



# WALKER TALK

SERVING LAWN MAINTENANCE PROFESSIONALS

Dan Dumitrescu, owner of Valley View Landworks, is pictured with his wife, Holly, and daughters, Grace, and Naomi at the controls.

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**WALKER TALK**

**Reason to Celebrate**

In 2018, we will build the 150,000th Walker Mower. Well over a year ago, we began to plan for the Walker Family Reunion III to celebrate this milestone on July 13 through 15, 2018. For all of you who attended Family Reunions I and II, I am thinking you have good memories of celebrating the 50,000th and 100,000th Walker. For those who have not attended, we think you would have a great time if you are able to come to Colorado this July.



The family-style culture of our company brings Walker people from all across the USA and around the world to come to the factory for these celebrations—Walker enthusiasts enjoy meeting other Walker enthusiasts. And in response, our factory team works hard to make this an enjoyable, welcoming event for all who come. Please go to our website, walker.com, to learn more about the event and to register to attend.

Putting this event together and carrying it out takes considerable time, effort and expense. The naysayer would say it costs too much and say “bah humbug” to the celebration. In our estimation, the celebration is worthwhile because it is all about loving people and enjoying what we have been able to accomplish as a family of people. The Walker Mower family includes our suppliers, our 195 factory employees and their families, our 47 distributors and 1,200 dealers, and thousands of customers. This celebration fits our belief at Walker: “Love people; use money.”

So what do we hope to accomplish with the 150,000th celebration? First of all, we have had an awesome opportunity to manufacture this many lawn mowers over the last 39 years, and we want to say thank you to all of the people who have made it possible. We also want to bring people together—all kinds of people—and enjoy what we have in common (the little yellow machine that brings us together) as well as our diversity. We want to recognize the team effort, reaching a goal and a milestone. All of this celebrating is energizing, for our journey will continue on from here, and looking back helps us look ahead.

In keeping with our belief in the value of celebrations, we would encourage each of you and your families to keep on having celebrations. We think there is a God-given good purpose in people getting together and celebrating all kinds of occasions. Just being thankful for the good things and accomplishments of the past, and looking ahead to the future is a good reason to celebrate.

We plan to see you at the factory this July. I personally want to shake your hand and welcome you to the celebration. **WT**

*Bob Walker*  
Bob Walker, President

# DiRT Spells OPPORTUNITY for This Buckeye



**D**avid Teper, owner of DiRT Designs in Medina, Ohio, is 43 years old and has been mowing lawns since he was in high school. His early mowing experience, though, was just the beginning. He eventually launched a full-service landscape company and later started a couple of other enterprises, including Grab N Go Firewood and Grab N Go Beverage & Market.

To be sure, his plate is full today. Throughout the week, he mows and maintains 65 mostly high-end residential accounts. From 3 p.m. to 9 p.m., you can find him behind the counter at his convenience store or scheduling the delivery of packaged firewood to over 300 other convenience stores throughout the state.

“Despite my other interests, my heart has always been in landscaping,” says Teper. “When I was a sophomore in high school, I worked at a grocery store after school. When a friend asked me to help him mow, I took him up on the offer. I loved it, enjoyed being outside and living large on \$200 a week.”

### GOING IT ALONE

The friend soon tired of mowing, but Teper didn't. He stayed with it, mowing 14 accounts the first year and 28 the next.

**Despite all of his other interests, DiRT Designs owner David Teper said his heart will always be in landscaping.**

“I had an ‘86 Buick Skyhawk with a trailer hitch, a small trailer and a push mower,” he recalls. “After graduation, however, I thought I wanted a different career and enrolled in Cleveland State University’s electrical engineering program. The program wasn’t for me, and suddenly a career mowing lawns and working on landscapes looked a lot more attractive.”

nearby Richfield, Ohio. That was the first of several Walker Mowers he purchased from the dealer. All were refurbished to run almost like new. For the next eight years, he grew his business, at one point employing a couple of crews to maintain 150 accounts. Then the downturn hit in ‘08 and DiRT Designs was forced to scale back. Since then, Teper runs the

originally a 20-HP model that Emmett Equipment fitted with a 25-HP engine. When he purchased it, he was surprised to find it also had a power dump box.

“The dump box saves so much time and works great with the system I have set up on my trailer,” he explains. “I took the hydraulic dump bed from an old pickup, turned it around and installed



Teper went back to school again, but this time at a small community college where he graduated with an associate’s degree in plant science technology. “I took courses like plant identification, propagation, tree climbing and small engine repair,” he adds. “A professor put me under his wing and helped me set up a legitimate business.” Teper graduated in 1996.

In 2000, taking advice from a classmate, he purchased a used Walker Mower from Emmett Equipment Company in

company on a smaller scale, concentrating more on quality over quantity.

#### LOOKING PERFECT

Teper puts his one Walker Mower to work on every property, the goal of which is to make them look as close to perfect as possible, he says. Most are full-service maintenance accounts. In addition to a Walker Mower, DiRT Designs has a Bobcat skid steer and a dump truck. As Teper words it, everything is well-used, including his refurbished Walker Mower,

it on my trailer. I simply back up onto the trailer, go up a wood ramp I made, and dump the clippings or debris. When the trailer’s bed is full, I hit a switch and dump it hydraulically.”

He continues, “I understand how important it is to look good and have equipment that looks the part, but the end result is what’s truly important. Business owners need to be pragmatic, save money and build their business.”

In Teper’s case, it’s businesses—plural. He started his firewood company in

2012 after helping a friend in the tree-care business. The packaged firewood caught fire so to speak, and within a short time, the landscape contractor purchased the business and was delivering to locations throughout the state. Two years ago, one location happened to be a drive-through, a convenience store that lends new meaning to the

It is open from 7 a.m. to 9 p.m. Monday through Saturday and closed on Sunday.

The store's success hasn't put a damper on the mowing and maintenance business. This Walker Mower user plans to continue to work all three jobs. "My heart is in landscaping," he reemphasizes. "I've had a few customers since I was 16 and I want to

keep them as long as I can."

His career choices keep him busy, as does raising two daughters, Alyssa, 18, and Isabella, 16, with wife, Debbie, a professional photographer. He doesn't have much time to enjoy hobbies like playing the drums, drawing and cooking. Yet Teper still has time to enjoy playing golf with his father, Bob, and



**ABOVE:** Wet leaves are no match for this Walker Mower.

**LEFT:** A Walker Mower automatic dump box and the trailer's hydraulic bed take the manual labor out of handling leaves and other debris.

**INSET:** When not on his Walker Mower, DiRT Designs owner David Teper can be found working at his Grab N Go Beverage & Market drive-through.



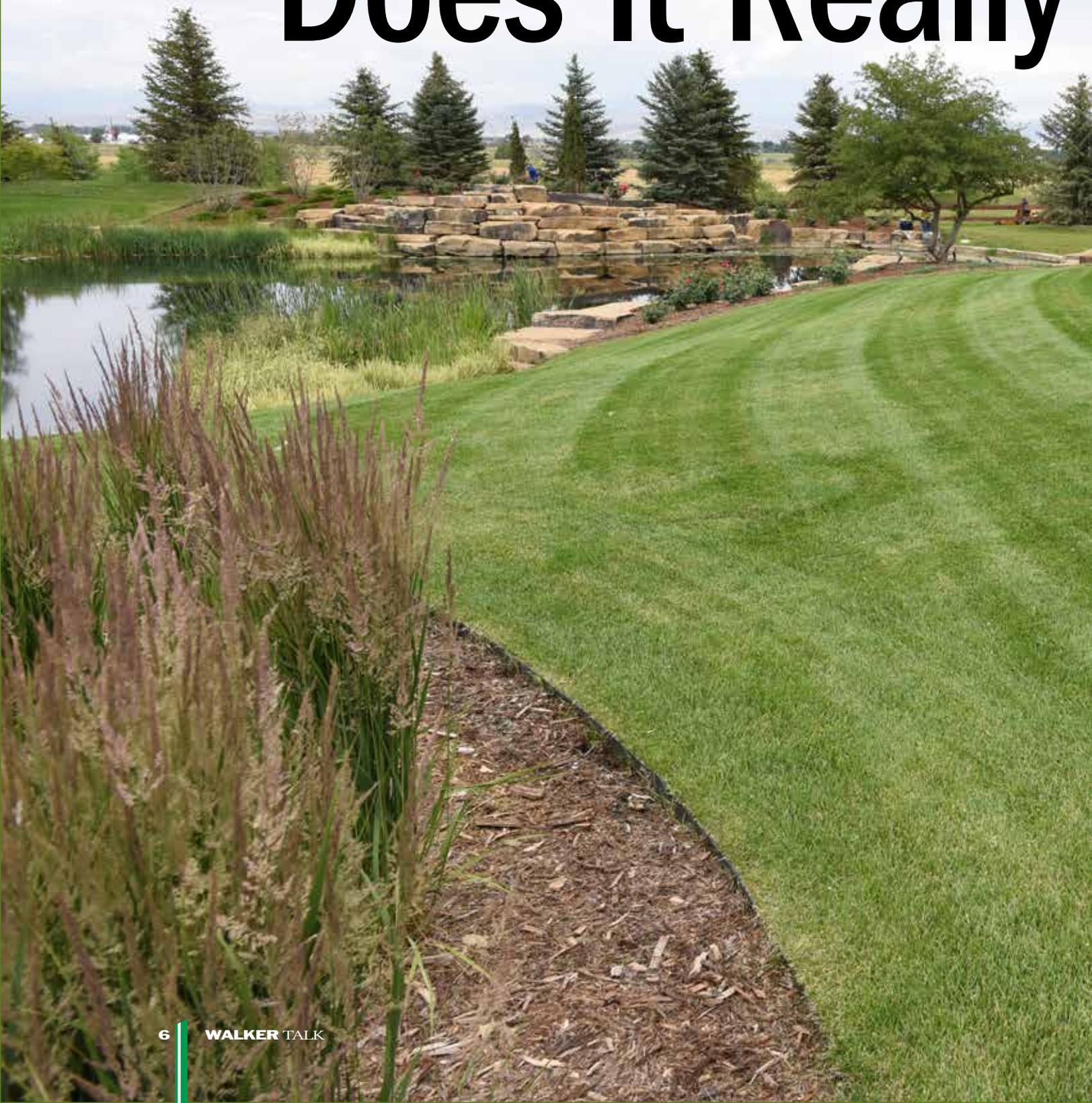
word convenient. Customers literally drive through, order something (maybe a hot dog, candy, soda, beer, gum, coffee, lottery tickets, you name it) and get it delivered right to them in their car.

Within a year, Teper partnered with Chris Handy to build their own Grab N Go Beverage & Market in Medina. "The drive-through has been open a year now and is very well-received by customers," declares Teper, who hired someone to help with the mowing while he and Handy physically built the store.

vacationing for a few weeks in the Southwest to escape at least part of the harsh Midwest winter.

This Walker Mower user's story is a bit unusual. Instead of growing his maintenance business, he used his mower and his business relationships to launch a couple of other ventures. Maybe the moves help satisfy a retail gene that likely has been part of his makeup since his high school grocery days while, at the same time, they work to secure his family's future. **WTD**

# A BEAUTIFUL CUT: Does It Really



# Matter?

**W**alker has been manufacturing out-front zero-turn mowers for 39 years. From the very beginning, our focus has been to design a machine that delivers a beautiful cut time and again.

What does it take to deliver high-quality mowing? Having a mower that is light on its feet is one prerequisite, just as having an out-front deck is another. Maneuverability, a floating deck and an integrated grass-handling system are among other important features of Walker Mowers without which a beautiful cut would be very difficult, if not impossible, to achieve.

But does delivering a beautiful cut really matter? It does, and here are just a few reasons why. The first one is obvious. If your company targets high-end residential and commercial customers, nothing less

than a beautiful cut is acceptable. Bryan Starnes, owner of Bryan's Lawn Maintenance and Landscape in Irmo, South Carolina, has been in business 28 years and operating Walker Mowers for 15 of those years. Today, his customer base is comprised almost entirely of high-end residential accounts.

Making sure customers are satisfied is only one of his goals. Starnes says, "Every time one of our three maintenance crews pulls up to a property, their intent is to make the neighbors jealous. When we leave that property, we want the neighbors to pay attention and ask themselves, 'Why can't our lawns look like that?' The answer is they can. All they have to do is give us a call and many do."

Even customers with slightly lower expectations can appreciate a beautiful cut, according to Jared Spooner,



**Having a lightweight mower with an out-front deck is a must when striving to deliver high-quality mowing.**

who, with father, Jerry Spooner, operates Groom and Bloom Lawn Care in Fort Morgan, Colorado.

“There’s an inherent psychological benefit that all customers receive from getting a nice mowing job,” Jared says. “Even though average homeowners may not be as picky as some of their higher-end counterparts, their lawns will stand out from the crowd, and that makes them feel good and appreciate the work we do. What’s more satisfying than getting notes from customers who say they are thrilled by the way their lawn looks?”

Groom and Bloom has been in business 21 years. The company has 115 residential and commercial customers, and operates five Walker Mowers. Jerry notes that the psychological benefit can go two ways. “We’re very competitive and thrive on competition. I was a high school coach and Jared was a college athlete. We want to have an edge on our competition. The Walker Mower gives us that edge. We’ve tried several different mowers over the years and absolutely nothing comes close.”

“We’re not simply cutting grass; we’re making a property look beautiful, whether it’s the medical center and bank that sit next to each other at an intersection in town, or a property in the country,” adds Jared.

He continues, “We’re located in a rather small community of 11,000-plus residents. People know us, and our reputation is based on the work we do. It’s pretty simple: When our properties stand out, we get more work. We don’t charge more for mowing a high-end residential account versus an average one or for mowing with a Walker

Mower, but we could. If you’re good at what you do, I think people will understand if you charge more.”

### PLAY BALL

Starnes defines a beautiful cut as a mowing job that leaves nothing behind and creates a stripe that closely resembles a ballpark finish. “Customers like that striping effect, something the Walker Mower delivers with the deck design and vacuuming system,” he explains. “Each of our trailers has two Walker Mowers, one with a GHS deck and the other a mulching deck. In some cases, we may mulch first and then deliver the finish cut with the GHS deck. The look, again, is nothing short of what you see at a ballpark.”

“I believe no matter who you are or what you do, people identify with their work,” says Jared. “Doctors and surgeons want to do the best job they can, and car enthusiasts are proud of the vehicle they just restored. My persona is what I do. We’re not just cutting grass at Groom and Bloom; we’re making a beautiful property.”

A beautiful cut generates referrals, enhances a company’s reputation, builds customer satisfaction, and instills a sense of pride among company owners and employees. The bottom line, though, is the bottom line. Jared puts it all in perspective when he says the high-quality work his mowers deliver supports two families, pays the mortgages and allows them to live the lifestyle they want to live. Does a beautiful cut matter? Absolutely, it does, and that makes Walker Manufacturing and its family of employees feel very good about the work they do, too. 



A beautiful cut creates a stripe that closely mirrors a ballpark finish.



**“Every time one of our three maintenance crews pulls up to a property, their intent is to make the neighbors jealous.” – Bryan Starnes, Bryan’s Lawn Maintenance and Landscape**

# 'You Gotta Believe'

**D**an Dumitrescu started mowing neighbors' lawns while in high school. If someone told him at the time that lawn mowing would pay his way through college, he likely wouldn't have believed it. Nor would he have thought that cutting grass would be his career choice, and 20 years later, his company would be conducting business from a 40-acre property.

In January, his company, Valley View Landworks, located a few miles from Mt. Hood in Boring, Oregon, moved into its new digs. In addition to the large acreage, the site features 45 greenhouses and a sizeable drive-through shop. The latter has plenty of room for the company's seven Walker Mowers, and attendant equipment for three maintenance crews and one installation crew.

In the repair shop, an old wood stove blasts out heat for effect, but more importantly, it takes the chill and dampness out of the air.

"Mowing conditions here are unique to the Northwest," says Dumitrescu, who is getting warm next to the fire. "We receive more than 6 feet of rain annually, which means we



The Valley View team (left to right) includes: Vicente, Antonio, Tim, Sergio, Dan, Alejandro, Steve and Andrew.

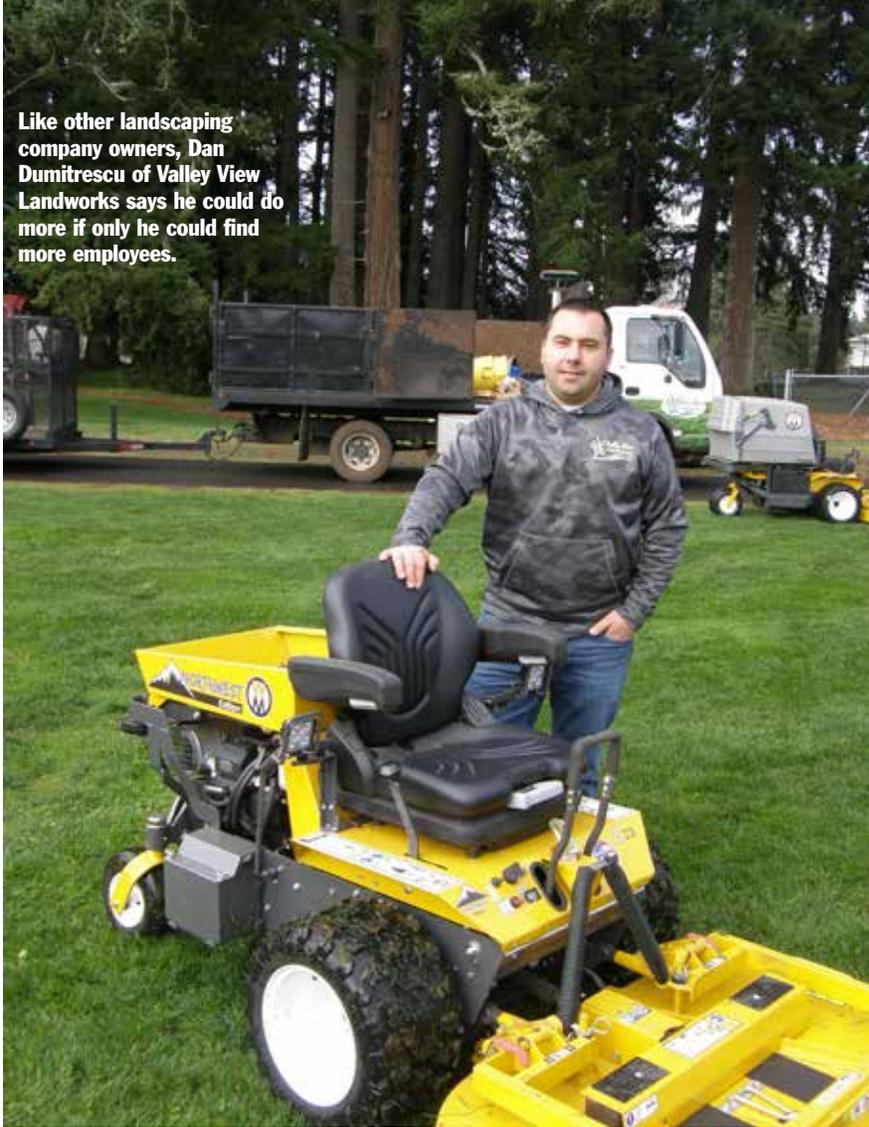


**“You have to be passionate about what you do, develop good relationships with customers and suppliers, and believe in your systems and tools like our Walker Mowers that help get the work done.” – Dan Dumitrescu, Valley View Landworks**



**Dan Dumitrescu, owner of Valley View Landworks, is pictured with his wife, Holly, and daughters, Grace, and Naomi at the controls.**

Like other landscaping company owners, Dan Dumitrescu of Valley View Landworks says he could do more if only he could find more employees.



often mow in wet conditions, and there are plenty of rolling hills.”

He points to three new Walker Mowers that were delivered the previous week, noting that two are outfitted specifically to deal with the harsh conditions: “These ‘Northwest’ editions have special wide-traction tires, LED lights for working long days and a great suspension seat with armrests for comfort.” A couple of GHS units, two Model Bs and a Model H purchased last year complete his Walker lineup. All have their application for a company that maintains residential and commercial properties, as well as municipalities.

### EARLY YEARS

The Oregon native launched his company in high school, mowed lawns while attending nearby Mt. Hood Community College and later became a volunteer

fireman for 15 years.

The first Walker came on the scene in 2007, a GHS Model T that he purchased for \$5,000. “I bought it from a body shop,” Dumitrescu recalls. “Coming from a body shop, it makes sense the mower was in nearly perfect condition and you couldn’t beat the price.” It was followed by another GHS unit with a high dump to help maintain a large contract with an Air National Guard base.

As the company grew, the little yellow machines multiplied and so did employees. The owner-operator’s first hire was his brother, Joseph Dumitrescu, who worked with him for more than 10 years. Soon, other employees began to fill out crews. Three years ago, Valley View Landworks hired veteran landscaper Tim Sellin to oversee operations, and a year later, Steve Bass, a retired Boeing employee, came on board to head up the

shop. Today, the full-service company retains 15 to 20 employees.

“There’s no question finding good employees is our biggest challenge and it is something that plagues the entire industry,” Dumitrescu emphasizes. “Still we have a tremendous, exceptional team. In addition to Tim and Steve, we have a great maintenance manager in Sergio Garcia, and we couldn’t do without our crew leaders and equipment operators—Vincente, Eliseo, Alejandro, Carmelo and Antonio. We could take on more work if we had more employees like these, and that’s one reason the Walker Mowers are so important for us. They increased our mowing productivity by at least 20 percent.

“If the industry doesn’t find a way to attract more people, the workforce won’t be there. In fact, I’m thinking about putting together a scholarship or apprenticeship program to encourage high school students to consider a career in horticulture, and even work at least part-time for us, to learn the industry from a sponsoring company. Something needs to be done at the grassroots level or this industry won’t look the same in the not-too-distant future.”

### TRAINING FOR SUCCESS

The day *Walker Talk* visited, Valley View employees were just returning from a two-week holiday shutdown. The long mowing season, 40 to 45 cuts annually, slowed, allowing crews to take some time off. The welcome back included training on the Walker Mowers provided by Preston Farner, regional sales manager for Walker Mower distributor Coates Landscape Supply.

Crews had an opportunity to test their operating skills on an obstacle course and later received important maintenance tips for the new mowers, e.g., blowing off debris, checking oil, locating grease zerks, sharpening blades and so forth.

In addition to annual start-up training, the company performs a full day of quarterly training, and holds monthly and weekly safety meetings. As Dumitrescu

points out, the sessions do more than highlight safety tips and concerns; they also encourage open and ongoing communication among team members. The camaraderie is shared throughout the year with timely morning donuts and coffee, and an annual Thanksgiving dinner for employees and their families.

### A SUCCESSFUL FORMULA

“Having a presence on the Internet with a website, developing other marketing material, having great team members like we have and being committed to training don’t guarantee success,” says the owner. “You have to be passionate about what you do, develop good relationships with customers and suppliers, and believe in your systems and tools like our Walker Mowers that help get the work done.

“For me, it goes beyond the machine’s

design and performance. We have a good relationship with our dealer, Moen Machinery, and its distributor, Coates Landscape Supply, and identify with the family values and faith practiced by Walker Manufacturing. The fact the mowers are manufactured in the USA is important to me as well.

“We’re not just a number either. When we explained how difficult and unique the mowing is here, Coates and Walker Manufacturing listened, the results of which are mulching decks that perform extremely well in wet conditions and a Northwest edition mower that is outfitted to handle them.

“Mulching is good for the turf, but even when we collect grass clippings with our GHS decks, they don’t go to waste. We turn grass to mulch and use the product on our installation projects.”

The new property gives Dumitrescu

plenty of room to expand and, with the greenhouses, the opportunity to grow his own plant material. It’s also a commitment to his employees and family. “My wife, Holly, is a big part of our operation, doing all of the office work, and my daughters, Naomi, 8, and Grace, 11, although very young, already exhibit an interest in the work, especially the Walker Mowers,” he adds.

“I gotta believe if they develop a passion for the industry like I have, my daughters will become an important part of this company’s future. I would be remiss if I didn’t mention my father. He passed away in 2015, but he believed in me and helped me get started by taking me to and from jobsites before I had a driver’s license. Dad even took me on my first trip to Moen Machinery where I have been buying Walker Mowers and other equipment for more than 20 years.” **WMT**



Valley View employees receive tips for daily maintenance from Preston Farner, a regional sales manager at Coates Landscape Supply, a Walker Mower distributor.



Mowing in wet conditions is more often the norm in the Northwest.



As part of training, crew members bone up on their operating skills.



This Model B Walker Mower gets a workout three days a week. Once WillowGrove Landscape figures out the best way to handle clippings, its next one will have a GHS deck.

# On the Fast Track IN LOUISIANA



Matt Knick, president of WillowGrove Landscape, spent several years in the industry prior to launching his company in March 2017.

When Matt Knick launched WillowGrove Landscape in March 2017, his savings account was in the red. He drained it to pay for living expenses, and to help finance a truck, enclosed trailer and a Model B Walker Mower. By fall, his newly formed company, located in Covington, Louisiana, was servicing 40 high-end residential and commercial properties. Already, the accounts generated more than \$225,000 in sales and were well on the way to the \$360,000 figure by year end. How does one go from zero to \$360,000 in less than a year? In short, the owner relied on his experience, developed a game plan and had a strategy to execute it.



As WillowGrove Landscape grows, its owner, Matt Knick, expects to stick with efficient three-person crews

## EXPERIENCE COUNTS

No, the young entrepreneur (he's only 30 years old) didn't wake up one morning and decide to maintain landscapes for a living. He spent several years learning the industry while working for large landscape contractors.

"I got my first taste of the industry by working for a homeowners association. The property manager hired me to work for a week, and the week extended to a month and then several months," he recalls. He wasn't getting paid much, about \$12 an hour, but the initial experience opened doors for him. Knick eventually found work with a couple of landscape contractors, first as a laborer, then as a foreman and an account man-

ager. At one point in his early career, he managed five mowing crews and later became a New Orleans branch manager for a Baton Rouge-based company.

"I enjoyed what I was doing, but something was missing," says Knick. "I developed a passion for landscape design and installation, and wanted to do more of it. When a design and build company in Wisconsin offered me a position, I moved my young family north."

The move was short-lived because the company's fortunes turned south, leading Knick to interview with a few larger companies, including the likes of BrightView and LandCare. He nearly took a job with the latter in Naples, Florida. Instead, he decided to move back

to where his father lived in Covington and start his own company.

"I took a chance," he says. "I did some extensive research and hired Andrew Allgaier, founder of 75watts.com, to develop a website. The domain for the name I originally wanted for my company was already taken, so I changed the name and formed a limited liability company (LLC). My dad, Ron, is a builder and has several contacts in the area. That helped. My stepmother also pitched in by spreading the word. At first, I did a couple of cleanups and soon got my first maintenance account for \$175 per month."

Knick's previous experience began to pay off quickly. He already knew



**WillowGrove Landscape team members (left to right) include Matt Knick, Aaron Bovia and Thomas Seal.**

how to budget, estimate his costs and price jobs. He had the right equipment for the job, too, including an enclosed trailer and a Walker Mower. “Two of the companies I worked for had Walker Mowers,” he notes. “I liked their cut, and they would be ideal for mowing the higher-end properties I wanted to target and maintain.”

### **GAME PLAN**

Believing in the expression, “Don’t compete if you don’t have a competitive advantage”, Knick wanted to bring something different to the table. “I didn’t want to just provide a service; I wanted to deliver real value to the customer,” he explains.

Launched a month before starting his company, the website details a game plan for providing “comprehensive design, installation and maintenance services.” The plan involves a five-step process for designing landscapes, e.g., hardscape elements, landscape lighting, planting trees and shrubs, water features and drainage systems.

The maintenance offering is equally comprehensive, and includes lawn care, flower bed maintenance, lawn fertilization, weed control, tree and shrub

fertilization, insect and disease control, mulching and more.

Here again, previous experience paid dividends. Knick had the knowledge to provide the service offerings, along with the requisite horticulture and pest control licenses. But it wasn’t the breadth of services that set the new company apart from the competition, it was the owner’s approach to providing these services.

“Most homeowners are not very knowledgeable about landscapes and what it takes to make them look great,” according to Knick. “I think the key to providing exemplary service is understanding what the customers’ expectations are and explaining to them how a company plans to deliver on them. On the maintenance side, for example, it may take two or three months to bring new life to an existing landscape. The customer needs to know that and how you plan to get it done. I believe that educating customers, explaining what your company is doing, is critical to meeting and even exceeding their expectations.”

### **EXECUTION**

Knick started with a couple of cleanups and that first \$175-a-month account.

His goal, though, was to set up new customers with annual full-service maintenance contracts that included weekly mowing instead of the biweekly mowing that most competitors offered. That amounts to anywhere between 38 and 52 mowing visits yearly, and it gives Knick an opportunity to stay ahead of any problems in the turf and beds, such as weeds, insects and diseases. By fall, nearly half of WillowGrove’s customers were on annual contracts, something that provided a steady revenue stream and income to sustain his highly skilled team members, Aaron Bovia and Thomas Seal.

Currently, revenue is generated equally between maintenance and installation services. His team does installations on Monday and Tuesday, and mowing and maintenance the rest of the week.

“My goal, especially in maintenance, is to be as efficient as possible. Experience tells me that smaller three-person crews are much more efficient than larger crews when factoring in window time and so forth,” Knick explains. Although he only has two current employees, that will change, and when it does, expect him to stay with smaller, more efficient crews.

In addition to the Walker Mower, the company has an Exmark for wide-area and rough mowing, and a Toro walk-behind for catching clippings. Knick says his next Walker Mower will likely have a GHS deck, but he’s still deciding on how to handle clippings. He rents a skid-steer loader and other equipment required for installations as needed.

A 50- by 15-foot storage shed doubles as a workshop and warehouse. Knick’s wife, Lauren, helps run the business from home, keeping the books and answering the phone in between raising two (soon to be three) children.

If generating more than \$300,000 the first year in business seems aggressive, imagine having a goal of \$5 million in five years. Knick has the experience, game plan and execution to make it happen. **WVI**



**37-HP VANGUARD ENGINE FITTED IN MH**

The Model MH37i is being introduced with a big-block 37-HP Briggs & Stratton Vanguard EFI engine installed in the MH chassis. This engine offers the power needed for high-production mowing and using the largest Walker decks and attachments, and at the same time, offers great fuel economy from the Delphi fuel injection system.



**LED HEADLIGHT KIT FOR MS**

LED headlights are now an available option for Model S tractors and are mounted on each fender using a heavy-duty, shock mounting bracket for extra durability. Operators will appreciate the excellent nighttime forward visibility provided by the LED lights.



**COMMEMORATIVE MODEL AVAILABLE**

A Special Edition T27i Commemorative model has been designed to celebrate production of the 150,000th Walker Mower and 40 years since the creation of the Walker Mower. This model features a 27-HP Kohler Command EFI engine, 48-inch collection deck, metallic gray color scheme, black wheels and muffler guard, and special decals and badging to identify the unique machine. The identification plate will indicate the sequential numbering of the series.

This is a limited-edition model, with no more than 500 units produced. Reservations are being placed for the commemorative model with a March 15th cutoff, which will determine the total number of units to be produced and delivered in July and August 2018. More information on the commemorative model is available at [walker.com](http://walker.com) or by visiting your local Walker dealer.





# Welcome to the 3rd Walker Mowers Family Reunion

We are celebrating 40 years since the creation of the first Walker Mower and the production of the 150,000<sup>th</sup> mower with a 3-day event hosted at our factory in Fort Collins, Colorado. Think Walker open house, family reunion, fair, music festival. There will be something for everyone.



**DATES:**

JULY 13-15, 2018

**LOCATION:**

WALKER MANUFACTURING  
FORT COLLINS, COLORADO  
U.S.A.

**PRICES:**

TICKETS STARTING AT \$34  
FOR ADULTS WITH TEEN  
AND YOUTH DISCOUNTS

**FULL DETAILS:**

WALKER.COM/REUNION

## Activities

### The Walker Advantage Experience

An opportunity for guests to operate a Walker Mower in an interactive course showing off what makes the Walker Mower one-of-a-kind.

### World Championship Walker Obstacle Course

Contestants from around the world will be able to take a shot at being crowned the Walker Mower World Champion. Don't miss a minute of this exhilarating competition.

### Live Entertainment

We love music at Walker. Over the weekend we will have some amazing performances from national and local Colorado musicians. Acts include Doc Walker, Thunder and Rain, Hearts Remedy, Union Gray, Sean Curtis and the Great Divide, and more.

### Walker Product Interactive

Check out the full lineup of Walker tractors, decks, versatile all-season add-ons, and unique configuration options. Walker staff will be on-hand to answer your questions.

### Factory Tours

Get an insider's view into how the Walker Mower is made. The factory tour will allow you to see raw steel turning into the amazing Walker Mower. Tours open Friday, July 13th only.

### Walker "Skates" Go-Karts

Not your average Go-Kart, these custom rides are made by Dean Walker and they are a blast! Take one for a spin on the Walker Skates Road Course.

**Learn More!**

walker.com/reunion



July 2018  
**WALKER**  
 Family Reunion

### Workshops

Whether you are a residential owner, you run a small mowing crew, own a large mowing operation, or you sell or service Walker Mowers, we will have a session that will educate and motivate you.

### Walker Skills Challenge

How fast can you change the blades on a deck? How quickly can you remove and replace a drive belt? The Walker Skills Challenge will put you to the test in a variety of timed actions.

### Family Tent

Located at the heart of the Walker Family Reunion is the Walker Village Family Tent. You will experience supplier booths, crafts, children's library, tabletop games, and a comfortable place to share conversations with other Walker enthusiasts.

### Kidz Zone

There will be multiple Kidz Zone play locations around the Reunion grounds featuring inflatables, climbing walls, face painting, crafts, activities, and more.

### Hot Air Balloons

Free hot air balloon rides will give you an amazing "bird's eye" view of the entire Walker Family Reunion!

### Helicopter Rides

Whether you are a Colorado native or a guest, taking a helicopter ride on the edge of the Rocky Mountains is an experience not to be missed. 15-minute rides are available for additional cost to your event registration and may be purchased on a first-come, first-served basis at the Reunion.

# Walker

## VINTAGE VEHICLE SHOW

Do you have a well kept or restored Walker Vehicle? Why not show it to the world?



The largest gathering of restored vintage Walker vehicles will take place at the Walker Mowers Family Reunion in July 2018. If you have a Walker Executive Golf Car, Power Truck, or Mower (1981-1985) in showable condition, we would invite you to join our community of collectors as we proudly display these unique Walker vehicles.

# WALKER

— C O M M E M O R A T I V E —

A Walker Mower like you've never seen. This one-of-a-kind Walker features a blackout package that includes a gray body, carrier frame and deck along with a black anodized aluminum muffler guard, black wheels and other accents.

Limited Edition production of only 500 mowers. Contact your local Walker Dealer today to own your piece of Walker history.



Test your operator skills in a challenging obstacle course and a race against time in two days of competition where the Walker World Champion will be crowned. Prizes will be awarded to top participants; however, bragging rights may be the sweetest reward of all.

Please send to:  
P.O. BOX 3605  
NORTHBROOK, IL 60065-3605

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Lebanon Junction, KY  
Permit # 1013



# You're invited!

## July 13-15, 2018

We are celebrating 40 years since the creation of the first Walker Mower and the production of the 150,000<sup>th</sup> mower with a 3-day event hosted at our factory in Fort Collins, Colorado. Think Walker open house, family reunion, fair, music festival. There will be something for everyone.

- Advanced registration discounts available
- Delicious food and drink vendors, plus two free group meals
- Local hotel discounts and Camp Walker RV camping
- Tons of give-aways including 5 free Walker Mowers!

## Activities



*The Walker Advantage Experience*



*World Championship Obstacle Course*



*Walker Skills Challenge*



*Live Music*



*Factory Tours*



*Walker Skate Go-Karts*



*Workshops*



*Walker Product Showroom Text*



*Walker Village Family Text*



*Kidz Zone Play Areas*



*Hot Air Balloons*



*Helicopter Tours*

**Register Now!**  
[walker.com/reunion](http://walker.com/reunion)



July 2018  
**WALKER**  
Family Reunion