



## H.V. Carter/Textron Sponsor Superintendent's Institute

**H**V. Carter Company, Inc., originally an automobile firm, was organized in 1915 to sell such famous old-time cars as Marion-Handley, Monroe and Briscoe. The company, located at 724 Van Ness Avenue, on what is now known as San Francisco's "Automobile Row" successfully changed pace and products under the guidance of David E. ("DE") Graves who had previously operated his own road machinery business in Oakland. As manager, DE Graves supervised H. V. Carter Company's conversion from automobiles to specialized Farm, Garden and Golf Course

equipment in 1917.

In 1922 the firm moved to a three story building at 52 Beale Street in downtown San Francisco. That same year the company gave the Jacobsen Manufacturing Company an order for twenty-five 4 acre power lawn mowers, thus becoming the first customer of Jacobsen. This fine relationship has continued for over eighty years.

After the death of H. V. Carter in 1931, David Graves purchased the company from the estate of Mr. Carter and embarked on a program of increased equipment and product distribution.

In 1960, a branch operation was established in the San Joaquin Valley. In 1964 an additional branch was located in the Sacramento Valley. And in January of 1998 a branch was opened in Reno, Nevada to further serve our customers. The corporate office moved from Oakland to Livermore, California in 1992. A Southern California operation in Ontario was opened in 1999.

David E. Graves passed away in 1969 knowing that he successfully managed the company for over fifty years through several wars and depressions. His son, Herbert W. Graves, took over as President

of the company until 1991, then being Chairman of the Board until his death in the year 2000.

Today, the H.V. Carter Company has David A. Graves as its president, the third generation in the management of the company and David's son, Jeffrey Graves in customer service representing the fourth generation.

The H. V. Carter Company has expanded in the past eighty years to the point where it is now a leading Western distributor for top quality manufacturers in the field of Golf Course and Turf equipment. /

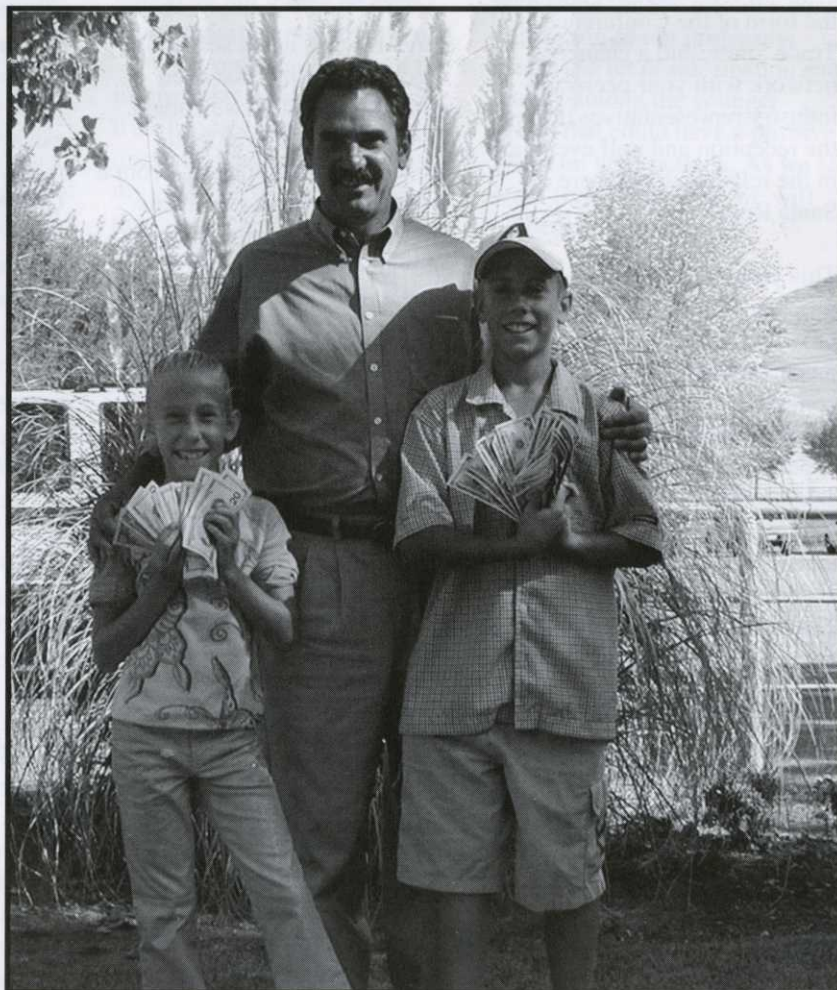
## Joint Meeting a Success at Roddy Ranch

**T**he October 1st meeting of the GCSANC and the Sierra Nevada GCSA was held at the beautiful ranch of Jack Roddy. Sponsored by Turf Star, the meeting took advantage of the wonderful setting in the golden hills of Antioch. Jack Roddy gave a great presentation on the unique workings of his cattle ranch. Each winter he brings in thousands of cattle from the Big Island of Hawaii. He cares for them while they graze and bulk up on his land. He also treated the attendees to a live steer roping demonstration. Mr. Roddy, at age 62, still competes and holds numerous national titles in the sport. Riding a quarter horse, he amazed the crowd with his speed and proficiency in roping the tough Corriente steers.

The meeting also featured a raffle to help the Burnett family, a Bay Area family whose father/husband was taken away in the Sept. 11 disaster. The raffle was won by Sean and Taylor Shafer,

kids of GCSANC VP Jeff Shafer. And in a tremendous gesture, they donated their winnings back to the fund. Approximately \$500 was raised for the fund at the meeting.

Host superintendent Ryan Zuehlsdorf was recognized for his tremendous help in preparing for the event. He had the course in wonderful condition as evidenced by the GCSANC's convincing victory over the Sierra Nevada in the "Ryder Cup" portion of the golf event. The meeting provided a refreshing change to typical meeting formats making it a great fall escape for all that attended. /



Taylor and Sean Shafer donate their winnings.