

HOUSE JOINT RESOLUTION 1021

By Thompson

A RESOLUTION to recognize Ladd's on the occasion of its sixtieth anniversary.

WHEREAS, we take great pride in honoring those exemplary businesses that, through their unwavering commitment to excellence, are a credit to this State; and

WHEREAS, one such exceptional business is Ladd's, which is celebrating its sixtieth anniversary of serving Memphis and the Mid-South; and

WHEREAS, Bob Ladd opened his first store, Ladd's Lawn Equipment, and acquired the rights to sell Cushman golf cars in the early 1960s; and

WHEREAS, an avid golfer himself, Mr. Ladd convinced the Audubon and Galloway golf courses to try ten cars each, and sales took off from there; the cars were such a success that Bob Ladd opened Ladd's Golf in 1963 on Scott Street in Memphis, mainly selling Cushman cars to local golf courses; and

WHEREAS, from 1964 to 1965, Mr. Ladd got into the turf business with Jacobsen mowers, while also focusing on Cushman, which was building heavy vehicles for golf-course maintenance use as well as selling commercial vehicles to warehouses and other facilities; and

WHEREAS, in 1965 and 1968, Ladd's won the Golfster Quota Buster award from Cushman motors for exceeding sales goals; as both the golf car and turf business continued to grow, Ladd's outgrew the original location and moved to a larger facility on Scott Street in 1970, which included additional warehouse space; and

WHEREAS, Bob Ladd continued to grow the Memphis area market in both golf cars and turf equipment; 1973 and 1974 were excellent years for Ladd's, as the company once again won Quota Buster awards from Cushman motors; and

WHEREAS, in 1974, Ladd's acquired the rights to sell Club Car in the Memphis market, and when Cushman left the golf car business in 1976, Mr. Ladd acquired the rights to EZGO and went on to dominate the Memphis market; and

WHEREAS, Ladd's continued to lead the Memphis market in both golf car sales as well as turf sales and won the 1979 Jacobsen Dealer of the Year award. In the 1980s, Club Car released a newly designed golf car, which quickly began to outsell the competition, and when EZGO insisted Bob Ladd choose between them or Club Car, he chose Club Car; and

WHEREAS, in 1990, Jim Caldwell and Steve Hatchett approached Bob Ladd about acquiring Ladd's; later that year, Mr. Caldwell and Mr. Hatchett began the process of taking over operations with two goals in mind for the purchase: to maintain a positive atmosphere for employees and to increase the level of service for Ladd's customers; and

WHEREAS, Ladd's continued to expand the turf territory beyond Memphis and won the Jacobsen Dealer of the Year honor in both 1996 and 1997; the 2000s saw the company excelling in their service and growing their customer base; and

WHEREAS, Ladd's achieved 5,000 units sold from Club Car in 2000; in order to continue its growth, the company expanded its turf territory further into Arkansas and all the way to Little Rock in 2002; and

WHEREAS, having outgrown its Scott Street location, the company moved to a new facility on Appling Farms Parkway in 2004; in 2005, Ladd's expanded its turf territory to include Middle and East Tennessee; and

WHEREAS, Ladd's reached a Club Car milestone in 2008, with its 10,000th unit sold, some thirty-four years after Ladd's first began selling Club Cars; and

WHEREAS, with continued growth in the western part of Tennessee, Ladd's decided to open another Club Car retail location in Knoxville in 2008, and it expanded the turf territory to include Baton Rouge, Louisiana, southern Mississippi, and Louisiana that same year; and

WHEREAS, Ladd's opened another Club Car retail location in Canton, Mississippi, in 2013 and achieved the next Club Car milestone award for selling 25,000 units in 2014; and

WHEREAS, that same year, Club Car began the Black and Gold award program to recognize the best of its dealers and distributors, and Ladd's was recognized every year from 2014 to 2022; and

WHEREAS, in 2019, Ladd's opened a new division, Athletic Field Services, which is dedicated to providing maintenance, upkeep, and game-day preparation for all types of athletic fields, both turf and artificial; the service is available to municipalities, schools, and universities in the Mid-South area; and

WHEREAS, Ladd's again expanded its turf in 2020 to include Alabama and the Florida Panhandle; and

WHEREAS, Ladd's won the Trimax Dealer of the Year award in 2021 and the Smithco Dealer of the Year award in 2022; also in 2022, Ladd's partnered with US Golf Cars, based in Grand Rapids, Michigan; the new partnership allows Ladd's to expand its turf territory into parts of Michigan and Indiana; and

WHEREAS, Ladd's has operated with expertise and integrity for sixty years, and it is most fitting that we recognize this exceptional business on this special occasion; now, therefore,

BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE ONE HUNDRED THIRTEENTH GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE SENATE CONCURRING, that we honor and commend Ladd's on the occasion of its sixtieth anniversary and extend our best wishes for every continued success in its future endeavors.

BE IT FURTHER RESOLVED, that an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy and upon proper request made to the appropriate clerk, the language appearing immediately following the State seal appear without House or Senate designation.

