

# 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](http://toro.com/community). These applications will be accepted through March 31.