

Record Attendance At Reinders Turf & Irrigation Conference

By Tom Rowe, Communications Director, Reinders Bros.

More than 1,500 green industry professionals from Wisconsin and Illinois attended the 15th Reinders Turf and Irrigation Conference, Equipment Show and Service Clinic, March 14th and 15th at the Waukesha County Expo Center.

"We are extremely pleased with the record turnout for this year's conference," said Craig Reinders, Reinders Vice President of Turf & Irrigation. "There are always new product introductions and industry trends taking place, so we continually strive to improve each show we sponsor. We want to help our customers grow by offering them educational seminars, new products, special offers and the opportunity to network with industry professionals. Helping our customers expand their business, benefits everyone involved."

The conference, designed for



Dr. Joe Vargas (R), of Michigan State University, a featured speaker at every Reinders Turf and Irrigation Conference since 1973, accepts a "Thank You" gift of a photo showing him in his Elvis outfit. Dave Berg (L), Reinders turf sales manager, made the presentation.

everyone from landscape contractors and golf course superintendents to service technicians and irrigation specialists, is one of the

largest independent turf conferences in the United States. Attendees examined the latest equipment, products and services from more than 75 exhibitors.

"I make sure to mark my calendar to attend the Reinders conference because I can see the new equipment and products from many manufacturers, as well as learn new tips and techniques to use at our course," said Jake Renner, Golf Course Superintendent of Wilderness Woods Golf Club in Wisconsin Dells.

A popular attraction at this year's conference was a baseball challenge booth where Reinders raised more than \$150 for the Wisconsin Turfgrass Association. Individuals donated \$1 to the WTA for 5 opportunities to have their fastball's speed clocked by a radar gun. The baseball challenge helped bring attention to the new partnership between Reinders, Toro and the Milwaukee Brewers. Reinders

SEED FOR SALE

12,500 lbs. – Turf Type Tall Fescue

44.72 – Lancer Tall Fescue

44.45 – Bravo Tall Fescue

9.97 – Merit Kentucky Bluegrass

75¢/lb. – picked up

Contact:

Jim Moore - Hawk's View Golf Club

(414) 397-7657

Lake Geneva



A group of golf course mechanics listen as Brian Hedges, Reinders service supervisor, explains helpful greensmower maintenance and service techniques.

and Toro have recently been named the turf equipment suppliers to the Brewers and their new Miller Park.

The conference brings together the largest Wisconsin gathering of green industry suppliers. "I'm con-



Brent Ackley (L), of Neary Technologies, shows Jeff Kingsley, golf course superintendent of New Berlin Hills G.C., the features of a reel and bed knife grinder.

tinually amazed at the huge attendance at this event. Over the years it has always been a very productive show for us," said Don Bulmer of Toro Golf Irrigation.

An unusual sight greeted many attendees as a costumed penguin

named "Pete" waddled throughout the show handing out leaflets informing everyone that Reinders offers the state's largest salt and ice control inventory. Each morning of the conference, everyone was treated to hot donuts and in the afternoon one could find out if they were a winner in the daily raffle. Prizes included a variety of items such as gift certificates, Brewer tickets, a Lake Michigan fishing trip, shirts and jackets.

Keynote speakers Dr. Joe Vargas of Michigan State University, Jim Paluch of J.P. Horizons, Dr. Jerry Pepin of Pickseed West and Dr. John Stier of the University of Wisconsin-Madison received enthusiastic responses to their presentations.

The Reinders conference is a biennial event. The next conference is scheduled to be held in March, 2003. ♣



THE MIDWEST'S LARGEST USED TURF EQUIPMENT DEALER

For all of your used equipment needs, count on MTI Distributing!
MTI has a large selection of used Toro equipment, plus many other manufacturers.



Rotaries ~ Greensmowers ~ Sprayers ~ Top Dressers ~
Fairway & Rough Mowers ~ Aerators & Seeders
Tractors & Vehicles ~ Trailers ~ Sweepers ~ Bunker Rakes

Trade-ins arrive daily, so call or stop by today for the best selection and quality of used equipment in the region. We've got what you need!

Call Jim Tisland 800-362-3665/763-475-2200 ext. 233
or Jim Link in Wisconsin at 715-632-2563