENT:

TO EXCEED THE NEEDS OF BOTH OUR INTERNAL AND EXTERNAL CUSTOMERS WITH  
SERVICES SUPPORTING THE SALES & DISTRIBUTION OF OUR PRODUCT

## GREAT SCOTT!

### Adam Scott Wins The Crowne Plaza Invitational at Colonial

This not only moves him to the **#1 rank in the world**, but it also earns him the distinction of being the first player to win ALL FOUR PGA tournaments in the Lone Star State - AKA "The Texas Swing"!



- 2007 - Shell Houston Open
- 2008 - HP Byron Nelson Championship
- 2010 - Valero Texas Open
- 2014 - Crowne Plaza Invit. at Colonial



## Letter From the President



**W**ell, it's that time of year again: the days are longer, the humidity is rising, and swimming pools are opening. Yes, summer is upon us, but I promise, I'm not talking about the weather. It's graduation season. All across the country in different coliseums, stadiums, and gymnasiums, students are walking across stages and entering into the next phase of their lives. While some are moving on to earn additional degrees, others are searching for their place in the work place. I know that most of you are not about to walk across the stage in some form or fashion, but I think we can all learn something from commencement addresses.

**A** friend of mine (who just happens to be an Aggie) recently sent me a video of the commencement speech, given by Admiral William H. McRaven, at the University of Texas in Austin. As a UT graduate, a Navy SEAL for 36 years, and the current Naval Commander of the U.S. Special Operations Command, it is no surprise that he was able to put some things in perspective and impart some pearls of wisdom to the crowd. His whole speech was based on UT's slogan, "*what starts here changes the world.*" He goes on to tell ten stories from basic SEAL training that demonstrate ten different ways you can change the world. Most of the ways he felt you could change the world were as simple as making your bed. McRaven said "if you make your bed first thing in the morning you will have

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## Look who else is turning One Hundred this year!



Est. 1914

### Secret(s) to a 100 year old company...

*"Companies die because their managers focus on the economic activity of producing goods and services, and forget that their organizations' true nature is that of a community of humans."*

Source: "The Living Company"  
- Arie de Gues (1997)

"The Success of this company is no secret. It has been due to two simple things: building a good product, and treating customers honestly and fairly... the only way to success is by fair and honest treatment of customers."



*K. E. Goit*

Kenneth E. Goit  
President  
The Toro Co.  
1845-1950



#### Mission Hills Country Club - Mission Hills, KS

As the story goes, a small group of friends were gathered around a card table in 1913 when one of them casually mentioned forming a golf club. Twenty more men soon added their voices and then approached local real estate visionary J.C. Nichols... One hundred years later, Mission Hills Country Club stands strong..



#### Dornick Hills Golf & Country Club- Ardmore, OK

In 1914, Dornick Hills was the first golf course designed and built by the renowned Perry Maxwell. Maxwell went on to design and build over 70 courses including Southern Hills and Prairie Dunes, both listed in the top 50 courses of the world. He also remodeled 50 other courses, including Pine Valley and Augusta National, both listed in the top ten courses of the world.



#### Wichita Falls Country Club - Wichita Falls, TX

Fred Couper and his wife immigrated to the U.S. in the early twentieth century and settled in Wichita Falls. Having both been avid golfers in Scotland, they saw a need for such a club in the area. Mr. Couper became the main instrument in the beginnings of the Wichita Falls Golf and Country Club which was formed in 1914.



#### Pine Bluff Country Club - Pine Bluff, AR

In the early days, there were no golf carts; instead, there were about 30 caddies. A round of golf cost 35-cents and another dime tip for the caddy. The Pine Bluff C.C. started out as little more than a dream by some guys who wanted a place to play 18 holes. According to the club's oldest member, Richard Smart, the club's creation, from notion to reality, was mere weeks. The first game was played on April 11, 1914. One hundred years later, on April 26, 2014, Pine Bluff C.C. celebrated by throwing a "Gatsby" themed ball.



#### Oklahoma City, OK becomes the state capitol

The state seal was moved from Guthrie to Oklahoma City when William F. Harn and John J. Culbertson donated land for the site. Groundbreaking for the capitol occurred on July 20, 1914.



#### San Antonio Zoo, San Antonio, TX

In 1914, Col George W. Brackenridge, one of the city's leading citizens and founder of the San Antonio Express-News, placed buffalo, elk, deer, monkeys, a pair of lions, and four bears on land he had deeded over to the city in what is now known as Brackenridge Park. This collection became the San Antonio Zoo.



#### Union Station, Kansas City, KS

This majestic landmark opened and was dedicated on October 30, 1914. During its opening ceremony, Union Station was heralded as one of the most beautiful train stations in the country and that tradition continues today. Union Station is still considered one of the top 23 train stations in the country.



## Skin Cancer Awareness

"Many people don't realize that skin cancer is the most common form of cancer in the U.S., impacting more than two million men and women each year," said Dr. Neal Schultz, Skin Cancer Foundation spokesperson and Assistant Clinical Professor at Mount Sinai Hospital and Mount Sinai School of Medicine. "Among men specifically, the number of skin cancer cases continues to rise each year, which could be significantly less if men began to incorporate sun protection into their daily routine."

Sun Safety Guidelines can be found here:  
<http://www.skincancer.org/prevention/sun-protection/prevention-guidelines/preventing-skin-cancer>



or scan here

### Did You Know?

One in Five Americans will develop skin cancer in the course of a lifetime.

## Have you ever heard of the "Parental Double"?

**Congratulations** to Martin Kaymer who completed the PGA Tour "**parental double**" by winning the **U.S. Open** on Fathers Day at Pinehurst No. 2 (another great partner of **Toro**). The moniker was earned

because he also won **The Players Championship** on Mothers Day of this year!



THE PLAYERS



## Have you ever wondered...?

...why there are so many bizarre names for a collection of animals such as "pride" of lions and a "pod" of seals?

According to Author James Lipton, the English nobility had nothing better to do in the fifteenth century than sit around and think up funny names for groups of animals. This was called the 'venereal game' after the word, *venery*, an archaic term for hunting. Examples:

a murder of crows  
a cowardice of curs  
a hover of trout  
a husk of hares  
a labor of moles  
a knot of toads  
a gang of elk  
a rafter of turkeys  
a kindle of kittens  
a crash of rhinos

- Why Things Are



**Kansas City, Missouri Parks Department** with their **Toro™** fleet in front of the **William Rockhill Nelson Gallery and Mary Atkins Museum of Fine Arts**.

Kansas City was the first city in the United States to use **Toro™** equipment exclusively on all city grounds, golf courses and parks.

March, 1930



## CLARK, Cont. from Page 1

completed the first task of the day.” His thought was that if you complete the first task, this will get you moving to get the next thing done on your list. If you do the little things right, the big things are more likely to fall into place. It was very inspiring to hear about what the man, who would ultimately command the SEAL team to get Osama Bin Laden, learned at basic training all those years ago. He alluded to the fact that these “ways to change the world” didn’t necessarily reveal themselves in the moment, but rather, when he was looking back at his time there.

After watching his address to the class of 2014 I thought about what little things I can do on a daily basis that may seem small, but ultimately change the world. The first thing I thought about is put down the phone. Of course this applies to while I am driving, and we can all do a better job of not using our phones in the car, but it also applies when you have your vehicle in park. Sometimes I find myself looking down at my phone while I am at the grocery store, waiting in line somewhere, or while I am at a checkout counter. Going forward I’m going to challenge

myself to engage in some conversation with the people who are all around me every day and learn something about them-maybe even go as far as get a smile or laugh out of them. Everyone has a story and a stranger taking the time to chat may make them have a little bit better of a day. My hope is that they will turn around and try to engage with someone else and ultimately have a domino effect.

I’ll end my letter in the same way as many commencement addresses close: with a call to action. I encourage all of you to read or watch Admiral McRaven’s speech online, so you can hear all ten of his ways to change the world. I ask that you all join me in trying to put his advice into practice, and start thinking of the small things you can do that ultimately change the world. And lastly, I would love to hear some of your ideas. Email the things you come up with to: [clippingsptp@proturf.com](mailto:clippingsptp@proturf.com) and we will share them in our next edition of *Clippings*.



### Admiral McRaven’s Speech

<http://www.utexas.edu/news/2014/05/16/admiral-mcraven-commencement-speech/>

*Eddie*

## Big Bend, Texas

The Dallas Morning News “Texas Golf 2014” voted **Black Jack’s Crossing** the #1 Course You Can Play in the State of Texas.

According to *Scott Beasley, Project Manager for Lajitas Golf Resort*, “This is a real milestone for a facility so young and one that is not located within a metropolitan area. It takes a real team



effort to achieve this recognition and Professional Turf Products has been an important part of our team with

their lineup of Toro mowing equipment and utility vehicles. *Golf Course Superintendent Randy Small and his team* are equipped to keep **Black Jack Crossing** in the best condition possible to maintain our #1 position.”

*“I would like to give my praise to the customer service department at Professional Turf Products – specifically Alfie Cedillo. He is always friendly and helpful. Our Account Executive, Bobby Anderson always returns my calls and comes by often just to see if I need anything. I also appreciate all of the help that I receive from Steve Meyer on the irrigation side. As far as I’m concerned, PTP and Toro are #1 in customer service!”*

**John Horton, Luna Vista Golf Club - Dallas, Texas**





## Refurbished Equipment for Sale



Toro  
Grounds-  
master  
4500-D

\$11,999



Toro  
GM 580-D

\$19,000



Toro  
Grounds-  
master 580

\$18,000



Toro  
SandPro 5040

\$9,999



Toro  
ProCore 648

\$14,999



Toro  
ReelMaster  
6500  
4WD

\$26,999



Toro ProPass

\$17,499



Toro  
Grounds-  
master 4100

\$25,999



Toro Z-Master  
w/ 72" deck &  
Kohler 34hp

\$12,499

Available equipment list  
updated WEEKLY at:



[www.proturf.com](http://www.proturf.com)

Scan here and go directly  
to PTP's Refurb Offerings



CONGRATULATIONS!

to the

**SAN ANTONIO  
SPURS**



**2014 NBA CHAMPIONS**

## Get Zero-Turn Productivity with the Toro™ Sand Pro® 2040Z

The time and effort needed for bunker maintenance have both been significantly lowered thanks to **Toro's new Sand Pro® 2040Z**, the industry's first zero-turn mechanical groomer. The design allows it to turn on a dime so you can easily groom even the bunkers you've had to groom by hand in the past!



Ask your PTP Account Executive for more information



## Why The Hype over the Infinity Series?

The **INFINITY<sup>®</sup> Series** golf sprinklers include significant new features and benefits to help extend the worldwide market leadership of its ever popular 800S and DT Series sprinklers.



The key benefit of the **INFINITY<sup>®</sup> Series** is the innovative **SMART ACCESS<sup>™</sup>** feature that allows crews quick and easy access to internal components, including solenoids, pilot valves, 2-wire control modules and wire

splices – all without digging to provide significant labor savings. With an eye to the future, the **SMART ACCESS<sup>™</sup>** compartment is designed for future upgrades as new technologies become available. The compartment also provides system protection by isolating all electrical components, such as wire splices, from soil

and moisture to prevent ground shorts and keep the system operating smoothly. Allowing easy access to facilitate troubleshooting and repairs, the **INFINITY<sup>®</sup> Series** sprinkler incorporates a patented **CHECK FLOW<sup>™</sup>** feature that allows pilot valve removal without turning the water off.

The new sprinklers are available in six base models: 1" full circle with dual trajectory nozzle; two 1" part circle models (one with dual trajectory and the other 24-position TruJectory); 1.5" full circle dual trajectory; and two 1.5" part circle models (one with dual trajectory and the other with 24-position TruJectory).



## Introducing the Toro<sup>®</sup> XTRA SMART<sup>™</sup> Precision<sup>™</sup> Soil Moisture Sensor

Golf courses are not the only places that need to keep their grass healthy and beautiful. Sports fields, churches, clubs, city parks, homes and any other turf that requires a sprinkler system could benefit from the **Toro XTRA SMART<sup>™</sup> Precision<sup>™</sup> Soil Sensor system**.



Experts say that as much as 70% of all water use in homes with an in-ground sprinkler system is used outside the home.

The **Toro XTRA SMART<sup>™</sup> Precision<sup>™</sup> Soil Sensor's** innovative, award winning, wireless technology can help you remedy that problem.

The system's **Universal Compatibility** works with any sprinkler system, even non-Toro branded controllers and it's **simple to install**. Just place the sensor in an area of your yard that's fairly well watered, connect the receiver to your controller, calibrate, and then start saving water!



**Hubie & Kim Greiner of  
Liberal Country Club in Liberal, KS**

*"We are fortunate to have a dedicated and supportive membership that provides us with good resources to succeed....(we) have been changing our fleet to Toro equipment because we can get the service and parts we need. PTP has been a great partner to work with. We especially like the flexible deck and huge productivity of our new GM 360 -100. This machine has cut my rough mowing time in half and gives us more time to spend on more important parts of our course like greens and fairways."*

Read the rest of the Greiners' story at:  
[www.proturf.com](http://www.proturf.com)

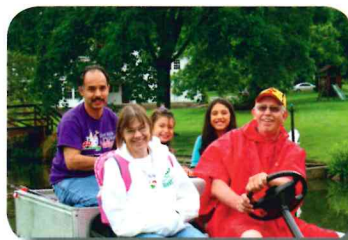


## Fishing for Dreams

On June 7, 2014, **Professional Turf Products** was honored to sponsor an event held by the *DREAM FACTORY of Greater Kansas City*, called the “14th Annual Fishing for Dreams”.

Since 1985, the *Dream Factory of Greater Kansas City* has remained dedicated to making dreams come true for critically or chronically ill children. As a one hundred percent volunteer organization, granting dreams is their mission, smiling children is their vision. In more than two decades, their devoted volunteers and generous business supporters have created thousands of smiles.

At the annual Fishing for Dreams event, dream kids spend a warm, relaxing day fishing at a small area lake. Volunteers and supporters provide poles, bait, snacks and help taking those slippery suckers off the hook!



Look at the smiles on those faces!

<http://kcdream.org/>

## Hey Kansas! You're not Number One, You're No. 7!

After enduring years of ignorant comments about Kansas being flat as a pancake, Jerry Dobson, professor of geography at the University of Kansas contends that perception can dampen enthusiasm for Kansas among potential employment recruits and business prospects. In order to disprove the 2003 “study” that gained national media coverage for purporting to prove the flatness of Kansas on the “pancake scale”, Dobson along with Joshua Campbell, devised a complex method for measuring how flatness is perceived, using elevation data, geographic software and a new algorithm created to measure flatness.

What they discovered, and published in a peer-reviewed journal of the American Geographic Society, is that not only is Kansas *not* the flattest state—it isn't even among the top five. Flattest by far is Florida, followed by Illinois, North Dakota, Louisiana, Minnesota and Delaware. **Kansas ranked No. 7.**

Be the **first one to call** with the model name of this nozzle and we'll send you a prize! Call Julie Hazzard at (817) 775-8873, ext 5167.



Professional Turf Products is proud to be recognized as a lifetime member of the **Texas Scottish Rite Hospital's Founders Club**. This distinction was bestowed for support of their annual golf tournaments, **KidSwing**.

*“PTP customer service continues to meet or exceed all of my expectations! Thank you!”*

David Pipich -Timber Creek Golf Club - Friendswood, TX





1010 N. INDUSTRIAL BLVD, EULESS, TX 76039



PROFESSIONAL  
TURF PRODUCTS

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website for special  
**PROMOTIONS**

[www.proturf.com/wp/  
promotions](http://www.proturf.com/wp/promotions)



Professional Turf Products has five offices and covers six states:

**Euless, Texas**

1010 N. Industrial Blvd 76039 (817) 785-1900

**Houston, Texas**

5520 Brittmoore Rd. 77041 (713) 983-0700

**San Antonio, Texas**

5026 Service Center Drive 78218 (210) 666-0808

**Tulsa, Oklahoma**

3621 S. 73rd E. Ave Bldg #1 74145 (918) 622-8676

**Lenexa, Kansas**

10935 Eicher Dr, Lenexa, KS 66219 (913) 599-1449



[www.proturf.com](http://www.proturf.com)