

Welcome to Performance Matters

Welcome to the fourth 2008 edition of *Performance Matters*, Jacobsen's e-newsletter containing exclusive information, resources and tools designed to make your job easier. If you have story ideas for future issues, please drop us a line by [clicking here](#).

Greeting



[Happy Holidays from Jacobsen](#)

Thank you for your business in 2008 and we look forward to serving you in 2009. [More»](#)

Hot Topics



[Customer Technical Schools Scheduled](#)

Jacobsen University has scheduled four separate Customer Technical Schools for you. [More»](#)

In Their Own Words



[Lighter Units and Smaller Reels Reap Big Benefits at Winchester](#)

Donald Ross is among the most celebrated and revered golf course designers on the planet, and for good reason. [More»](#)

Product Highlights



[Support That Matters](#)

At Jacobsen, we've created a multi-layered support system to give you exactly what you need—when you need it. [More»](#)

Finance

TEXTRON FINANCIAL

Golf Equipment Finance

[No Pay Till May 2009: 6.00% Low Rate Programs](#)

Don't Forget — Bonus Depreciation Tax Savings Expire 12/31/08. [More»](#)

LETTER FROM JOE CUNNINGHAM



Happy Holidays from Jacobsen

Thank you for your business in 2008 and we look forward to serving you in 2009. Best wishes for a Happy Holiday and prosperous New Year from our family to yours!

"Twas the early morning before the 25th and all through the clover,
Not a creature was stirring, not even the gopher.
The gloves were hung by 'the birts' with care,
In hopes that St. Jacobsen soon would be there.

The crew was nestled all snug in the maintenance shed,
While visions of perfect bunkers danced in their head.
And the Mrs. in her wind jacket, and me in my golf cap,
Had just settled down for a long winter's nap.

When out on the lawn there arose such a clatter,
I sprang from the bed to see what was the matter.
Away to the window I flew like a flash,
Swung open the shutters, and threw up the sash.

The moon was full with a bright luminous glow.
Gave the luster of orange to the objects below.
When, what to my wondering eyes should appear?
But a Jacobsen fleet, the support team was near.

With a well-known helper, he was not a fake.
I knew in a moment it must be St. Jake.
More rapid than deer his mowers they came,
And he whistled, and jumped, and called them by name;

"Now, Cushman, Now PGM, Now Eclipse come one and all.

On, FastCat! On Hauler! On, Groom Master ready the turf for a golf ball.
To the first tee! To the end at the clubhouse!
Now mow away! Mow away! Mow away all!"

And then, in a twinkling, I heard on the roof,
The prancing and pawing of each little hoof.
As I drank my coffee, and was turning around,
Down the cart path St. Gary came with a bound.

He spoke not a word but went straight to his work.
And cleaned all the grass catchers, then turned with a smirk.
And laying his hand atop of his nose.
And giving a nod, up the fairway he rose.

He sprang to his sleigh and to his team he gave a whistle.
And away they all flew like a shot of missile.
But I heard him exclaim, as he drove out of sight,
"Happy Holidays to all, and to all a good night."

HOT TOPICS



Customer Technical Schools Scheduled

Jacobsen University has scheduled four separate Customer Technical Schools for you. The dates are:

February 24 - 26, 2009	March 24 - 26, 2009
March 17 - 19, 2009	March 31 - April 2, 2009

This training is critical for technicians and mechanics to stay on top of all the new technology being incorporated in Jacobsen's products. Jacobsen instructors will take each participant through a step-by-step service breakdown of selected products to ensure that they have the information needed to properly maintain and service each piece of equipment. To assure personal attention for every participant, these schools are limited to 16 attendees each. If you are interested in attending a class at Jacobsen University, please contact your local dealer to register.



Jacobsen 2009 Calendars Are Shipping

Jacobsen is excited about our 2009 legendary calendar. It features Jacobsen courses and sports facilities around the world that are maintained with Jacobsen equipment. New to the format is a product offering page and Jacobsen's green initiative along with product highlight pages on the AR-522™, turf groomers, utility vehicles and the NEW ECLIPSE™ 322. Oh, and let's not forget our mascot GUS.

What puts the icing on the cake is we have received product testimonials, from the experts — YOU! We would like to take this opportunity to thank every superintendent and greenskeeper whose input was invaluable.



All The Best To Wisconsin Turf

After 52 years as a Jacobsen dealer, Wisconsin Turf Equipment Company has decided to change their focus and business direction and has relinquished their Jacobsen Dealer Agreement. We thank Lyle Christopherson and the Wisconsin Turf team for their many years of outstanding service and wish them the very best in their new endeavor. Since 1956, when Lyle's father started Wisconsin Turf, they have been a very loyal Jacobsen Dealer and we have been proud to be associated with the Christopherson family.

We are pleased to announce that Burriss Equipment, headquartered in Waukegan, Illinois, has been awarded the Jacobsen Dealer Agreement for the Wisconsin Turf territory. Burriss Equipment, a family owned business since the 1930s, has been the Jacobsen dealer in Northern Illinois and Northwest Indiana for the past five years. We are confident that Barry Heinrichs and the professional team at Burriss Equipment will continue to provide Jacobsen customers with excellent sales, service and parts support.

Their contact information is listed below:

Burriss Equipment Company	
Address	2216 N. Greenbay Road Waukegan, IL 60087
Phone Number	847.336.1205
Fax Number	847.336.2697

Email Address	burrisequipment@megapathdsl.net jakev@megapathdsl.net
Principal Contact	Barry Heinrichs
Parts Manager	Jeff Glasel
Sales Manager	Jake Vollbeer
Service Manager	John Glasel
Website	www.burrisequipment.com



New Jacobsen Technical Manual Site Goes Live

We are pleased to announce that we have acquired a new vendor, Nova Office Strategies, for ordering Jacobsen technical manuals. Nova will be supplying us both with superior quality and customer service.

The new system will be live on Dec. 22. There will be three ways to access the new site:

1. www.jacobsenmanuals.com
2. www.jacobsen.com. Click on Customer Care tab at top of page then click on Service Manuals
3. If you are a Jacobsen authorized dealer you can log onto Dealer Central and Click Customer Service Support/Technical Support/Technical Publications

It is easy. Just register as a new customer, choose your manual and proceed to check out. The system takes a credit card payment for your convenience.

IN THEIR OWN WORDS

Lighter Units and Smaller Reels Reap Big Benefits at Winchester



**Jacobsen
SLF-1880**

Charlotte, N.C. (November 14, 2008) — Donald Ross is among the most celebrated and revered golf course designers on the planet, and for good reason. While best known for his work at Pinehurst No. 2, Oak Hills, Seminole and several prominent others, Ross left behind 413 golf courses with his characteristic sloping fairways, contoured greens and punishing approaches when he died in 1948. One of the many remaining gems that constitutes his lasting legacy has managed to survive the test of time and over a century of play from New England's top golfers just seven miles north of Boston at Winchester Country Club.

"The course dates back to the original Ross design in 1902," explains Dennis Houle, Winchester's golf course superintendent for the past five years. "It's had some work done over the years, but it is still pretty close to the same hilly, rolling layout that it started with more than 100 years ago, and our players love it."

Until 2004, Houle and his maintenance team used an existing fleet of larger fairway units to mow the dips, hills and difficult lines still intact from Ross' original vision. Houle made the decision to start systematically changing out the fleet of what he calls the "tanks" for smaller, lighter and more maneuverable units that were better suited to handle Winchester's terrain.

"We liked the setup of the triplex mowers with the 22-inch reels and their ability to follow contours, but we're a busy course and it would be impossible to mow our fairways on a regular basis with three-reel machines," Houle said.

Together with management, Houle made the decision to switch out one of his larger mowers each year to the smaller, lighter SLF-1880™ from Jacobsen. Four years into the experiment, Houle and his crew couldn't be more pleased with the quality-of-cut and the precision they are now getting from the fleet of four super-lightweight fairway units.

"The smaller unit with the smaller reels really gets in and out of these undulations a lot better than even some of the triplexes we have, and there is no comparison between the cut you get with the SLF-1880 and those larger units," he said. "The larger reels roll over the top of some of the small depressions – what we call 'birdbaths' if you don't hit them just right – and it was a less consistent cut overall."

Winchester still keeps a few of the larger units in the garage for some applications like mowing after topdressing and for the first few times out in the spring when acorns and twigs are abundant.

"Once we get into the day-to-day operation, those 1880s are all we run," Houle said. "We collect clippings all the time, and there is a marked difference in the amount of bentgrass we pick up with these 1880s than what we see with the larger units. In terms of cut, clippings

and after-cut-appearance, there really is a visible difference."

Ross designs are well known for their contours, slopes and domes, making straight-line tracking a necessity for courses like Winchester. Lighter machines like the Jacobsen SLF-1880 are able to track straighter over hills and bumps, simply because they are not prone to slide on a slope where larger mowers might.

After 17 years as a superintendent and an assistant in the golf course industry on three different courses, Houle has had plenty of opportunity to evaluate different types of turf equipment. For his purposes at Winchester Country Club, he's found the SLF-1880 to be a perfect fit.

"Compared to anything else I've used on fairways, I would say the 1880 is probably the best unit I've run," he said. "It gets in and out of the undulations better than some triplexes and in terms of following a contour, nothing else even comes close."



Briarwood Goes Orange with TurfWerks

Charlotte, N.C. (December 11, 2008) — When Briarwood Golf Club in Ankeny, Iowa, decided it was time for change, club ownership knew that Josh Shull and TurfWerks were the people to talk to.

Two SLF-1880s were included in the package of Jacobsen equipment sent to Briarwood Golf Club. A versatile AR-3 trim mower will help Briarwood provide members with first-class playing conditions.

Until recently, Briarwood Golf Club had been a public course, widely acclaimed for its great layout, playing conditions, customer service and low rates.

But earlier in 2008 the Newman Golf Group decided to transform the four-star rated course into a first-class private club. This transformation meant a new clubhouse, new investment and new equipment to get the course in top shape.

Newman Golf turned to Shull and TurfWerks, who they had worked with on two additional courses in the area, to supply Briarwood immediately with all-new Jacobsen equipment to replace the entire fleet of older, aging

machines.

"They were in dire straits with their old fleet, and they needed new equipment to start using in the fall to help attract new membership," Shull said.

"We sat down with the management and the superintendent, and we were able to work out an agreement that was financially agreeable, giving them new greens, tee, fairway and trim mowers along with a couple utility vehicles to get started with right away," he added.

In all, the equipment package included, four Greens King™ IVs, two SLF-1880s, an AR-3™,

two Turf Trucksters® and three Haulers.

"The superintendent preferred to go with Jacobsen from the start, and the relationship that we've developed with the course from smaller deals over the past few years helped them understand the kind of service and support that we provide," Shull said.

Briarwood Golf Club will fully convert to a private club in the spring of 2009, and through Josh Shull and TurfWerks, they now have a new fleet of equipment on their course with the ability to make it a truly first-class facility.

For more information on Jacobsen and the company's expansive international dealer network, visit www.jacobsen.com or call 1.888.922.TURF.

Old Friend Calls on Jacobsen in Singapore



Charlotte, N.C. (December 2, 2008) — Sentosa Golf Club is the most exclusive course in all of Singapore, and is the home of the Asian Tour's Barclays Singapore Open. With total prize money for this year's event exceeding \$5 million U.S. dollars, some of the best golfers in the world set their sights on this event at Sentosa from November 13-16.

The crew at Sentosa Golf Club get the greens ready for the Barclays Singapore Open.

As the superintendent of Sentosa Golf Club, long-time Jacobsen user and friend Gregg Swanson, CGCS, decided that he needed new equipment to get his course ready for the caliber of championship play necessary for such a prestigious event. Swanson ordered six new Eclipse 122F walking greens mowers to compliment his current fleet, comprised in part of

additional Jacobsen machines.

The units were delivered in October, three weeks prior to the start of the event, under the watchful eye of Glenn Wright, a technical training manager with Jacobsen Asia Pacific. Wright spent long hours at the course from the day the mowers arrived until the final round of the tournament to make sure they were cutting at their absolute best.

"I got to the golf course at 6 a.m. each morning," Wright said. "Long days indeed, but I was determined to make sure that the Eclipse units worked well, and the course was in amazing shape for the entire tournament."

Cutting at 2.8 mm for two weeks, the Eclipse 122Fs got the greens ready for international media coverage and some of the best players from Asia, Europe, Africa and North America.

The height-of-cut was dropped down to 2.5 mm and the frequency-of-clip was necessarily adjusted as well during the week prior to the start of the tournament, as Swanson had Sentosa's greens reading more than 11 feet on the Stimpmeter with Wright's help despite 14 inches of rain in the 10 days leading up to the start of the tournament.





Six new Eclipse 122Fs were brought in by superintendent Gregg Swanson, CGCS, to prepare Sentosa for the world's best golfers.

Thanks in part to the incredible performance of the Eclipse 122Fs at Sentosa Golf Club and the persistent support of Glenn Wright, the Barclays Singapore Open was played under pristine course conditions and featured some of the most exciting professional golf played anywhere in the world this year.

Sentosa's greens were in great shape throughout the tournament.

For more information on Jacobsen and the company's expansive international dealer network, visit www.jacobsen.com or call 1.888.922.TURF.

PRODUCT HIGHLIGHTS



Support That Matters

At Jacobsen, we've created a multi-layered support system to give you exactly what you need—when you need it. We believe your turf equipment should make your life easier.

To meet that goal, our state-of-the-art Charlotte Parts Distribution Center maintains a 97 percent fill rate on service parts.

- We have 45,000 active Jacobsen Genuine Parts that we support and sell for all of our equipment. We support every part of your machine, not just the fast movers "will-fit" companies provide.
- With our "Never Out" program we are committed to always having more than 1,000 of our most popular parts in stock, or shipping is free.
- We are committed to supporting your equipment by supplying service parts for a minimum of 10 years from the time we stop manufacturing that equipment.
- If your dealer doesn't have a part in stock and you need it quickly, we can ship that part to you directly from our distribution center.

Performance Matters

Our distribution center is dedicated to continuously improving performance.

- We have increased productivity by 38 percent.
- Receiving lead time (dock to stock) decreased by 75 percent.
- The outbound shipping error rate was reduced to less than 0.5 percent.
- We implemented a work place organization program in the warehouse and received recognition across Textron as a benchmark facility for work place organization.
- Process improvement objectives increased key section scores on the Customer Satisfaction Index Survey, including:

- Total experience with parts support.
- Timely delivery of parts orders.
- Accuracy of order fulfillment.

Genuine parts

Jacobsen products are unrivaled in quality, innovation and performance. For more than 86 years, people have come to expect the superior conditions that only Jacobsen products can provide. To achieve those results every day, our products need Jacobsen Genuine Parts. Without them, you won't get the performance you need to succeed.

When it comes to parts, accept no substitutes. Use Jacobsen Genuine Parts every time.

Learn more

Equipment that makes life easier. Go to: jacobsen.com/parts.



Nothing Else Mows More

Sixteen feet of mowing power cuts a massive 16.5 acres per hour. Although the HR-9016 boasts a huge capacity, it has many features that make it a gentle giant.

Eight Reasons to own your own Jacobsen HR-9016

- Deluxe adjustable air-ride seat with a tilt steering wheel and servo-controlled hydrostatic pump reduce operator fatigue and provide total operator comfort.
- 92-inch, 5-spindle front deck and two outside deck winglets pivot up to 20 degrees to reduce scalping on undulating turf.
- 89-hp Kubota turbo diesel engine provides big power for big workloads.
- Each spindle blade is powered by a quiet, pressure-balanced hydraulic motor, reducing maintenance and providing more resistance to wear and tear.
- 16-foot cutting width and up to 8.5 mph mow speed increase productivity up to 14.5 acres per hour.
- Hydraulic oil cooler slides out quickly and easily for hassle free service.
- Durable deck mounts flex if an obstruction is hit.
- Height-of-cut ranges from 1 inch to 5.5 inches.

Learn more: www.jacobsen.com/products/rough_rotary_mowers/hr-9016_turbo/



AR-522™ Is A Tough Performer



Spyglass Hill Golf Course recently added the AR-522 fine-cut rotary rough mower to its equipment fleet. "The AR-522's new mulching decks are a big improvement," superintendent Bob Yeo says. "In winter we have wind storms that leave a large amount of pine needles. We use the AR-522 to mulch them once they've been blown off the fairways; the mulching capacity of this mower is very useful to us."

For golf course superintendents looking to handle heavy volumes of grass and maintain the finest possible quality-of-cut over difficult terrain, the new AR-522 rotary mower is the answer. No other mower in its class can match the power, the cut or the versatility. Seven features you can't live without:

- Exclusive three-tiered discharge opening distributes clippings more evenly for a superior after-cut appearance.
- Revolutionary new TrimTek deck with exclusive downdraft blades keeps clippings suspended longer for exceptional mulching results.
- Increased deck volume allows the AR-522 to cut in more severe conditions.
- The AR-522 features best-in-class traction capability with on-demand control from the operator station.
- The engine offers more horsepower per width-of-cut than any mower in its class. Coupled with the new and improved decks and climbing system, it allows the AR-522 to lead the category in climbing performance.
- The deck easily converts from discharge to mulch in minutes with a single wrench.
- 2-post ROPS standard (SAE J1194).

Learn more: www.jacobsen.com/products/rough_rotary_mowers/ar522/

FINANCE

TEXTRON FINANCIAL

Golf Equipment Finance

No Pay Till May 2009: 6.99% Low Rate Programs

Don't Forget — Bonus Depreciation Tax Savings Expire 12/31/08.

This offer is available in the U.S. only and must be funded by Textron Financial www.textronfinancial.com/. Offers end December 31, 2008. For more information, contact your local dealer today.