In an industry where tradition is sacred, experience essential and innovation vital, the Toro reputation for leadership is legendary. Build on a track record of more than 35 years of service to golf, the Toro name has come to represent the finest in total turf solutions for thousands of courses around the world. In fact, 74 of America's top 100 courses are irrigated with Toro systems.

When it comes to golf course irrigation, the Toro commitment ranges from offering the industry's largest and most diversified selection of quality products to providing unprecedented programs for after-installation service. But the Toro golf package is more than just products and service. It is a carefully woven fabric of key elements that combine to create the "right" irrigation system for each course.

Toro leadership is further exemplified through its strong commitment to the golf industry in general. Toro is the official turf equipment and irrigation supplier to The First Tee, an organization committed to making golf more accessible and affordable to young people throughout the nation. The Toro Scholars Program supplies scholarships through the Golf Course Superintendents Association of America (GCSAA), and Toro is an Old Tom Morris-level supporter of the GCSAA Foundation.

The Total Renovation Package

Maintaining the quality of established courses is an ever-present challenge for golf course superintendents. While the maturing of a course often brings character and tradition to the overall layout, it also creates a need to replace and update an aging infrastructure.

Toro leads the industry with a comprehensive package of professional services expressly for golf course renovation. System assessment, irrigation design and installation referrals, quality products, and after-sale support and training all are brought together in a centralized program through the Toro distributor. It is this total-package concept that ensures a dimension of cost efficiency and customer convenience unequalled in today's golf industry.

Flexibility is another important element. From irrigation systems specifically designed to meet rigid cost and watering requirements to a menu of after-installation service programs tailored to ensure successful performance, Toro offers the options and expertise to make it the number one renovation expert in the world.
Product innovation is the hallmark of The Toro Company. From development of the first plastic golf sprinkler to the first central/satellite control system, Toro has blazed a trail that others have only followed.

Golf Sprinklers

Simply said, Toro products are built to last. Manufactured of durable engineering plastics, Toro golf sprinklers feature the performance and long life required on today's courses. In addition, Toro sprinklers have the industry's lowest maintenance cost and are the easiest to service. Ideal for renovation projects, Toro sprinkler technology is backward compatible so that older sprinklers easily can be updated with simple conversion assemblies.

Among Toro's many outstanding models is the new 720 Series, which is particularly well suited to the golf course renovation market. Its advanced design provides superb coverage in challenging areas. With a radius of 20 to 55 feet, the 720 Series has an adjustable gallonage, arc and trajectory that allow the watering pattern to be customized for hard-to-reach spots.

Toro golf sprinklers also offer a full range of features such as adjustable part-circle and full-circle operation, manual control at the sprinkler, factory-set pressure regulation, durable stainless-steel risers, and up to four-inch pop-up heights. Electric or hydraulic valve-in-head models help reduce pressure spikes and damage to hydraulic systems. Check-O-Matic technology, which prevents low-head drainage, also is available. All Toro sprinklers offer color-coded nozzles for easy in-field identification.

Central Control

Built with the superintendent in mind, Toro's central control systems are designed to ensure programming flexibility and optimum watering precision in any golf course application. Used at more than 1,000 sites throughout the country, SitePro offers precise programming capability to save time and money. And, of course, SitePro is backed by Toro's comprehensive NSN, as well as the distributor sales and service group.

The wireless OSMAC® field satellites are also well suited to renovation projects because there is little disruption to the golf course. For renovation projects requiring the ultimate in flexibility, Network LTC Plus satellites can be installed wireless, wireline or hybrid (a combination of wireless and wireline), depending on the specific site conditions. Network LTC Plus also allows up to 64 stations for more precise control.

Toro satellites are ideal for golf course renovations. Existing hydraulic systems and old control boxes can be upgraded with either OSMAC or Network LTC Plus, providing enhanced control and programming flexibility. This in turn means better playing conditions. And isn't that the ultimate purpose of golf course renovation?
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Working with you.
Note: February 18, 1999. I am filling in for President Mike Perham, CGCS, as he recuperates from a second surgery in the past six months. It is not related to his recent lung surgery, but it was something he needed to take care of. He is easing back into work this week. Get well and back to full speed real soon, Mike!

If there is an overall theme running through this issue, it is about the many relationships superintendents have throughout the golf industry.

We had a strong working relationship with the GCSAA as many of our fellow FGCSA members were involved in helping to make GCSAA’s 70th International Conference and Show in Orlando such a tremendous success. Once again attendance records were set with attendance exceeding 23,000. See details in the Spotlight Section.

The all-important business relationships of superintendents and vendors will be discussed in the Hands-On section. Being a successful superintendent these days includes practicing good business etiquette and building partnerships with reliable sources.

In the Professional Development section, I asked Bob Lohmann, president of the American Society of Golf Course Architects to write about the benefits of golf course architects working with superintendents to keep maintenance costs in mind when a course is being designed and built.

Relationships with the golf media took a positive turn with the debut of two new superintendent publications, Golfdom and Superintendent News. More on that and other public relations information in the Afterwords section.

Allied Associations continue to play a major role in our relationships with the turf industry as the Florida Golf Alliance forges ahead with the Golf Impact Survey supported by the Florida Golf Course Owners Association. Meanwhile over at the Florida Turfgrass Association, my counterpart Don Benham, director of public affairs is working with IFAS faculty and administration to develop a comprehensive fund-raising plan that will at last involve the grass roots golfer.

Relationships with government agencies and environmental protectionist organizations continue to improve as we learn to talk to each other instead of confront each other. While we have a way to go with the Food Quality Protections Act implementation, the potential for cooperation in the mainstream of common sense and common ground continues to look promising.

There will always be extremists who will have their 15 minutes of fame, but the real progress and change belongs to those who are willing to work together in successful relationships.
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'Big Show' Keeps Getting Bigger and Better

World of Golf Comes Together in Orlando

The conference slogan, "Where the world of golf comes together," rang true as more than 23,000 attendees gathered in Orlando to partake of the wide variety of educational opportunities afforded at GCSAA's 70th International Conference and Show. With all of golf's major allied associations in attendance, it truly is a melting pot of ideas and information.

It was a heartfelt "thank you" speech that Dan Jones gave as he accepted his 1999 GCSAA Distinguished Service Award at the Opening Session. What a marvelous gentleman and what a tremendous leader he is for the FGCSA.

And who would have guessed that Barbara Bush would turn out to be a stand-up comedienne? Mrs. Bush did a great job as the keynote speaker at the Opening Session and had the audience in stitches a couple of times with her comments and quips.

It was great to see all of the heads of the major golf associations together on the dais of the Golf, Government and Environment General Session. Jim Fingerling of the Club Managers Association gets my vote for making the most cogent statement when he implored the audience to put aside the prejudices of old golf pro, club manager and superintendent stereotype and work together for all of golf. Alas, I found most of the questions to the panel preconceived and formulaic rather than the spontaneity we expected from audience submissions.

Maybe there were too many old stereotype questions submitted?

The Greens & Grassroots Forum for anyone interested yielded an FQPA Action Kit for chapters to use to keep hammering away at Congress and the EPA over implementation and tolerance reassessments. I hate to be pessimistic, but the panel discussion between Allen...
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International Seeds, Inc. proudly salutes "The 1999 Man of the Year" Jack Harrell, Sr.
Joel Jackson, CGCS, Editor of the Florida Green (second from the right) picked up the Category 5, Best Overall Award in the 1999 GCSAA Newsletter Editors Contest. He joins other chapter winners at the Chapter Editors Forum in Orlando: (left to right) Michael Simpson, CGCS, Tee to Green (Louisiana-Mississippi GCSA); Ken Krausz, CGCS, The Greener Side (GCSA of New Jersey); Fred Opperman, On Course (Midwest Assoc. of GCS); Karen White, Through The Green (Georgia GCSA); and Monroe Miller, CGCS, The Grass Roots (Wisconsin GCSA). GCSAA photo.

James of RISE and Mike Farrar of EPA didn’t reveal any new insights on how things are going, except slower. One thing that can be said about the Orange County Convention Center is that it is certainly big enough to hold our event... and several others at the same time. I did a lot of walking, but for a desk rider like me these days that wasn’t a bad thing. The only real knock I had on the conference education was the background noise I kept hearing: it sounded as if a convention center worker had to be rolling the same rumbling cart outside every room I was in. The only other distraction was the double-ended rooms in the 300 section where people tried to enter behind the speaker after the class or meeting had started.

The show size was overwhelming and didn’t