

Super Bowl XXXVII review

Toro's been there since 1967

The Toro Company and the NFL's Super Bowl grounds team collaborated to initiate a new program targeted at enhancing the skills of emerging sports turf professionals. The Toro Super Bowl Sports Turf Training Program offered hands on experience to winner Loyd Bowman, a Michigan State turf student, in how safe playing fields are established and maintained for the highest level of football competition—the Super Bowl. Bowman was in San Diego to help the grounds crew maintain practice facilities, NFL Experience areas, and the game field for Super Bowl XXXVII.

Each year since the inaugural World Championship in 1967 and the 36 succeeding Super Bowls, the NFL grounds crew has called on The Toro Company for its expertise to prep the game field as well as multiple practice facilities and fan recreational areas including the NFL Experience.

"Getting ready for a Super Bowl is a complex process," says Ed Mangan, NFL grounds manager for the Super Bowl. "The turf has to respond to the players. Keep them safe. Help their game. It also has to survive pre-game festivities and half-time performances as challenging as running a herd of elephants through the field.

"Toro has helped us answer that challenge with products and agronomic consultation," Mangan says. "Toro's expertise goes beyond having products to care for the turf to expertise that helps us predict how the turf will respond with the set of conditions at each host facility. And they've been there every year."



Photo by AP/WWP, courtesy of West Coast Turf

For the NFL, this program is another opportunity to expand its reach into communities in unique ways. The NFL Grassroots initiative has provided more than \$8 million for the construction and renovation of community football fields. But the needs of these fields don't end following construction. "In the past we've addressed many aspects of the future of the game: participation, coaching and accessibility to fields," says Jim Steeg, senior vice president of special events for the NFL. "The Toro Super Bowl Sports Turf Training Program reflects our interest in helping to provide trained turf professionals to

maintain safe playing conditions at all levels of competitive football."

Toro's outreach program began when James R. Watson, Ph.D. joined Toro as an agronomist in the 1950s. Now retired, Toro continues the focus with agronomist Van Cline, Ph.D. and other industry training programs. Toro is a sponsor of a turf training curriculum for high school athletic directors through the National Interscholastic Athletic Administrators Association. Annually, Toro hosts the Professional Sports Turf Symposium dedicated to turf managers with the NFL and Major League Baseball teams. Additionally, Toro maintains an on-line home for the best ideas and advice for anyone managing sports turf at Torosports.com.

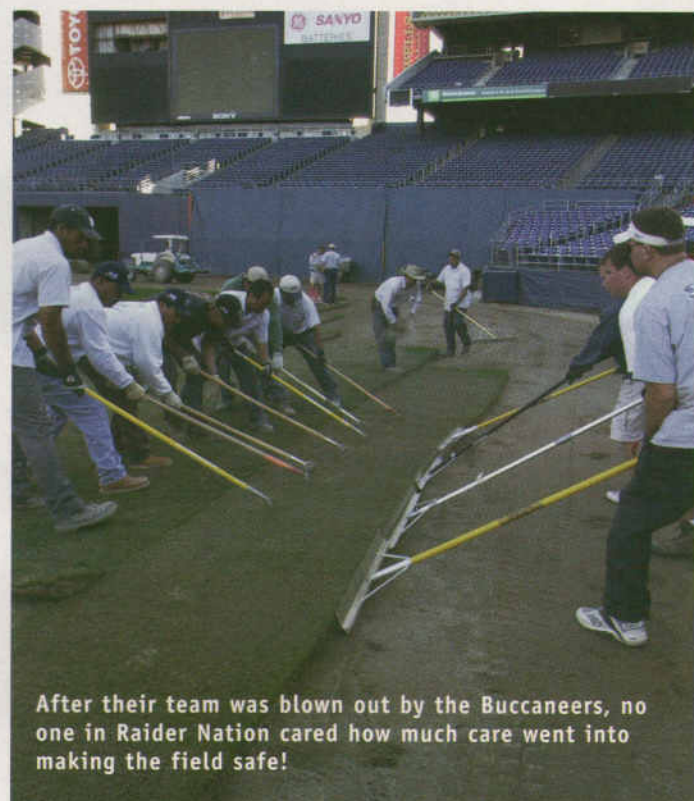
In addition to the Toro Super Bowl Sports Turf Training Program, Toro offers the Dr. James R. Watson Scholarships administered by the Foundation for Safer Athletic Field Environments and the Sports Turf Managers Association for turf students dedicated to sports turf maintenance.

Before the hype

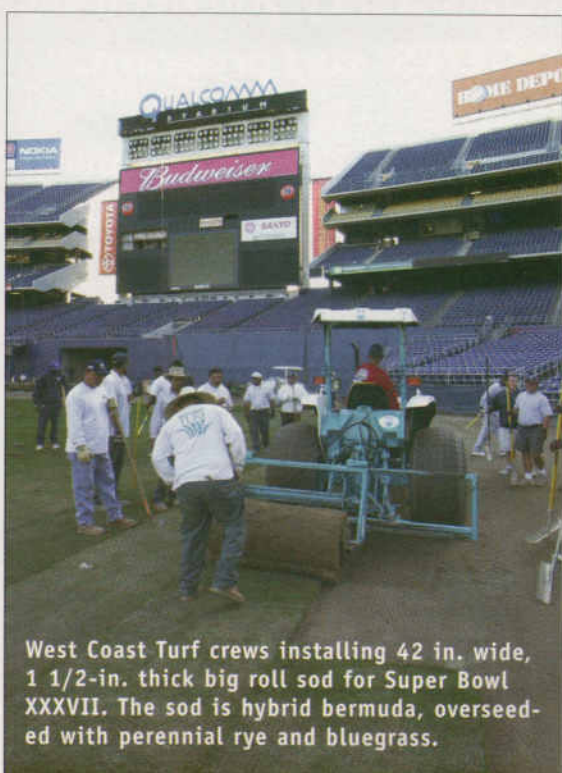
Photos courtesy of West Coast Turf



Turf installation was completed on Day 3.



After their team was blown out by the Buccaneers, no one in Raider Nation cared how much care went into making the field safe!



West Coast Turf crews installing 42 in. wide, 1 1/2-in. thick big roll sod for Super Bowl XXXVII. The sod is hybrid bermuda, overseeded with perennial rye and bluegrass.



San Diego Super Bowl crew members from Tokyo to Tennessee, Kansas City to Vermont, including member from West Coast Turf. Marquis de Sod George Toma is center with yellow shirt. Qualcomm's Steve Wightman is missing from this photo.