

WISCONSIN TURF HOLDS 30TH ANNIVERSARY “SALE-A-BRATION”

By Pat Norton

Wisconsin Turf celebrated their 30 years in the turf business on March 24 and 25 by hosting a two-day Sale-A-Bratton. The show was held at the Americana Lake Geneva Resort and attracted well over 700 of Wisconsin Turf's customers from their Wisconsin and Illinois territories. On the first day of the show 325 interested people from parks, cemeteries, schools, and municipalities attended while on day two 407 golf course related customers gave up a day with 80° temperatures to see what's new with Wisconsin Turf.

Dennis Christopherson, complete with tuxedo and top hat, acted as master of ceremonies each day. His MC role was most visible when he introduced each company and their representative as a truckster hauled Dennis and his entourage around the show floor. Dennis, along with Lyle Christopherson and Fred Holdorf, acted as chairmen for the show and were the principal organizers and planners.

Many attendees turned out to be buyers as the show proved to be an excellent opportunity to check out product prices, take advantage of the “show specials” from the manufacturers, and perhaps cut a deal right there on the show floor. Twenty-one different manufacturers were represented ranging from Jacobsen to Northrup King to Milorganite to DuPont—in short, all of the companies that Wisconsin Turf represents.

A very nice luncheon was served both days with Mr. Roger Thomas retired Executive VP from Jacobsen speaking very perceptively and wittily on the importance of managing time and people to their utmost.

The last such show was held here back in 1980. Many changes have undoubtedly occurred in the industry since then. It must be quite a challenge keeping pace with new equipment, new chemicals and fertilizers, and the

new and ever changing demands of their customers. As Curt Larson, Wisconsin Turf's general manager told this reporter, “This show represents the latest in innova-

tions that we're bringing to the turf industry.”

Hats off and congratulations to Wisconsin Turf for 30 successful years in the turf business!



Part of the crowd at the Convention Center.



Sale-A-Bratton M.C. Dennis Christopherson.



Listening for show specials.