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Scott Pevey Recognized for Exemplary Service to Rental Industry



Congratulations to Scott Pevey, senior manager, marketing at Ditch Witch, who was selected to receive the **2023 American Rental Association (ARA) Exemplary Service Award** recognizes an individual or group that has made a significant contribution in a defined area of association service. Scott's service with the several leadership positions.

[Full release from the American Rental Association:](#)

Scott Pevey selected to receive ARA Exemplary Service Award

By Brock Huffstutler

November 28, 2023

Scott Pevey, senior manager, Ditch Witch, Perry, Okla., has been selected to receive the 2023 American Rental Association (ARA) Exemplary Service Award.

The Exemplary Service Award recognizes an individual or group that has made a significant contribution in a defined area of association service (such as government affairs, education technology or workforce development).

Pevey served the equipment rental industry as a member of the ARA Board of Directors in the role of associate member director from 2021–2023. One of Pevey's top achievement capacity was the direction and feedback he provided to the association as it restructured its communications strategy to a multimedia format.

From 2018–2020, Pevey served on the ARA Foundation Board of Trustees. During his term, he brought the idea of the Community Impact Program to the Foundation board and instrumental in developing the partnership between the ARA Foundation and The Toro Company Foundation to implement the program. The Community Impact Program supports profits that help improve communities where members work and live. Pevey has volunteered at six of the 11 Community Impact Projects that have been hosted to date and has volunteers from Ditch Witch dealers for all projects.

Pevey also has helped guide the direction of [The ARA Show™](#) as a member of its Exhibitor Advisory Council, serving in 2012, from 2016–2018, and in 2021–2022 while a memb

[View full list of ARA Industry Awards](#)

Community Impact Projects: Helping Non-Profit Organizations While Promoting TTC Equipment



Scott has been instrumental in the development of the [Community Impact Program](#) supporting non-profits in all ARA regions completed in these locations:

- The Boys & Girls Club, Cleveland, Ohio
- Green Valley Ranch, Denver, Colorado
- Ft. Snelling State Park, St. Paul, Minnesota
- The United Way at Winston Elementary School, San Antonio, Texas
- Folly Farm Nature Preserve, Safety Harbor, Florida
- My Friend's House, Vacaville, California



Hear more about the **Community Impact Program** and learn more about the **TTC Foundation & ARA Rental Foundation Partnership:**



Congratulations, Scott and THANK YOU for your impact on the rental industry and our communities!

Milestone Service Anniversaries

Congrats to **Phyllis Thompson, specialist I, shared services in Riverside on 44 years of service!** See who else is celebrating a [milestone anniversary](#).

To see all service anniversaries, visit [Workday](#) and click on the "Service Anniversaries Coming Week" icon in the menu. Be sure to click on the "settings" gear button on the top right select "view more..." in the drop-down for a full list.

Anniversary	Years of Service	Employee	Business Title	Email - Work
12/01	44	Phyllis Thompson	Specialist I, Shared Services	PHYLLIS.THOMPSON@TORO.COM
12/01	41	Robin Malingier	Receiving Technician	Robin.Malingier@toro.com
12/02	38	Debbra Keck	Manager I, Materials	DEBRA.KECK@TORO.COM
12/02	38	Robin Luther	Technician I, Quality	Robin.Luther@toro.com
12/03	38	Rosa Villa	Mold Operator I	Rosa.Villa@toro.com
12/04	38	Todd Hanson	Supervisor III, Maintenance	TODD.HANSON@TORO.COM
12/05	38	Dan Suess	Die Cast Specialist-1956	Daniel.Suess@toro.com
12/01	37	Carol Goeman	Receiving Inspector-1956	CAROL.GOEMAN@TORO.COM
12/01	37	Lisa Morse	Assembler-1956	Lisa.Morse@toro.com
12/01	37	Todd Moller	Supervisor, Fabrication Maintenance	TODD.MOLLER@TORO.COM
12/01	37	Michael Schultz	Supervisor, Assembly	MICHAEL.SCHULTZ@TORO.COM
12/01	37	Brian Goodridge	Product Marketing Manager, Equipment	BRIAN.GOODRIDGE@TORO.COM
12/02	37	Kimberle Clark	Scheduler Planner	KIMBERLE.CLARK@TORO.COM
12/02	37	Kathy Sinnamon	Painter-1956	Kathy.Sinnamon@toro.com
11/30	36	Tory Becker	Analyst III, Parts Supply	TORY.BECKER@TORO.COM
11/30	36	Gary Kukuk	Product Support Manager	gkukuk@ditchwitch.com
12/02	36	Brent Stahl	Painter Lead-1956	Brent.Stahl@toro.com
11/30	35	Andy Thompson	Technician, Tool	ANDY.THOMPSON@TORO.COM
12/04	34	Brenda Polk	Supervisor, Assembly	BRENDA.POLK@TORO.COM
12/03	33	John Graves	Extrusion Process Technician II	JOHN.GRAVES@TORO.COM
12/01	32	Kim Penza	Specialist II, Credit & Collections	KPENZA@HHTRENCHLESS.COM
12/01	32	Mike Walk	Field Application Specialist	mwalk@hhtrenchless.com
11/30	31	Paul Schmitz	Engineer III, Manufacturing	PAUL.SCHMITZ@TORO.COM
12/01	30	Steve Crain	Manager, National Sales	STEVE.CRAIN@TORO.COM
12/01	30	Bryan Postelwait	Technician II, Test	bpostelwait@ditchwitch.com
12/02	30	Dan Weber	Mechanic Maintenance-TOM	DAN.WEBER@TORO.COM
12/06	30	Scott Geiger	Sr. Manager, Cost Engineering	SCOTT.GEIGER@TORO.COM
12/01	28	Jeremy Lovitt	Representative III, Technical Service	JEREMY.LOVITT@EXMARK.COM
12/01	26	Jeff Bieber	Manager, Credit	JEFF.BIEBER@TORO.COM
12/01	26	Ann Potter	Technician III, Data	apotter@ditchwitch.com
11/30	25	Dan Roberts	Representative III, Technical Service	DAN.ROBERTS@TORO.COM
12/01	25	Hannah Twyman	Customer Support Specialist	Hannah.Twyman@toro.com
12/01	20	Marino Gomez	Extrusion Operator I	Marino.Gomez@toro.com
12/01	20	Quintel Wadley	Supervisor II, Distribution Center	QUINTEL.WADLEY@TORO.COM
12/01	20	Randy Kitzmiller	General Manager, Ventrac	Randy.Kitzmiller@ventrac.com
12/01	20	Rosendo Ortiz Olivo	Machine Operator I	
12/01	20	Oliverio Morales Cortez	Lead, Warehouse	
12/02	20	Chad Gallaway	Business Analyst Lead	cgallaway@charlesmachine.works
12/01	15	Renata Markuzel	Representative II, HR	RENATA.MARKUZEL@PERROT.PL
12/01	15	Michael Edwards	CNC Programmer II	michael.edwards@ditchwitch.com
12/01	10	Robert Sofelea	Material Handler I	ROBERT.SOFELEA@TORO.COM
12/01	10	Mihai Andrei Grecea	Fabrication Lead	MIHAI.GRECEA@TORO.COM
12/01	10	Sascha Mueller	Manager, Sales	SASCHA.MUELLER@TORO.COM
12/01	10	Dan Maximov	Manager, Production Quality	DAN.MAXIMOV@TORO.COM
12/01	10	Chris Aitken	Assembler II	chris.aitken@ditchwitch.com
12/01	10	Rick Rockwell	Engineer V, Product	rockwell@americanaugers.com

12/02	10	Jody Cowan	Assembler-1956	Jody.Cowan@toro.com
12/02	10	Paul Just	Sales Operations Manager	PAUL.JUST@TORO.COM
12/02	10	Rick Feckers	Maintenance Technician Journeyworker-1140	RICK.FECKERS@TORO.COM
12/02	10	Fue Yang	Material Handler-1956	Fue.Yang@toro.com
12/02	10	Johnny Yang	Welder-1956	Johnny.Yang@toro.com
12/03	10	Yia Yang	Engineer III, Design	YIA.YANG@TORO.COM
12/04	10	Dave Johnson	Engineer V, Test	DAVE.JOHNSON@TORO.COM
11/30	5	Scott Louangsaphakdy	Stock Clerk-1956	Scott.Louangsaphakdy@toro.com
11/30	5	Javier Rodriguez Lugo	Material Handler-1956	Javier.RodriguezLugo@toro.com
11/30	5	Kacie Paplow	Assembler-1956	Kacie.Paplow@toro.com
11/30	5	Yadira Sosa	Assembler-1956	Yadira.Sosa@toro.com
11/30	5	Curtis Tunheim	Assembler-1956	Curtis.Tunheim@toro.com
12/01	5	Scot Mahon	Manager I, Operations	scot.mahon@subsite.com
12/02	5	Donald Graham	Machine Operator I	donald.graham@ditchwitch.com
12/02	5	Ethan Todd	Material Handler I	ethan.todd@ditchwitch.com
12/03	5	Matt Rahe	Representative II, Technical Service	MATT.RAHE@EXMARK.COM
12/03	5	Nicholas Ford	CNC SM Fabricator-1140	Nicholas.Ford@toro.com
12/03	5	Brandyn Pearson	CNC SM Fabricator-1140	Brandyn.Pearson@toro.com
12/03	5	Tyler Gould	CNC Machinist-1140	TYLER.GOULD@TORO.COM
12/03	5	Jodie Jones	Business Analyst II	JODIE.JONES@TORO.COM
12/03	5	Sixto Maltos	Extrusion Technician	SIXTO.MALTOS@TORO.COM
12/03	5	Sonia Belfiore	Specialist I, Marketing	SONIA.BELFIORE@TORO.COM
12/03	5	Andy Fuller	Manager I, FP&A	Andy.Fuller@toro.com
12/03	5	Megan Winston	Business Analyst II	mwinston@charlesmachine.works
12/03	5	Josh Miller	Assembler II	joshua.miller@ditchwitch.com
12/03	5	Marco Alvarado	Assembler II	malvarado@hhtrenchless.com
12/06	5	Taisuke Matsuda	Representative I, Technical Service	TAISUKE.MATSUDA@TORO.COM

New Employees

Extend a warm welcome to the [new employees](#) who started last week, including **Isaac Nolt, operator I, field test for Ventrac!**

New Office Employees who started at TTC last week:

Location	Name	Title	Brand/Function	Start
Adelaide, AU	Juliana Wong	Manager II, Marketing	International	11/20/
Orrville, OH	Isaac Nolt	Operator I, Field Test	Ventrac	11/20/
Riverside, CA	John Davis	Product Marketing Manager III	Irrigation	11/20/

New Production Employees who started at TTC last week:

Location	Name	Title	Start Date
Batesville, AR	Jaeson Etheridge	Welder II-BAT	
El Cajon, CA	John Ashbough	Temporary Production	
El Cajon, CA	Joshua Price	Temporary Production	
El Cajon, CA	Anthony Hall	Temporary Production	
El Paso-D, TX	Saib Guzman	Maintenance Technician I	
El Paso, TX	Julian Gonzalez	Temporary Production	
El Paso, TX	Ramon Garcia	Temporary Production	
El Paso, TX	Samuel Martinez	Temporary Production	
El Paso, TX	Gustavo Gonzalez Jr	Temporary Production	
Juarez1, MX	Maria Rayon Sanchez	Mold Operator I	
Juarez1, MX	Dennis Hernandez Soto	Mold Operator I	
Juarez1, MX	Humberto Ponce Antonio	Operator	
Juarez1, MX	Cristian Gonzalez Ramirez	Operator	
Juarez1, MX	Pedro Diaz Hernandez	Mold Operator I	
Juarez1, MX	Miriam Granados Capilla	Mold Operator I	
Juarez1, MX	Jose Arizmendi Campos	Mold Operator I	
Juarez2, MX	Rocio Vian Hernandez	Operator	
Juarez2, MX	Angelica Saucedo Benavides	Operator	
Juarez2, MX	Luis Andrade Gutierrez	Operator	
Juarez2, MX	Diego Gutierrez Ovando	Operator	
Juarez2, MX	Jesus Gomez Ibañez	Operator	
Juarez2, MX	Deivid Mayo Cruz	Operator	
Juarez2, MX	Guadalupe Gonzalez Soto	Operator	

Juarez2, MX	Flor Anota Montiel	Operator	
Juarez2, MX	Angel Torres Perez	Operator	
Juarez2, MX	Irvin Rangel Fernandez	Operator	
Juarez2, MX	Oscar Sanchez Cenicerros	Operator	
Juarez2, MX	Juan Cantero Barbosa	Operator	
Juarez2, MX	Ana Rios Cornelio	Operator	
Juarez2, MX	Hamlet Alvarez Villanueva	Operator	
Juarez2, MX	Victor Ortiz Garcia	Operator	
Juarez2, MX	Laurencio Angulo Lopez	Operator	
Juarez2, MX	Zuleima Santos Anguiano	Operator	
Juarez2, MX	Maria Martinez Gomez	Operator	
Juarez2, MX	Leticia Quintanilla Larios	Operator	
Juarez2, MX	Javier Lopez Prieto	Operator	
Juarez2, MX	Maria Carrillo Simental	Operator	
Juarez2, MX	Ismael Sierra Quirino	Operator	
Juarez2, MX	Yovani Inzunza Inzunza	Operator	
Juarez2, MX	Rosa Villela Mojarro	Operator	
Juarez2, MX	Marcos Marquez Luna	Operator	
Juarez2, MX	Mayra Torres Castillo	Operator	
Juarez2, MX	Carlos Montes Morales	Operator	
Juarez2, MX	Carlos Mendez Perez	Operator	
Juarez2, MX	Samuel Sanchez Rodriguez	Operator	
Juarez2, MX	Yahaira Escarcega Juanes	Operator	
Juarez2, MX	Jose Mayo Cruz	Operator	
Juarez2, MX	Juan Alvarado Valenzuela	Operator	
Juarez2, MX	Pablo Hernandez Osorio	Operator	
Juarez2, MX	Victor Alonso Perez	Operator	
Juarez2, MX	Micaela Rivera Lopez	Operator	
Juarez2, MX	Leo Rios Rosas	Operator	
Juarez2, MX	Rosita Macias Montejo	Operator	
Juarez2, MX	Jose Zavala Velazquez	Operator	
Juarez2, MX	Oscar Hernandez Torres	Operator	
Juarez2, MX	Jose Fernandez Hernandez	Operator	
Juarez2, MX	Ramses Mendez Valles	Operator	
Juarez2, MX	Santiago Moto Cagal	Operator	
Juarez2, MX	Santiago Martinez Garcia	Operator	
Juarez2, MX	Daniel Martinez Paz	Operator	
Juarez2, MX	Itzel Cordova Mayo	Operator	
Juarez2, MX	Yajaira Ortiz Souza	Operator	
Juarez2, MX	Edna Gurrola Gonzalez	Operator	
Juarez2, MX	Luis Martinez Ramirez	Operator	
Juarez2, MX	Juan Silva Herrera	Operator	
Juarez2, MX	Jennifer Morgan De Paz	Operator	
Juarez2, MX	Andrea De Santiago Rangel	Operator	
Juarez2, MX	Estefania Lopez Gallegos	Operator	
Juarez2, MX	Lorena Sanchez Medina	Operator	

Juarez2, MX	Brenda Osuna Ibarra	Operator	
Juarez2, MX	Joan Sanchez Vazquez	Operator	
Juarez2, MX	Jhonatan Gomez Diaz	Operator	
Juarez2, MX	Alexander Barreda Tolentino	Operator	
Juarez2, MX	Sergio Paramo Abundis	Operator	
Juarez2, MX	Moises Hernandez Espinoza	Operator	
Juarez2, MX	Juan Muñiz Arroyo	Operator	
Juarez2, MX	Jose Loera Paez	Operator	
Juarez2, MX	Omar Trujillo Lara	Operator	
Juarez2, MX	Isaias Puentes Barajas	Operator	
Juarez2, MX	Alan Garcia Delfin	Operator	
Juarez2, MX	Kevin Castillo Tovar	Operator	
Juarez2, MX	David Parra Coria	Operator	
Juarez2, MX	Juan Avalos Garcia	Operator	
Juarez2, MX	Daniel Torres Favila	Operator	
Juarez2, MX	Adan Martinez Rodriguez	Operator	
Juarez2, MX	Uriel Ibarra Ibarra	Operator	
Juarez2, MX	Luis Garcia Rodriguez	Operator	
Juarez2, MX	Juan Leon Martinez	Operator	
Juarez2, MX	Jose Hermenegildo Palacios	Operator	
Juarez2, MX	Jennifer Miranda Arenas	Operator	
Juarez2, MX	Daniel Vazquez Bautista	Operator	
Juarez2, MX	Ismael Gutierrez De La Cruz	Operator	
Juarez2, MX	Simon Juan Nagera	Operator	
Juarez2, MX	Olga Naal Toledo	Operator	
Juarez2, MX	Reyes Gallegos Nañez	Operator	
Juarez2, MX	Ana Moran Carpio	Operator	
Juarez2, MX	Abraham Reyes Arreola	Operator	
Juarez2, MX	Edilberto Espinoza Cruz	Operator	
Juarez2, MX	Leonel Gonzalez Gonzalez	Operator	
Juarez2, MX	Humberto Segoviano Rutiaga	Operator	
Juarez2, MX	Roberto Agapito Hernandez	Operator	
Juarez2, MX	Adrian Dixon Martinez	Operator	
Juarez2, MX	Estela Azamar Ortega	Operator	
Juarez2, MX	Mireya Alvarez Bissuett	Operator	
Juarez2, MX	Abraham Beltran Rodriguez	Operator	
Juarez2, MX	Juan Arguijo Paredes	Operator	
Juarez2, MX	Jovany Mendoza Angeles	Operator	
Juarez2, MX	Pedro Vazquez Sotelo	Operator	
Juarez2, MX	Diana Ortega Castillo	Operator	
Juarez2, MX	Martha Larino Delgado	Operator	
Juarez2, MX	Alondra Jauregui Ibarra	Operator	
Juarez2, MX	Susana Ibarra Garcia	Operator	
Juarez2, MX	Daniel Samaniego Morales	Operator	
Juarez2, MX	Mauro Gonzalez Ortega	Operator	
Juarez2, MX	Esteban Soto Quintana	Operator	
Juarez2, MX	Constantino Perez Duran	Operator	
Juarez2, MX	Beatriz Hernandez Mendoza	Operator	
Juarez2, MX	Felisa Guzman Jimenez	Operator	
Juarez2, MX	Viridiana Hernandez Guzman	Operator	
Juarez2, MX	Luis Vera Alvizar	Operator	
Juarez2, MX	Erick Roque Cruz	Operator	
Juarez2, MX	Martin Diaz Martinez	Operator	
Juarez2, MX	Nancy Candelario Rodriguez	Operator	
Monterrey, MX	Lizzet Garcia Cazares	Operator	
Monterrey, MX	Hermilo Hernandez Cruz	Operator	
Monterrey, MX	Joseth Fernandez Perez	Operator	
Monterrey, MX	Jessica Ruiz Martinez	Operator	
Monterrey, MX	Mario Lazaro Fernandez	Operator	
Monterrey, MX	Jaime Rivas De Leon	Painter I	
Monterrey, MX	Victor Cortes Hernandez	Painter I	

Monterrey, MX	Beida Lira Rodriguez	Warehouse Operator I
Monterrey, MX	Jose Mandujano Dominguez	Welder I
Monterrey, MX	Nestora Rosales Lopez	Warehouse Operator I
Monterrey, MX	Williams Perez Velazquez	Warehouse Operator I
Monterrey, MX	Juan Gonzalez Contreras	Warehouse Operator I
Monterrey, MX	Debany Ollervides Gallegos	Operator
Monterrey, MX	Noe Sanchez Lucio	Painter I
Monterrey, MX	Laura Vazquez Peñaflor	Inspector, Quality
Monterrey, MX	Jose Perez Gandara	Warehouse Operator I
Monterrey, MX	Jose Guzman Trinidad	Warehouse Operator I
Monterrey, MX	Concepcion Tolentino Bautista	Operator
Monterrey, MX	Christian Robles Rios	Operator
Monterrey, MX	Ana Alvarez Perez	Operator
Monterrey, MX	Yahaira Esquivel Amaro	Operator
Orrville, OH	Shawn Garnes	Machine Operator I
Orrville, OH	CodyO Matthews	Assembler I
Perry-MPIt, OK	Ashton Kelley	Material Handler I
Perry-MPIt, OK	Jay Hamilton	Material Handler I
Perry-MPIt, OK	Frank Benson	Machine Operator I
Perry-MPIt, OK	Landon Cather	Machine Operator I
Perry-MPIt, OK	John Land	Material Handler I
Perry-MPIt, OK	Steven Fuentez	Machine Operator I
Perry-MPIt, OK	Juan Hernandez	Assembler I
Perry-MPIt, OK	Travis Chitwood	Welder I
Weatherford, TX	Gerald Freeman	Machinist I
West Salem, OH	Greg Allen	Machine Operator I
West Salem, OH	Joseph Grubiss	Painter I-Direct

On The Move

See [organizational changes](#) happening throughout the company.

Here are the organizational changes that took place last week. Be sure to reach out and congratulate your colleagues on their new opportunities!

Name	Old Title	New Title	Location	Effective
Williams, London	Welder I	Welder Lead	Weatherford, TX	
Skinner, Sean	Sr. Manager, National Accounts	Sr. Manager, Major Accounts	Bloomington, MN	
Villegas Osorio, Jhonatan Esteban	Planner I	Supervisor I, Materials	Monterrey, MX	
Martinez Vazquez, Jose Javier	Warehouse Operator I	Lead, Warehouse	Monterrey, MX	

Career Opportunities

Many opportunities are available across TTC! Check out the [TTC Careers Site](#) for a full list.

Volunteer & Give Back

Visit [YourCause](#) for information on TTC volunteering, donation matching and employee programs.



Thank you to distributor, [Storr Tractor](#), for providing a fleet of Toro Workman utility vehicles for another memorable Macy's Thanksgiving Day Parade! [SEE THE PICTURES](#)

DEI Committee: Community Pillar Members Needed!

The **Diversity, Equity, and Inclusion Committee** is an employee-led and company-sponsored group seeking to drive awareness, insight, action and support at The Toro Company. We are loc for employees who have experience or an interest in community engagement, communications, product donations and/or event planning to [join our Community Pillar](#)

In F24, we will continue to evolve our **Advancing Equitable Communities Grant Program**, improve our impact with the **FirstTee Foundation** and evolve our TTC product grant: serve our communities where they need it the most. If you have experience or an interest in community engagement, communications, product donations and/or event planning, v

If you are interested or would like more information, please reach out to [Alex Bennett](#), or [Allison Grandbois](#), pillar co-leads, or to [Erika Olson](#), DEI committee chair.

TTC Diversity, Equity and Inclusion Key Pillars:

Workplace

Fostering a workplace experience of inclusion, belonging, and a genuine valued voice for all.

Workforce

Cultivating a workforce reflective of our communities, allowing for deep customer understanding and superior innovation.

Community

Using our hearts, hands, and resources to promote a more inclusive and equitable society.

Marketplace

Engaging our industries, partners, and channels to provide equitable access to our solutions.

[Learn more about the DEI Committee on SAM.](#)

LIVE Team Talk Broadcast

with Rick Olson

December 21 | 9:30 am CST

Be sure to tune in to this quarterly update for employees!

[>> Add Team Talk to your calendar.](#)

Greenspace Enhancement Grants Awarded in Two TTC UK Communities

The Toro Company Foundation is pleased to announce [Canal & River Trust](#) and [Thorn Grove Primary School](#) are each receiving a grant as part of the Greenspace Enhancement Grant.



LANDWATERTHRIVE

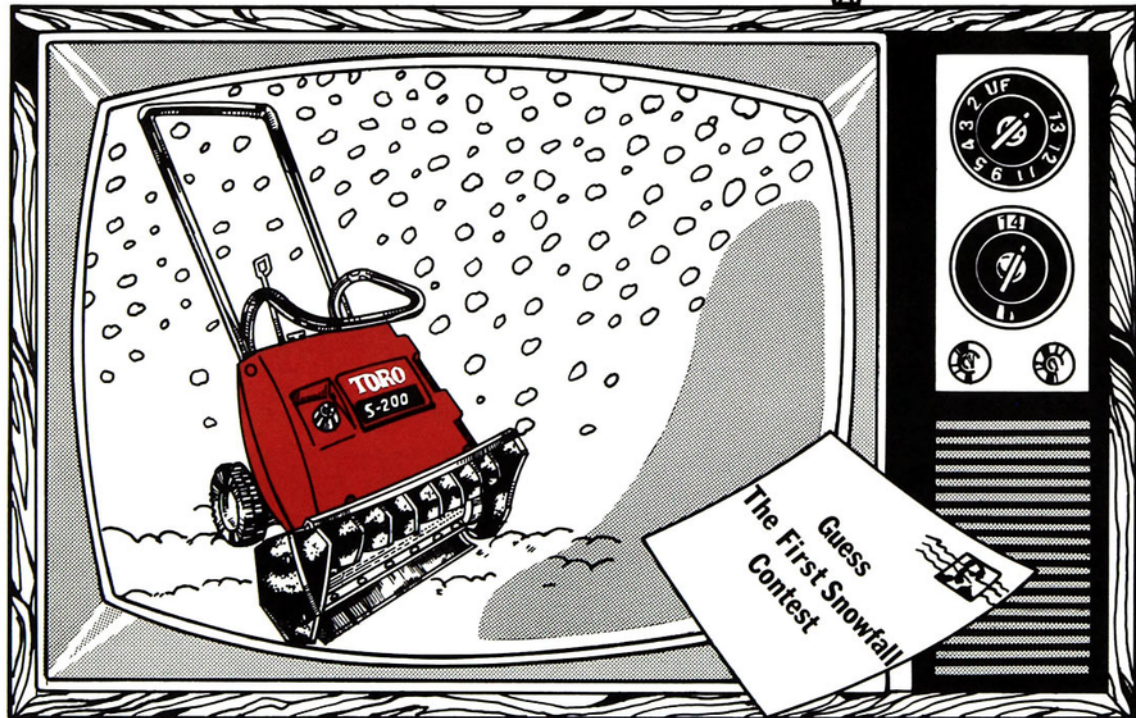
Throwback Thursday

In the winter of 1979-80, contests predicting the first snowfall - and snowthrowers as prizes - were well established and proved to be a win-win for local television stations AND Toro distributors

THE Distributor

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Art by Herbert Wong

Contest idea snowballs for six distributors

Davenport, Ia.

It all started back in 1965 in this Iowa river city.

Not only did Bill Stafford, president of Tri-State Toro, order the most units of a new Toro product called the Snow Pup — “the only time we ordered more snowthrowers than Chicago,” he says — he also devised a contest to get the product before the public.

Stafford took delivery of 400 Snow Pups that fall. Then he approached station WOC-TV in Davenport about a “Guess the First Snowfall” contest.

“We simply had the weatherman show slides of the product on the evening news,” Stafford said. “Then viewers were asked to send in cards with their guess for the first snowfall. The winners would get a new Snow Pup.” That first year, the station received 6,000 entries.

Now, 15 years later and with five television stations participating throughout the Tri-State Iowa-Illinois territory, some 55,000 cards came in for the 1979 contest. A total of 50 snowthrowers were awarded, with 10 given out to each station.

The tv stations — in Des Moines,

Davenport, Cedar Rapids, Mason City and Peoria — announce the contest during the 6 and 10 o’clock news for two weeks. Then, after it snows — which this year occurred on Nov. 28 — each station draws a winner for five days on both news programs.

“We keep in close contact with the weathermen at these stations,” Stafford said. “We even involve them in our snow thrower dealer meetings. The snowfall contest has become something of a tradition here, and they still call the Toro snowthrowers Snow Pups.”

... continued on p. 2

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Snowfall contest

continued from p. 1

Although the contest started at Tri-State Toro, it has since caught on with other distributorships, including Spartan, L.L. Johnson, Allegheny, Century, and Schaefer Turf.

When Spartan Distributors started its "Guess the First Snowfall" contest six years ago, they tried it on three different stations in their Michigan territory. "But for the last three years, we've run the contest exclusively on the Grand Rapids ABC station — Channel 13," said Denny Wenzel, consumer sales manager.

This year, at the one station, the contest generated 56,000 entries. "We get tremendous exposure with this contest," Wenzel said. Channel 13 runs spots six times a day and mentions it on the evening and late night news for four weeks in October.

The drawing — in which Wenzel participates — is held after the late news on the first Friday after it snows, which this year was Nov. 27. "The station puts together a 5-minute program for the drawing," Wenzel said. "We draw 13 winners because of the channel number."

Spartan also has a "Coldest Day of the Winter" contest on the radio that runs from the first day of winter to the first day of spring. "On the first day of spring we have the drawing," Wenzel said, "and give away two or three snowthrowers." The distributorship also sponsors the bad weather school closing program on the radio.

A final variation on the contest is Spartan's "Guess the First Day it Hits 90 Degrees" contest. This is also done on Channel 13. "We give away 13 lawnmowers in this contest," Wenzel said. This is the second year of the program. The station does a one-month promotion on the contest in April. Last year the station received 36,000 cards.

Century Toro began running the contest in Toledo in 1973, and then added Dayton in 1974, and Columbus in 1975. "It's an excellent program," says president Bob O'Brien, "and we'll definitely be continuing the contest next year."

Century awards a total of 30 snowthrowers and runs the contest for a week on the evening and late news. The distributor uses the 14-inch recoil in his market, with the other distributors all awarding the 20-inch recoil to winners.

Dec. 8, 1979

Dear Mr. Stafford:

I can't begin to tell you how happy my husband was to hear that he was a "lucky winner" on the snowblower contest. He didn't believe for one thing that I had sent his name in and for another how out of so many that he could be so lucky.

The snowblower came Friday the 7th and we were both so happy we cried when we unpacked it. It is such a pretty thing and more, such a wonderful Christmas gift.

All the folks here that heard his name on tv that night on Nov. 28 on the 6 o'clock news were so happy to hear it and that someone from Kewanee won. This blower will be well taken care of as my husband takes real good care of his tools and his car.

He soon will be 67 years old so this will be a very helpful item to him and also me. So may I say again thank you from the bottom of our hearts, and may God bless you and your family.

Mr. and Mrs. Lee Fisher
819 Acorn Street
Kewanee, Illinois 61443

In the Allegheny Toro territory, the contest is run on one radio and three tv stations. "At the radio station, four of our dealers got together and set up the contest," said George Gumm, president. "It's the first year on the radio but they got in over 4,000 cards."

Allegheny also ran one of the contests on a tv station in Wheeling, W. Va. for the first time this year. "We had to talk those people into it," Gumm said, "but now that it's over, they've said results were beyond their wildest expectations."

In Wheeling, the contest was done on the noon news for four weeks and the tv staff said "it was a lot of fun." Gumm said the largest percentage of people addressed their cards not to the "Guess the First Snowfall Contest," but rather to "Toro Snowthrower." The tv station told Gumm that their noon news went up four shares in the ratings because of the contest.

Up in Pittsburgh, Allegheny put the contest on a morning television show which airs from 8-9:30 a.m. on a top-rated station. "It's the only contest they do," Gumm said, "and it's the second year they've gone with our contest." The station received 10,000

entries in 10 days, Gumm said.

Len Johnson put the snowfall contest on a tv station in Denver and in Colorado Springs. "This is the third year for us," Johnson said, "and we're very pleased with the response." Denver received 24,000 cards and Colorado Springs received 12,000.

In Colorado, the contest is aired for four weeks on the evening and late news and the winners are drawn on the news for five nights with 10 snowthrowers given away at each station. Snow fell the area by mid-November.

Schaefer Turf in Warrensville Heights, Ohio, works with the tv stations in Cleveland and Youngstown and is in its second year with the contest. "We started the contest in mid-September," said Dallas Lilly, advertising coordinator, "which was the same time our tv promotion schedule began."

The contest was aired for four weeks on the evening and late news. "Our cut-off date for getting the cards in was Oct. 14," Lilly said, "which was probably a good thing because the snow first came in Cleveland on Nov. 15 and in Youngstown on Nov. 14." A total 36,000 cards came at the two stations.

Hammerhead Trenchless Unveils New Liner

The new **Helium Scrim Liner** minimizes longitudinal stretch and assures accurate inversion lengths to reduce overshooting, so customers can hit their exact mark without going into the main casing needing to remove excess liner.



Native American Heritage Month: Pawnee Nation

View our 2021 chat with **Herb Adson**, from the **Pawnee Nation** in Oklahoma. Herb has a deep connection to the Pawnee culture and now serves as the first director of Pawnee Cultural Resources of the Pawnee Nation and provides insight to their annual homecoming celebration!



Toro India Supports Local Care Shelter for Diwali



For the recent Diwali celebration, Toro India organized a **Stall of Diyas (festive lights)** for **Savali NGO**. The Diyas were made by children at Sa response!

Savali means "shelter," and offers services and residency programs for children and adults with mental and physical disabilities, including day at school and a therapy program. Learn more about [Savali NGO](#).



Office Employees: Complete 2023 Code of Conduct Training

TTC takes great pride in conducting itself as an ethical organization. Please complete **Code of Conduct** training by **December 15**.

Managers: Time to Complete Your Reviews

Reviews for your team are available in Workday. Be sure to enter ratings by EOD **December 7** to prepare for calibration.

Directors: Time to Cascade Goals

Make sure you've set and shared F24 department goals with your direct reports. Our goal is that all office employees will have goals for the new fiscal year by December 31.

Introduction to Liquid Deicing | Elevate Your Liquid IQ



Elevate your Liquid IQ by deep diving into the first video in this series with BOSS's very own **Jordan Smith, manager II, marketing**, your expert in liquid deicing. This video series will review beginning your liquid deicing journey!



THANK YOU to everyone who helped to plan, volunteer and support our 2023 United Way Campaign. We have proven time and time again that together, **United in Purpose**, we can do great exception! Collectively and with the assistance of our generous employees and retirees, we were able to **exceed our 1 million dollar goal!!**

Learn more about each TTC Community's special event activities:



The 2023 United Way campaign at our Toro National Support Network location in Abilene, Texas was really fun!

As a part of their campaign to raise money during the campaign, we raffled off three items which brought in a lot of interest. The three lucky winners received a Toro blower, Bluetooth earbuds, and a Yeti cup. A lot of fun and all the dollars for the special event will be matched 1:1 by the TTC Foundation!

Special Events:

- Blower, Bluetooth Earbuds and Yeti Cup Raffles



Our TTC location in Ankeny, Iowa had a fun time engaging in two special events to raise money for the United Way of Central Iowa.

Events included an NFL Raffle for NFL Tickets and a Toro product raffle which included a Toro blower. All proceeds for our events were matched by the TTC Foundation which helped make a difference in our community!

Special Events:

- NFL Raffle
- Toro Product Raffle



Our location in Batesville, Arkansas had raffled several items to raise money for the United Way of North Central Arkansas.

It was a fun activity, and the lucky winners are enjoying several fabulous prizes, such as premium parking spaces, Spartan Power Equipment, a Toro Blower, a Spartan gift basket. All proceeds from this event were matched by the TTC Foundation 1:1, which will make a great impact with those in need within our community.

Special event: United Way Raffle





At our location in Beatrice, Nebraska, employees held and participated in twelve magnificent events which had a lot of employee engagement this year. Several of the top grossing Employee Sale, Silent Auctions and Service Tool Sale and a Scavenger Hunt. Proceeds from the events will benefit the Gage County United Way.

Special Events:

- Split the Pot
- Raffle
- Ryan Mountcastle signed Orioles Jersey Raffle
- MOWER Bingo
- Employee Sale
- Service Tool Sale
- Biscuits n Gravy Breakfast
- Soup Cook Off
- Pasture Golf Tournament
- Raffle for prizes at pasture golf
- Scavenger Hunt
- Silent Auction



At the Bloomington, Minnesota, location employees experienced two fun-filled weeks with several special events held internally and online.

Each event was successful in raising money during the campaign which benefitted the Greater Twin Cities United Way. The most popular events this year were the Almost Live ar RLC Product Sale and a Chick Fill-A lunch. Many employees also participated in the Home for Good volunteer event, and many brought in LatinX staples and spice supply kits to within the community.

Special Events:

- December Auction
- 5K
- Split the Pot
- Dingo Rental
- Parking Space Auction
- Fitness Locker Auction
- Bike Locker Auction
- Chick-fill-A Lunch
- Bake Sale
- Silent Auction
- RLC Product Sale
- Almost Live Auction
- Chili Cook-off



Several fun and exciting events occurred during the El Cajon, California, United Way Campaign this year.

The most popular special events included the Parking Space Auction, Supervisor Pie in the Face contest, Operations Gift Card, and the SDSU Football ticket basket raffle. Proceeds benefit the United Way of San Diego County.

A special shout out to our gracious leaders, Neville Moody, Blair Zook, Jeff Vildibill and Robbie Hoffner for participating in the Pie in Supervisor's Face contest to raise money for s

Special Events:

- Parking Space Auction
- Split the Pot
- SDSU Football Ticket Basket
- Operations Gift Card
- Dart Tournament
- Pie is Supervisor's Face



Our United Way Campaign in El Paso, Texas had a raffle for a Toro blower and two United Way caps. For this event, employees raised \$200 which was matched 1:1 from the TTC for the support of our United Way rep Arnold Naves who came to support the campaign and select the three lucky winners for the raffle. Proceeds from this event will benefit the L

Special Events:

- Toro Blower & Hat Raffle



At our location in Longmont, Colorado we held a blower raffle to raise money for the United Way.

Antonio Lozano, the recipient of the blower said he really needed this new piece of equipment! Will make life so much easier. All proceeds for this event were matched 1:1 from the Mile High United Way.

Special Event:

- Blower Raffle



At our location in Orrville, Ohio we had an exciting employee raffle which we raffled a blower, mower and a snow blower.

To help us select the lucky winners for this special event, we had Jenny McFarren, our Orrville Area United Way representative pull the winning tickets for us! Our event was matc and proceeds went to the Orrville Area United Way!

Special Events:

- Blower/Mower/Snow Blower Raffle



At our location in Perry, Oklahoma, we had four successful special events to raise money for the United Fund of Perry.

Employees participated in a blower and 50/50 raffles, had the opportunity to purchase a cookbook and dunk their favorite colleague or leader. Proceeds benefit The United Fund of Perry to help those in need within the community.

Special Events:

- Dunk Tank
- Cookbook
- 50/50 Raffle
- Blower Raffle



At our location in Plymouth, Wisconsin, we held three great special events during the United Way Campaign. Employees participated in a product raffle, played beat the dealer and proceeds went to the United Way of Sheboygan County.

Special Events:

- Beat the dealer
- Product Raffle (blower & other handheld)
- Supervisor Picking Race





Employees had a lot of fun this year at our Riverside, California, location. Our most popular special events included a raffle, Toro Swag Sale, Football Pool, Crockpot Cookoff and Cart video game event was fun too!

All proceeds for our events went to Inland SoCal United Way to help those in need in our community.

Special Events:

- Pancake Breakfast and Kickoff Mtg
- Cornhole Tournament
- Bingo
- Mario Cart Tournament
- Crockpot Cookoff
- Toro Swag Sale
- Yard Sale
- Football Pool
- Raffle
- Closing Ceremonies Chick-fil-A Lunch



At our Shakopee, Minnesota location employees participated in two fun special events to help raise money for our local Greater Twin Cities United Way.

The first event was a silent auction which we help for week long for all employees to bid on over 40 donated items, including Toro product. Second, we had a 50/50 raffle where 50% of the proceeds was donated to the United Way.

Special Events:

- Blower Raffle
- Silent Auction



Our location in Tomah, Wisconsin had a gift basket raffle this year during our United Way campaign. The money we raised was matched 1:1 from the TTC Foundation. All proceeds went to the United Way and our United Way representative Tim stopped by to accept our donation check. During the campaign, employees also donated 100 lbs. of non-perishable food.

Special Events:

- Gift Basket Raffle



