

## Jacobsen honors excellence in distribution

CHARLOTTE, N.C. — S.V. Moffett Company, Inc. of West Henrietta, N.Y., earned the Jacobsen Professional's Choice Outstanding Service Award for 1995 at Jacobsen's International Business Conference held here. Moffett was recognized for its high level of customer service and its participation in Jacobsen-sponsored service programs.

Moffett president Steve Moffett accepted the award from Jacobsen President Phil Tralies, Vice President of Sales and Marketing Harold Pinto, and Man-

ager of Technical Services John Oldenburg. Moffett was also honored by Jacobsen as a Distributor of the Year for 1995.

In other Jacobsen news, G. L. Cornell Company of Gaithersburg, Md., was honored by Jacobsen as a Distributor of the Year for 1995. The award, recognizing superior sales and service efforts, was presented to G.L. Cornell President Larry Cornell and Operations Manager Bill Brown in Charlotte.

Outdoor Equipment Company of Chesterfield, Mo., was

also honored by Jacobsen as a Distributor of the Year for 1995. The award was presented to Outdoor Equipment President Tom Walker in Charlotte.

Superior Turf Equipment, Inc. of Auburn Wash., was also honored by Jacobsen as a Distributor of the Year for 1995. The Award was presented to Superior Turf Equipment President Jeff Boullioun in Charlotte.

Delta States Turf, Inc. of Baton Rouge, La., was also honored by Jacobsen as a Distributor of the Year for 1995. The

award was presented to President Kim Robertson, Vice President Jeff Canady and Sales Manager Mike Drury in Charlotte.

Wilfred MacDonald, Inc. of Lyndhurst, N.J., earned the Jacobsen Golden Reel Award for 1995, signifying six selections as a Jacobsen Distributor of the Year. The Golden Reel Award recognizes long-term sales and service excellence, and was presented to Wilfred MacDonald President Jim Pelrine in Charlotte.

Horizon Turf, Inc. of Phoenix, Ariz., and Horizon Turf of Nevada, Las Vegas, Nev., were both honored by Jacobsen as a

Distributors of the Year for 1995. The award was presented to Horizon Turf President Jim McGahey and branch manager Dennis Nelson in Charlotte.

Horizon Turf also earned a Jacobsen Leasing and Financing Million Dollar Club Award and a Textron Financial Corporation (TFC) Achiever Award. The Million Dollar Club Award was presented to those distributors who helped finance more than \$1 million in sales through Jacobsen Leasing and Financing. The TFC Achiever Award went to the distributor with the greatest percentage increase in financed sales.

## Toro Co. plants earn ISO 9000 certification

BLOOMINGTON, Minn. — The Toro Co. has announced it has achieved the prestigious ISO 9000 certifications for international quality consistency at two of its largest manufacturing plants. Toro becomes the first full-line irrigation manufacturer and the first full-line commercial turfcare equipment manufacturer to receive the coveted ISO 9000 designations.

Toro's Irrigation Division in Riverside, Calif., the manufacturing plant for Toro golf, commercial, and residential irrigation products, was certified for ISO 9001. Since both design and manufacturing are conducted at Toro's Riverside plant, the ISO 9001 designation was assigned.

Toro's Tomah, Wis., manufacturing plant, the main manufacturing facility for commercial products, was certified ISO 9002, the designation for plants that perform the manufacturing function only. The Tomah facility supplies more than 250 different Toro models for the domestic and international turfcare industry.

"Product confidence is the foremost customer benefit of Toro's ISO 9000 certifications," said Greg Hollahan, one of the Toro total quality managers who helped coordinate Toro's intensive drive to ISO certification.

Simply defined, ISO 9000 is a formalized set of quality definitions and standards developed by the International Organization for Standardization. A certified company must identify and document processes for all elements of its facility or operation and present this to an independent auditor. If certification is given, the company must be audited every six months to retain the certification.

A company whose processes are ISO certified is considered more capable of manufacturing products to a level of product consistency and quality. The need for ISO certification is increasing and many customers, particularly in foreign countries, now consider ISO 9000 certification a prerequisite when purchasing commercial products.

GOLF COURSE NEWS

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\*Based on research conducted by the Center for Golf Course Management, a subsidiary of the Golf Course Superintendents Association of America.