

Professional Turf Products Newsletter

Volume 20 No. 2

Summer 2017



My goodness, how time flies. Professional Turf Products just crossed the 21 year mark of serving our customers. I know it sounds cliché but it feels like yesterday that we started this company. Just 10 years ago Apple introduced the iPhone. Wow, what would any of us do without our smart phones? Seven years before that we were all anxious running around to see where the world would land with the 'dot com' boom which was 1995-2001. Some of you might not know what the 'burn rate' was during that time in business....just Google it on your smart phone! I just outlined two big business changes in the last 17 years and now we are on the verge of change again. There's Alphabet, Fitbit, Uber, Tesla, Netflix, Amazon, Square and many, many more. Oh yeah, I almost forgot Facebook which started in 2004. All of these companies seem to be getting more and more of our time.

Eddie

We have many employees who have been with PTP for 17 years (not to mention those that have been here for the entire 21!) and all of us have become educated on how we respond and take care of you, our customer. Today, we communicate and take orders via a landline phone, cell phone, text, email, web order, electronic shopping cart, tweet, and maybe by accident a Facebook message!

At PTP we are looking at many options to improve our processes where accuracy, turnaround time and proper packaging are addressed each day. We measure every order and part that is shipped each day to calculate what we call our 'fill rate'. Our parts fill rate is roughly 90%+ each day, and our goal is to improve that percentage. Once you achieve a 90%+ fill rate, the guessing game begins as to which parts to stock. Today we have over \$2M in parts inventory ready to fill your orders, from Monday through Flat Tire Free Freight Friday. Ask your customer support person about FTF.

We continually look for ways to be your total parts resource. On occasion we might not have your part in stock, but we will do everything possible to get that part to you ASAP, as well as offer options from which to choose. We appreciate every order for a bed knife screw, filter, belt, bearing, Toro Infinity sprinkler, and even some bumpers that may be needed for your Workman. You might think about treating some of your employees to a new seat or even a seat cover (part #131-6690 for a small cover and part #131-6691 for a large cover). It's hard to find good employees and just maybe that new seat will show how much you appreciate them.

Our team is standing (or sitting!) at attention at their new VariDesk adjustable desks and they are ready to serve you. In the picture below, you can see Polly who has been with us for 21 years; Alfie, who has been with us for 12 years; Lee, 19 years; Dan, 4 years; and our newest team member, Parker Kyle, Customer Support Manager, who has been with us for two months. Parker's role is to develop continuous improvements to enhance your experience with PTP.

As always, on behalf of all of us at Professional Turf Products, I thank you for your business and the continued trust you place in us.



Customer Support Team



Warehouse Team



Polly using her Varidesk in the standing position

**trends to watch**

Housing starts are increasing steadily. According to the Nation's Housing Report from the Joint Center for Studies at Harvard University, household formation with the Millennial age cohorts will be 2 million households per year, reaching 40 million by 2025. That is a great many people who will want homes near golf courses.

Travel and hospitality metrics are growing steadily. Occupancy rates for hotels and resorts with golf amenities increased to 65% in 2015, up from 59% in 2012. Steady growth in average daily rate is evident in markets not experiencing above-normal supply growth. Current forecasts indicate continued growth into 2020, barring economy-jolting world events.

Inflation will grow in 2017 and, in doing so, increase costs for new course construction goods and services. To be ahead of the inflationary curve, golf courses are looking for efficiency and productivity in remodels, renovations and new construction.

Look for Toro Infinity and Turf Guards to add to your course efficiency and call Professional Turf Products for your Pump Station upgrade service or preventative maintenance contract.



Toro Turf Guard Wireless
Soil Monitoring System



INFINITY™ Series Golf Sprinklers
with SMART ACCESS™



For the 4th year in a row Black Jack's Crossing in Lajitas, TX has been voted the #1 course you can play in Texas (Resort or Public) by the Dallas Morning News. Thanks to everyone for your continued support of Lajitas. Black Jack's Crossing is only 774.2 miles from Tulsa, OK. We all need a road trip.

Convenience Catches On

From Snyder to Palacios, 7-Elevens have dotted Texas' highway exits for 90 years. The pioneering convenience stores known best for their long hours and Slurpees got their start in the Lone Star State in 1927 when Southland Ice Company started offering

milk, bread and eggs at its Dallas ice house.

FIRST ALL-NIGHTER: One Saturday after a Longhorns home game in 1963, the year the football team earned its first national championship, an Austin location near campus stayed open past the traditional 11p.m. closing time, keeping its doors open all night to satisfy the fans. The precedent spread.

TOTE'M TAKES OFF: The first-of-its-kind were called Tote'm until 1946; now, there are more than 56,600 7-Elevens, originally named to reflect their 7 a.m. - 11p.m. business hours, in 18 countries.



Terry Hutcherson, CGCS of Lakeside CC hosting a golf course maint. field day attended by University of Houston students covering up a new Toro top-dresser 🤗

It's a rich tradition

One passionate Texas A&M fan can now be the first to display "12THMAN" on the front and back of his or her car, even if the plates potentially cost more than the car itself.

The license plates were sold in an Online auction. The owner of the plate paid \$115,000 for this "12THMAN" license plate, a U.S. record for a vanity plate sold by a state, and plans to give the plates to a decorated war veteran who graduated from Texas A&M.



The buyer will get rights to the plate for 10 years and also gets first rights to renewal when the period ends.

A plate with "12THMAN" has never been available in Texas before because only six letters were allowed on personalized

plates until 2011.

Texans have purchased more than 156,000 My Plates, putting more than \$18.4 million in the state's general revenue fund.

So who's No. 1? The world record, according to a 2008 Bloomberg report, is \$14.2 million for a "1" plate paid by a businessman in the United Arab Emirates.



Thanks to the great work of Jason Pyle, our irrigation sales team member, the Euless office won an award from the City of Euless for the Month of June.



Retired Toro boss credits the worker-owners with much of company's success



Mike Hoffman, who retired Nov. 1 as chief executive of Toro Co., began at the company as an equipment-service representative in 1977. He worked his way through sales and management positions and was named CEO in 2005. Hoffman, 61, who also earned business degrees in night school, has worn blue and white collars. He remains the company's chairman. Under Hoffman, Toro's total return to shareholders rose 400 percent, far more than that of the S&P 500. Toro grew organically under Hoffman, who also diversified product offerings through acquisitions and focused on green technologies that consume less water and fuel. Toro posted record earnings of \$231 million on sales of \$2.4 billion last year.

Read the complete interview at <http://tinyurl.com/toro-retirement>

Here's why the American flag is reversed on military uniforms



Tim Marshall, the author of "Worth Dying for: The Power and Politics of Flags" explains why American flags are reversed on military uniforms. Following is a transcript of the video.

A lot of people ask, "Why is the US flag reversed when it's on an arm patch of a US military?" Just as the US flag dips to no man or king and you will see even at the Olympic ceremonies, the American flag is the only one that doesn't dip to the head of state of the host country. Because — it's not a mark of disrespect to them, it's a mark of respect to the American flag. And they take it so seriously that it must always face forward.

Now, on a flag pole that puts the stars on the left-hand side next to the flag pole, that's the most prestigious position. On an arm patch, you are looking at it differently and when the soldier, or marine or whatever, marches forward, the US flag must face forward. It must not be seen to be in retreat. And so the stars are actually now on the right-hand side of their badge and so they face forward, just as it never retreats. It's always in its special position when it's flown on a car.

You might think this is taking things to extremes but when you really get to the bottom of flags, they are about extremes of passion and extremes of belief. And the Americans take their flag very, very seriously.



If you missed the

Solar Eclipse

Here's something worth checking out...

The Center of the Universe

An acoustic anomaly with a mysterious cause.



The so-called Center of the Universe in downtown Tulsa is marked by a small concrete circle in the middle of a larger circle of bricks. It's not much to look at, but looking isn't really the point.

Just a few blocks from our Tulsa offices, you can find the "Center of the Universe". It is a little-known mysterious acoustic phenomenon. If you stand in the middle of the circle and make a noise, the sound is echoed back several times louder than it was made. It's your own private amplified echo chamber.

As the legend goes, a foghorn could be going off in the center of the circle and those on the outside wouldn't hear it. This may be an exaggeration, but your voice does sound extremely distorted when heard from outside the circle. It's an incredible effect.

Like the Lake George Mystery Spot—another acoustical vortex that seems to defy the laws of physics—the effect is thought to be caused by the sound reflecting off a circular wall, in this case a nearby planter. Still, though many people have studied the cause of the odd anomaly there's no clear consensus. Whatever the cause of this natural sonic distortion may be, it is truly an amazing place.

Know Before You Go

A brick path leads to the pedestrian bridge that goes over the railroad tracks, accessible from the corner of W. Archer St. and N. Boston Ave. It is located directly northwest of the old Union Train Depot (now the Oklahoma Jazz Hall of Fame), and immediately south of the Williams Center Tower. A stone's throw away from the Center of the Universe is another Tulsa landmark, the "Artificial Cloud" statue.

Read more about it at <http://tinyurl.com/universecenter>



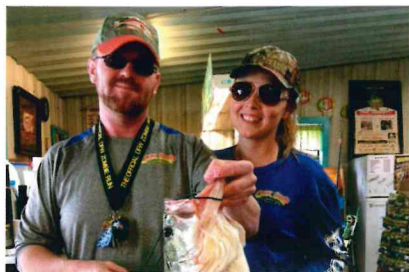
This year, the GCBA Foundation approved funding for two new Sticks for Kids programs in the PTP area. These programs serve children and disabled adults throughout the United States, making the game of golf accessible and affordable to their local communities. Congratulations to Ball Golf Center in Oklahoma City, OK and Terlingua Common School District in Terlingua, TX.



The opening of the new NSN facility in Abilene, TX. Pictured is Bobby Anderson (PTP), Rick Partain (PTP), Chuck Watson (PTP), Mike Hoffman (TORO), Jason Kerby (PTP), Amy Dahl (TORO), Phil Burkart (TORO).



Texas Couple Catches Record-Breaking Bass with a McDonald's Chicken Nugget



One Texas couple is earning headlines for the very special bait they used to catch a record-breaking bass.

Matthew McNellis was enjoying a day on the water with his girlfriend in Ennis, Texas earlier this month when he realized the fish weren't biting. She suggested switching up the bait to attract more fish. So Matthew got creative and attached a McDonald's chicken nugget to the end of his line. Just moments later, the tasty treat attracted a 24.5 inch long bass that weighed in at nearly 11 pounds. They proudly took their catch to the nearby Highview Marina where they logged it as the biggest bass catch in Lake Bardwell history.

According to KDAF, the couple released the fish back into the water after snapping a few pictures with their trophy.



IS AUGUST THE PITS?

It sure can feel like it. After all it's back-to-school month and there's bound to be another 100-degree day right around the corner.

Well, it's not the pits. It's actually a peach – NATIONAL PEACH MONTH.

- They are members of the rose family (as are apricots, cherries, almonds and plums).
- They originated in China. Spanish explorers brought peaches to America in the 1600's.
- Not fond of the fuzz? Skin peaches quickly and neatly by dropping a few at a time into a pot of boiling water for about 30 seconds and then transferring them to cold water immediately. The skins will slip right off in your hand.
- Peach seeds taste like bitter almonds, and adding a couple (whole or ground) to peach preserves, syrups, liquors, or baked goods brings out a wonderful depth of flavor.
- Peaches contain a natural sedative that helps reduce anxiety. If you're stressed about school starting, eat a peach.



A full moon over Texas Motor Speedway during the June IndyCar race. The rumble and speed of the cars either made the photographers hand or the TORO tower tremble. TORO and Texas Motor Speedway have a 21 year and running relationship. (photo credit David Lau, CFO PTP)



Green, in More Ways Than One

The next time someone you love comes back from a thrift store with a blazer the color of Astroturf, think twice before you toss it. That garish garment could also represent the color of money. Such is the lesson of a sports coat purchased at a Canadian second hand shop for \$5.

It turned out to be not just any green jacket, but a *Green Jacket*. As in, from Augusta National. You know, the jackets they give out to Master's winners. (Members have them, too, although the coats are not supposed to leave the club grounds.) The origin of this particular coat is still a mystery. Augusta officials have confirmed its authenticity, traced to the 1950's, but any tags that would have indicated ownership had been cut out. Since being a thrift-store find in 1994, the coat has changed hands and was recently sold at auction – for \$139,348.80. Nothing par for the course about that.

Workman HDX Auto getting it done hauling concrete!



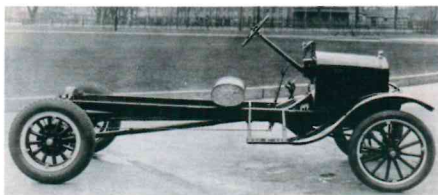
Workman tough



Photos courtesy of Kevin Fowler. Cherry Oaks Golf Course. Cheney, KS.



Ford celebrates 100 years in the truck business



Nine years after the first Model T saw Ford customers asking for a vehicle that could haul a TORO mower, heavier loads and provide greater utility for work and deliveries. After watching his Model T cars being turned into trucks for several years, Henry Ford finally decided he wanted a piece of the action. So on July 27, 1917, he officially entered the truck business with the introduction of the one-ton-rated Ford Model TT chassis. Now a customer could buy a stripped Model T chassis for light-duty commercial work or a heavier-duty Model TT version for bigger jobs.

When first produced in 1917, the Model TT was sold as a chassis with the buyer supplying a body. The price was \$600, and 209 units were sold that year. Starting in 1924, the truck was available with a factory-produced body. By 1926 the price had dropped to \$325. In 1925, a hand operated windshield wiper was added.




Ford Model TT depot. Alamo Plaza in San Antonio.

Similar to the Fordson tractor introduced in 1917, Henry Ford envisioned a chassis that could accommodate third-party beds, cargo areas and other add-ons to deliver the increased functionality needed to get work done. This is sounding more like PROJECT . It was a formula for success. By 1928, Ford had sold 1.3 million Model TTs before replacing the truck with the more capable Model AA with a 1.5-ton chassis.

Henry Ford marketed his early trucks heavily in rural areas, according to Bob Kreipke, Ford historian. "Model AA trucks in particular had a certain class to them," he said. "Customers could use them on the farm, yet still take them to church on Sunday."

By 1941, Ford had sold more than 4 million trucks. Changing over to war production resulted in the loss of consumer sales but a gain in experience building heavy-duty military truck chassis and four-wheel-drive personnel carriers. After the war, a lot of rural Americans moved to urban and suburban centers looking for work, and many took their Ford pickups with them. Ford saw this as an opportunity, and began work on the next generation of trucks for 1948, what came to be known as F-Series Bonus Built trucks.

Maybe PROJECT  should be named TTT with a monthly payment of \$600.00 per month.



New customer Wichita State University. Employees are happy to see their new fleet of Toro equipment delivered.



Graeme Baxter is the Official Artist to some of the world's most important golf tournaments, such as The Ryder Cup, The Open Championship, The Presidents Cup, The Kraft Nabisco Championship and ANA Inspiration as well as Artist to the PGA Tour and European Tour. With his work displayed in clubhouses at St. Andrews, Augusta National, Pebble Beach, Dubai, Mission Hills and Pine Valley in China, Graeme possesses a unique ability to historically record golf landscapes and portraits that capture his passion for the game. Graeme's paintings, giclees (prints produced on Artist Quality Canvas, using pigmented based light fast inks) and lithographs, are displayed in almost 40 countries. The low-volume editions, individual signings and celebrity collaborations add value, prestige and worldwide collectability to his work.

"Art came first, and the love of golf came second", says Graeme, who went on to study at The Glasgow School of Art and who worked as a fine art dealer for nearly ten years. It was his painting of the 17th Hole at The Old Course, St. Andrews, that helped launch his career. When the painting was shown to Sir Michael Bonallack, the secretary of the Royal and Ancient Golf Club of St. Andrews, he remarked that it was one of the finest golf paintings he had ever seen. A second painting of the clubhouse at Turnberry, again well received, convinced Graeme of his career path.



Graeme Baxter and family pictured with one of his paintings displayed at the PTP San Antonio office. This is the hole that Jerry Pate jumped into the lake when he won the 1982 TPC Championship. Jerry is also the TORO distributor in the Southeast.



The Baxter family is now calling South Texas home, and enjoying their TORO Products.



Spoon Trick



For a mosquito-bite itch, try pressing a warm spoon on the welt. Run a spoon under hot tap water and apply. Heat relieves the itch in five to 10 minutes, a recent German study showed. Or you might try capsaicin cream, which has an analgesic effect.

**Scott Edward Parker 2/1/59 - 7/10/17**

Scott Edward Parker, 58 of Kerrville, passed away on Monday, July 10, 2017. He was born in Jackson, TN to Robert and Sylvia Parker on Feb. 1, 1959.



Funeral Services were held at 2 p.m., Wednesday, July 12, 2017 at Trinity Baptist Church with Pastor John Wheat officiating. A reception followed the service at the Comanche Trace Clubhouse.

He married Lisa Fails on June 27, 1987 in Groveton, Texas at Oaklawn Baptist Church and just celebrated 30 years of marriage.

Scott graduated from Lawrence County High School (class of 1977) in Lawrenceburg, TN and was a member of the LCHS golf team.

He graduated from Mississippi State University (MSU) with a degree in Agronomy and Turf Grass management and became a Certified Golf Course Superintendent and member.

Scott worked as a Golf Course Superintendent for The Club at Comanche Trace for 18 years. Over the years Scott was a great ambassador for Toro and Professional Turf Products. He worked at several golf courses in our territory including Brookhaven Country Club, Southern Trace and Dallas Country Club. He will be missed by all of us in this golf industry. He was a member of Trinity Baptist Church and several work related organizations.

The Club at Comanche Trace will host a one-time golf tournament Friday, November 10th, benefiting the Scott E. Parker Memorial Annual Scholarship at Scott's Alma Mater, MSU. The money raised from this golf tournament will be used to assist agronomy students with the cost of their education at MSU. The cost for a team of four is \$500 with 100% of all proceeds raised benefiting the scholarship fund (additional donations will be accepted for entrance fees).

Checks should be made out to:

MSU Foundation, Inc.

Memo Line on Check:
Fund #403166 (Scott E. Parker
Memorial Annual Scholarship)

Mail or bring check to:
Comanche Trace
Attn: Gena Teer
3074 Bandera Highway
Kerrville, TX 78028



The Club will host a post tournament reception with lots of food, beverages and fellowship. For more information or to sign up your team, contact Gena Teer, Membership Director at gteer@comanchetrace.com or (830) 895-8500, ext. 224.

**The Coast Guard
Birthday and Flag**

The Coast Guard flag is a white flag bearing the national coat of arms, which also appears on the Great Seal of the United States. Above the arms are the words "United States Coast Guard," and below is the Coast Guard's motto, *Semper Paratus*, which means "always prepared."

The flag carries the date 1790 because on August 4 of that year, Congress established the Revenue Cutter Service with a fleet of ten cutters to enforce tariff laws. From 1790 to 1798, the Revenue Cutter Service was the nation's only armed force on the sea. In the early days of the republic, its cutters chased smugglers, battled pirates, captured slave ships, and fought in the War of 1812.

In 1915 the Revenue Cutter Service merged with the U.S. Life-Saving Service to form the U.S. Coast Guard, whose mission included the duty for which the Coast Guard is now renowned: coming to the aid of stricken ships. Over the following decades, Coast Guard cutter activities ranged from rescuing hurricane victims to chasing rum-runners during Prohibition and patrolling for enemy subs during World War II.

The Coast Guard is part of the Department of Homeland Security during peacetime. In times of war, it becomes part of the Navy. Its many missions include search and rescue operations, enforcing maritime laws, keeping ports secure, intercepting illegal immigrants, catching drug smugglers, and defending the nation from terrorism.

**August American History**

1735

In an important case for freedom of the press, John Peter Zenger, publisher of the New York Weekly Journal, is acquitted of charges of libel against Gov. William Cosby.

1790

Congress establishes the Revenue Cutter Service, later to become the U.S. Coast Guard.

1914

Hoping to avoid conflict, President Woodrow Wilson declares U.S. neutrality as World War I begins.

1916

The U.S. purchases the Danish West Indies (now U.S. Virgin Islands) for \$25 million.



THIS IS AN AWESOME WAY TO LOOK AT LIFE! LOVE AND ENJOY LIFE, BECAUSE YOU ONLY HAVE ONE CHANCE!

Take two minutes to read these sayings and be sure to read all the way to the bottom:

Written by Andy Rooney, a man who had the gift of saying so much with so few words. Rooney has passed away but used to be on CBS's 60 Minutes TV show.

(many sayings have been attributed to Andy Rooney, I am not sure about these but they are definitely good sayings)

I've learned...

That the best classroom in the world is at the feet of an elderly person.

I've learned...

That when you're in love, it shows.

I've learned ...

That just one person saying to me, 'You've made my day!' makes my day.

I've learned....

That having a child fall asleep in your arms is one of the most peaceful feelings in the world.

I've learned....

That being kind is more important than being right.



Dealer Spotlight



Popps Outdoor Power Equipment has been awarded the Toro Presidents Elite Status.



Berend Turf has been awarded the Toro Presidents Elite Status.



The Hardware Store has been awarded Master Service Technician Award.



Burleson Outdoor Power awarded the Toro Presidents Elite Status.



Smith Farm and Garden has been awarded the Toro Presidents Elite Status.



Richardson Saw and Mower has been awarded the Toro Presidents Elite Status.



BA Lawn has been awarded the Toro Presidents Elite Status.



Ron's Lawn Equipment has been awarded the Toro Presidents Elite Status.



O'Connor's Lawn and Garden Center awarded the Toro Presidents Elite Status.



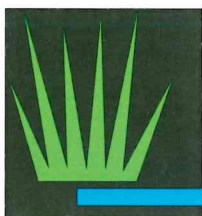
Link's Lawn Equipment presented with Summit Award.



Tubbs Hardware and Rental has been awarded the Toro Presidents Elite Status.



Leonard's Farm and Ranch Store has been awarded the Toro Presidents Elite Status.



PROFESSIONAL TURF PRODUCTS



Professional Turf Products Clippings Newsletter

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Summer 2017



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 **PROJECT Δ**



Coming Soon.
It's gonna be GREAT.