

# Chicago Turf & Irrigation

A distributor of Toro products.

We are now just a year old in terms of being Chicago Turf & Irrigation, Inc. This was the result of a long term decision by the Toro Company to establish separate distributorships for commercial and irrigation equipment where deemed viable nationwide.

Mary, my wife, and myself, decided that we would like to team up and be involved in ownership of a Toro distributorship. Mary had been in the commercial banking business, lending to small and medium sized business for twenty years and I had been involved in the resources engineering and the irrigation equipment business, both agricultural and turf. I spent the last ten years with the irrigation division of the Toro Company. Mary graduated from the U of

Wyoming, with B.S. in business and is the chief financial officer for the company. I have a B.S. in agricultural engineering from South Dakota State University and MBA in finance from the U of Colorado and concentrate on the sales, marketing and the operations side of the distributorship.

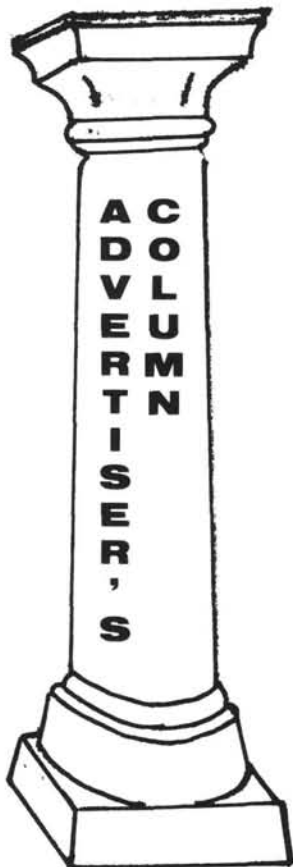
We have four operating groups at Chicago Turf & Irrigation that exist for no other reason than providing value added service to our customers. As a distributor of products manufactured by other firms, our only value added product is service. I grew up on a farm in South Dakota and have first hand experience with equipment dealerships. The proper level of service, a good product selection and a strong sales effort usually results in long term success and good customer relationships.

Now, let's review the CTI team. The commercial equipment sales effort is headed by Duane Cotte. Jim Reed, Steve Stewart and Kurt Kunze cover assigned territories, North, South and West. The irrigation department sales effort is directed by myself and with Tom Nestor in golf sales. Bob Hauser is operation manager. We have two sales people covering contractor and specifications markets, Chris Tucker and Mike Haener.

Our parts department is managed by John Neis. John started in the service department. He then spent five years in dealer and rotary product sales. His background is a real asset in our effort to provide better service.

Buzz Gutsman is the service department manager with Howie Bitterman in phone service administration and customer training. George Scherdin spends the mowing season running our "Red Wagon" service truck.

All of the four operating groups and the respective managers are involved in the installation and training on a software/computer system. We will have some struggles this season as we all become efficient and responsive with this industry tested system.



I hope that this provides the association members with an overview of who and what CTI is all about. Mary and I are the two new players, most of the CTI team have many years of service to the industry.

R. H. Jones



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