

CTI Receives Award

The Toro Company's International Sales Convention for commercial equipment and irrigation distributors was held September 17-21 in Orland, Florida. Chicago Turf & Irrigation, located in Itasca, Illinois, was recognized at the annual awards dinner for achieving four million dollars in sales with Toro in 1988. CTI also received this award at the 1985 convention for achieving three million dollars in sales during that year.

Ronald H. Jones, president of Chicago Turf & Irrigation, states that the million dollar increase in purchases on an annual basis from Toro is partly the result of excellent sales growth in their turf irrigation business. That portion of CTI's business has approximately doubled in size since 1985. Mr. Jones also noted that the award is a reflection of the healthy economic conditions in the Northern Illinois area and the continued strong support from our customers.

Chicago Turf & Irrigation recently moved into a new custom designed facility in mid-August to better serve customer needs. Chicago Turf & Irrigation represents approximately one hundred manufacturers from around the world.

GCSAA Brings Home Silver and Bronze, Too!

The Olympic athletes in Seoul recently returned with their bounty of medals recognizing outstanding performances.

And recently, the Golf Course Superintendents Association of America (GCSAA) brought home several awards for its advertising and public relations efforts.

A multiprojector audio-visual presentation titled "Golf At Its Best" received a Silver Prism Award from the Kansas City Public Relations Society.

In addition, the Kansas City Art Directors bestowed Bronze Awards on GCSAA for its new television commercial and print advertising campaigns.

The print campaign also received recognition from the Kansas City Advertising Club's Omni Awards Committee, who gave it a bronze.

"It is gratifying to receive recognition from the advertising community," said John M. Schilling, executive director of GCSAA. "There are many people who have worked hard to achieve excellence in our promotions and campaigns."

For more information, contact Bob Still, GCSAA media relations manager, 913/841-2240.

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Above Sea Level

We often see where the height, or elevation, of a point of land is referred to as — so many feet above sea-level.

The term "sea level" when used in the Chicago area refers to the average level of the water in the New York harbor.

Charles E. (Scotty) Stewart, P.E.



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