

Starter

NEWS, NOTES AND QUOTES



//TRENDS



BIG IRON REPORTS BIG EXPECTATIONS FOR 2014



Some early reports seem to hint at 2014 being a very good year.

Deere & Co. reported record-setting first quarter earnings of \$681 million, up five percent from 2013. Equipment sales in the U.S. and Canada rose three percent. Though Deere anticipates its worldwide sales of agriculture and turf equipment to decrease by about six percent, in the U.S. and Canada the company anticipates a five percent uptick thanks to "improved market conditions."

Over at Jacobsen, the company liked what it saw in 2013: increased sales of turf equipment by 13.7 percent. This marks the second year that the company has seen double-digit sales growth.

"In 2013 we continued to make investments in all areas of our business," said Ric Stone, VP of sales and marketing for Jacobsen. "We increased our sales and support staff, expanded our dealer network, and launched several new exciting products."

The Toro Co. was down for the quarter, but still optimistic, stating the 2013 first quarter was bolstered thanks to the then-impending Tier 4 diesel engine transition.

"Golf course development and renovations continue to progress and customers and channel partners alike are excited about our new equipment and irrigation offerings," said Michael J. Hoffman, Toro's chairman and CEO, in a press release. "We are well-positioned to increase our market share."

//SUPER OF THE YEAR

TROON NAMES BROUSSARD 2013 SUPERINTENDENT OF THE YEAR

Conrad Broussard, director of agronomy at St. James Plantation in Southport, N.C., was recently named the 2013 superintendent of the year by Troon at the company's annual leadership meeting in Scottsdale, Ariz. Broussard oversees 81 holes of golf at St. James. "It was quite an honor when they called my name," says Broussard.

When his name was called for the award, Broussard was shocked. "They actually wanted a speech, but all I said was thanks." Along with the award itself, the recognition from owners, members and bosses was important to Broussard. "It means more than money. Money's great, but it's really nice to get the recognition from people who are close to me," says Broussard.

Broussard was described at the awards ceremony as "a respected leader... with a great can-do attitude... will always find a way to get the job done." Broussard is also a member of *Golfdom's* Editorial Advisory Board.

//100 YEARS OLD, STILL KICKING

TORO LAUNCHES CENTENNIAL DONATION PROGRAMS

As the Toro Company approaches its 100th anniversary, it will be launching a Legacy Grant Program and Annual Product Donation Program. The Legacy Grant Program supports nonprofit organizations to preserve outdoor environments and enhance green spaces. Organizations who educate the public about efficient ways to use water will also be able to receive grant funding.

The Annual Product Donation Program supports organizations through equipment and irrigation donations. These donations are meant to impact their communities in a positive way.

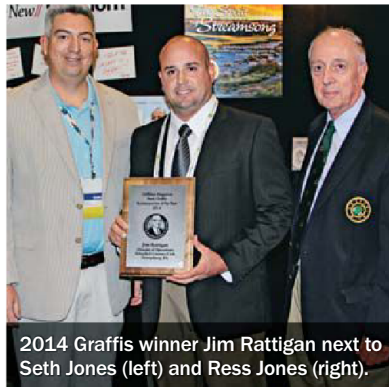
Applications for both grant programs can be completed electronically through toro.com/community. These applications will be accepted through March 31.

'Humbled' Rattigan accepts Graffis Award

➔ The third annual Herb Graffis Businessperson of the Year award was officially announced during the 2014 Golf Industry Show in Orlando. Jim Rattigan, director of operations at Schuylkill CC in Orwigsburg, Pa., was selected as the 2014 winner of *Golfdom's* only award. Architect Rees Jones helped reveal this award to the crowd gathered around the booth. Jones, whose father, Robert Trent Jones, advertised in Graffis' *Golfdom*, had fond memories of the magazine's founder.

"Graffis was a very intelligent man, (a) very funny man, he engaged everyone... I think the great thing about *Golfdom* and Herb Graffis is, every architect used to put an ad in the magazine, that's how people would find them. Herb Graffis and *Golfdom* magazine really started all of this, so I'm proud to be here today," said Jones.

Also happy to be there was the award's recipient, Rattigan. "I'm very humbled by it. Herb Graffis was such a



2014 Graffis winner Jim Rattigan next to Seth Jones (left) and Rees Jones (right).

great guy, for what he did for the game of golf, from the 1930s right up until he died," said Rattigan.

Rattigan was selected for his ability to mix business smarts with knowledge as a superintendent. "Graffis was one of the first people to recognize the golf business for what it was. Even back in the '30s (*Golfdom*) was considered the bible for golf course superintendents. I have to say, I'm always excited when I get that big stack of mail and *Golfdom* magazine is hanging on the edge. It's the first thing I'll read," said Rattigan.

GO FIGURE

14,147

Total attendance for the 2014 Golf Industry Show in Orlando. Last time the GIS was in Orlando, in 2011, total attendance was 14,781.

Source: GCSAA

//ACQUISITION

DIXIE CHOPPER ACQUIRED BY JACOBSEN

During the 2014 Golf Industry Show in Orlando, Jacobsen announced the acquisition of Dixie Chopper. Based out of Indiana, Dixie Chopper manufactures zero-turn radius mowers for the commercial and residential markets. For Jacobsen's president, David Withers, this was his first acquisition to help grow the company. "I felt that if you really wanted to grow the business...we would need to be in that zero-turn market," says Withers. The acquisition had been in the works for about six months according to Withers, and was finalized during the GIS.

ATHLETICTURF.NET LAUNCHES

Have a particular interest in sports turf? Check out the new Athletic Turf website from North Coast Media, AthleticTurf.net. A sister publication to the *Golfdom* and *Landscape Management* brands, Athletic Turf provides visitors with industry news and exclusive content, including the latest product innovations, practical and technical information and business management solutions.

"Athletic Turf is a popular brand with leading turf managers who represent the markets most attractive to buyers of sport turf suppliers' products and services," says Pat Roberts, Publisher, Athletic Turf and *Golfdom* magazine.

The website is organized by region and covers a variety of sports fields, ranging from school and parks and recreations fields, to professional facilities.

Athletic Turf's monthly newsletter, Athletic Turf News (ATN) also has a new look, reflecting the website. The newsletter reaches more than 10,000 subscribers and is sent out on the third Friday of each month. "With all our investments and the fact that our research showed that 97 percent of the audience finds Athletic Turf a valuable resource, we are determined to have a really big year in 2014," says Roberts.

For sports turf updates, follow Athletic Turf on Twitter and Facebook.

