

## A Letter from the President

**P**oet Henry David Thoreau wrote, "Never look back unless you are planning to go that way."

The great pitcher, Satchel Paige, always said he never looked back because something might be gaining on him – he always looked forward.

That's our attitude at PTP – bring on 2010!



**Eddie Clark**  
PTP President

2009 has been a wild year with history made in the White House, the economy on watch, government health care debates, that 3 billion "Cash for Clunkers" scheme, people working harder to make the same money and, oh, what a great year in college football!

Thankfully, our nation's economy appears to have turned the corner – experts are using the word "expansion" and the housing market improved.

All indications are that the recession is over. I look forward to 2010 with the hope that the economy will really get rolling and we can get more people

*CLARK continued on page 2*

## PTP Expands Customer Service Area

**W**e're Growing! PTP continues to grow! As of November 2, 2009, Professional Turf Products L.P., assumed responsibility for distributing and servicing Toro products in Missouri, Arkansas and Kansas. The addition to PTP involves territories previously served by the Kansas City office, which was owned by the Toro Company.

"We are honored that the Toro

Company would choose PTP to take on the responsibility for these areas," said PTP president Eddie Clark. "It's a credit to our people who are taking care of the customer the way Toro wants us to."

The addition expands PTP's territory north to the Nebraska border and farther east into Missouri and Arkansas.

(See territory map on page 4)



## 10 PTP "Customers" Headed To Bowls

**T**he 2009 college football season was a record-setting one for "Conference PTP" as 10 teams from PTP's territory made it to the post-season.

While many teams return to bowls, there's one team making its first post-season appearance in 25 years and two teams that finished undefeated and in the Top 4 in the BCS.

Texas landed in the National Championship game against Alabama while #4 TCU and #6 Boise State ended up paired in the Fiesta Bowl. SMU makes its first bowl trip since 1984! PTP congratulates all 10 teams – it's great serving winners. **Thanks for your business and good luck to your favorite team!**

*BOWLS continued on page 2*

## PTP Tires Won't Leave Skid Marks On Your Budget!

PART NUMBER	SIZE	TRED	OUR PRICE
12 - 9390	16 x 4 - 12	Semi-Pneumatic	\$45.82
104 - 0451	20 x 12 - 10	Turf Trac 4ply	\$54.60
104 - 7289	22 x 9.5 - 10	Toro-Turf Trac 4ply	\$71.67
110 - 5132	24 x 13 - 12	Ultra Trac 6ply	\$138.71
231 - 101	23 x 8.5 - 12	Turf King 4ply	\$83.72
231 - 105	16 x 6.5 - 8	Ribbed 4ply	\$43.57
28 - 3680	18 x 9.5 - 8	Smooth 2ply	\$55.15
70 - 8500	19 x 10.5 - 8	Smooth 2ply	\$46.49
85 - 8290	22 x 11 - 8	Knobby 2ply	\$72.08
94 - 5261	20 x 10 - 10	Ribbed 4ply	\$83.01



### WORKMAN MDX TAKES OFF!

Lockheed Martin picked the Toro Workman MDX. Find out why.



*WORKMAN continued on page 6*

### PARTS PROMO

Toro's Performance Parts Program saves you money, keeps it real!



*PARTS continued on page 3*

### TURN YOUR E-MAIL INTO PRIZES!

Do yourself a favor and help PTP serve you better – all by sending us your email address!

Send your email address to [ptpclippings@proturf.com](mailto:ptpclippings@proturf.com) and you'll be entered for monthly drawings for prizes! **Send it in today!**



## 10 PTP "Customers" Headed To Bowls

Here's a rundown of the bowl games:

**SMU vs. Nevada  
Hawaii Bowl  
December 24  
7 p.m. ESPN**



**Texas A&M vs. Georgia  
Independence Bowl  
Shreveport  
December 28  
4 p.m. ESPN**



**Houston vs. Air Force  
Armed Forces Bowl  
Fort Worth  
December 31  
11 a.m. ESPN**



**OU vs. Stanford  
Sun Bowl  
El Paso  
December 31  
1 p.m. CBS**



**Missouri vs. Navy  
Texas Bowl  
Houston  
December 31  
2:30 p.m. ESPN**



**#19 Oklahoma St. vs. Ole Miss  
Cotton Bowl  
Arlington  
January 2  
1 p.m. FOX**



**Texas Tech vs. Michigan St.  
Alamo Bowl  
San Antonio  
January 2  
8 p.m. ESPN**



**#4 TCU vs. #6 Boise State  
Tostitos Fiesta Bowl  
January 4  
7 p.m. FOX**



**#2 Texas vs. #1 Alabama  
BCS National Championship  
January 7  
7 p.m. ABC**



All Times Central

# Black Friday – What's In A Name?

**B**lack Friday is the Friday following Thanksgiving Day in the United States, which is the beginning of the traditional Christmas shopping season. The term dates back to at least 1966, although its usage was primarily on the East coast.

The term "Black Friday" originated in Philadelphia in reference to the heavy traffic on that day. More recently, merchants and the media have used it instead to refer to the beginning of the period in which retailers go from being in the red (i.e., posting a loss on the books) to being in the black (i.e., turning a profit).

The term has become more common in other parts of the country since 2000. Because Thanksgiving falls on the fourth Thursday in



November in the United States, Black Friday occurs between the 23rd and the 29th of November. According to Reuters, in 2007 135 million people participated in the Black Friday shopping rush.

Retailers often decorate for the Christmas and holiday season weeks beforehand. Many retailers open extremely early, with most of them typi-

cally opening at 5 a.m. or even earlier. Some of the larger retailers such as Sears, Best Buy, Macy's and Wal-Mart have been reported to open as early as midnight on the start of Black Friday, in localized areas and remain open for 24 hours throughout the day until midnight the following Saturday. Recently, Black Friday has become a casting call for sale hunters working under pressure and many end up in physical confrontations over the last "bargain" on the shelf.

Although Black Friday has served as the unofficial beginning of the Christmas season at least since the start of the modern Macy's Thanksgiving Day Parade in 1924, the term "Black Friday" has been traced back only to the 1960s.



## Buffett hitches up with Fort Worth's BNSF

**B**urlington Northern Santa Fe Railroad celebrated its 100th birthday in a big way - \$44 billion big. The November announcement of BNSF's acquisition by Berkshire Hathaway, the largest in the investment giant's history, was most popular with stockholders. Berkshire's CEO Warren Buffett said in a state-

ment, "Our country's future prosperity depends on having an efficient and well-maintained railroad system. Conversely, America must grow and prosper for all railroads to do well."

Stockholder shares will be converted either into a cash payment of \$100 per share or a variable portion of stock in Berkshire Hathaway.

### CLARK *continued from page 1*

back to work. At the holiday season, that is the one thing that's on my mind - 10% of us are without a job. Put yourself in that slot and be thankful for all the "headaches" you get to face every day wherever you work.

For us at PTP, 2010 presents opportunities. We have to get busy getting to know our new friends in Kansas, western Missouri and north central Arkansas. Welcome to the Professional Turf Products family! We are all very excited to be part of your great states and look forward to getting to know you. We've already met many of you and we'd like to thank all of you for your patience during our transition.

For those of you in Texas, Oklahoma and Louisiana, we've shared many holiday seasons and, on behalf of the entire PTP team, I want to thank you for your business, your friendship and your passion for the business that makes our jobs so enjoyable.

This issue of PTP Clippings contains a lot of information on our products and our people at PTP - check pages 4 and 5 for complete information on PTP's people and how to access our products, services and parts. Take it and put it up in your office for quick reference.

Speaking of parts, this is the "part" of year to get annual maintenance work completed on your machines. The **TORO Performance Parts Program** features great prices on all the genuine TORO parts you need. That's why we've named this edition the *Performance Parts Edition*. All the info you need on parts is included. If you have questions, please call our Customer Support department or your Account Executive - all their phone numbers are included on page 5.

Ten college football teams in PTP's territory are going to bowl games - a complete bowl schedule of PTP Teams is here for you on page 2 along with a story on San Antonio's new soccer complex on page 7. And

be sure to check out the great photo from Prairie Dunes Country Club in Hutchinson, Kansas on page 7 and their Toro Reelmaster 5400-D fairway mowers striping the fairways in formation.

As for me - what I want for Christmas is your email address. Now that PTP covers all or part of six states, we want to make sure we have all our customers' emails so we can alert you on our services, new products and special customer offerings that will come along in 2010. Send it in today and we'll enter you in our monthly contest for prizes! Look on the front page for more info!

Again, thank you for your business! Merry Christmas and Happy 2010 to you and yours.



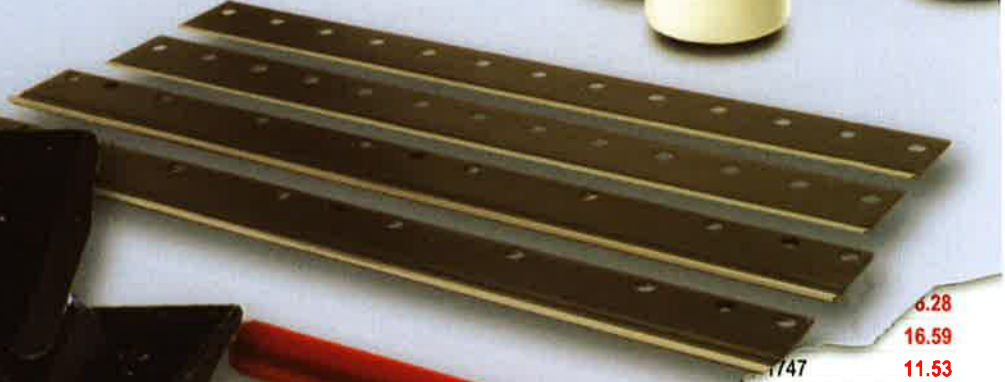
# Performance Parts Program = The Real Deal

**I**nvest in your facility. Invest in your equipment. Invest and save money with Toro's Performance Parts Program. Now is the time to get those machines ready for the 2010 growing season and do it with genuine Toro parts.

What the Performance Parts Program means to you is that the real deal – Toro parts – are delivered to your door at the same price, or in many cases, less than those cheaper, unreliable imitation parts.

Don't work against yourself by putting will fit parts in your Toro. Buy the same parts that your Toro came with when it rolled off the line at the Toro Factory.

**AND HERE'S MORE FOR YOU** – Now through February 28th, buy \$500 worth of Toro parts through the Performance Parts Program and get **FREE SHIPPING!** Call **888-PRO-TURF** and get **true PERFORMANCE.**



			11747	11.53
			110-1716	11.43
			94-3256	19.49
			98-9676	16.59
			108-6713	14.00
			74-8830	67.78
			108-6713	14.00
			108-0617	16.05
			110-1747	11.53
			110-1716	11.43
			41-9150	23.39
			44-8990	21.99
			44-8990	21.99
			44-8990	21.99
			27-1160	33.99
			44-6260	36.99
			92-5588	38.99
			57-0240	52.99
			63-6240	31.99
			67-4410	18.59
			63-6240	31.99
			67-4410	18.59
			63-6240	31.99
			99-9156	44.99
			63-6240	31.99
			104-3494	21.49
			106-4383	25.99
			42-9100	15.99
			43-5910	10.39
			106-4383	25.99
			98-9676	16.59
			106-4383	25.99
			105-3693	23.19
Groundsmaster	200 Series Decks	V-Belt	PTO Drive	21.99
		V-Belt	PTO Drive	21.99
		V-Belt	PTO Drive	21.99
		V-Belt	52" RD & SD Deck - Spindle Drive	33.99
		V-Belt	62" RD & SD Deck - Spindle Drive	36.99
		V-Belt	62" Guardian - Spindle Drive	38.99
		V-Belt	72" SD Deck - Spindle Drive	52.99
	Groundsmaster 223D	V-Belt	PTO Drive	31.99
		V-Belt	Alternator/Water Pump Drive (1992-1997)	18.59
	Groundsmaster 224	V-Belt	PTO Drive	31.99
	V-Belt	Alternator/Water Pump Drive	18.59	
Groundsmaster 225	V-Belt	PTO Drive	31.99	
	V-Belt	Alternator/Water Pump Drive (1999-2004)	44.99	
Groundsmaster 228D	V-Belt	PTO Drive	31.99	
	V-Belt	Alternator/Water Pump Drive	21.49	
Groundsmaster 322D/325D	Multi-Row V-Belt	PTO Drive	25.99	
	V-Belt	Alternator Drive	15.99	
	Belt	Fan Belt	10.39	
Groundsmaster 327	Multi-Row V-Belt	PTO Drive	25.99	
Groundsmaster 328D	V-Belt	Alternator Drive	16.59	
	Multi-Row V-Belt	PTO Drive	25.99	
	Belt	Fan Belt	23.19	