



TURN ON IT

with **Dennis Turner**

Well, we just wrapped up our Worth sales meeting last month, and you will not believe all of the great new products that we have in store for you coming out very soon. As I sat in

the break-out rooms listening to the product managers talk about how Worth is improving in the different categories, I couldn't help think about how much of an improvement the Worth brand has made in the industry over the past several years. Ever since composite bats introduced themselves into the marketplace, it has changed the game, not only in slow-pitch, but fast-pitch and baseball as well. It seems that with the technology of bats, every other softball item has fallen into place to compliment our whole line of slow-pitch goods.

Now that we are into apparel and shoes, we are positioning ourselves to be a one-stop shop for everything you might need for the ball diamond. With our introduction of the Worth Titan pants last year, we have followed up with the new Toxic pants that are a little more extreme, which a lot of players have gone crazy about these. These pants along with our Worth Titan jerseys and pullover jackets will make a nice team uniform for you and the guys. Shoes? That's right, we have introduced a new mid-turf shoe that is now available. Look for it online or at your local dealer.

On another note, Worth and Jeff Hall have come to a mutual separation. Now that Worth is moving forward with our new apparel lines and Jeff has his own apparel company, there was a conflict of interest that did not fit into our future plans. Jeff has



BJ Fulk



Greg Connell

done a lot for the Worth brand both on and off the field and I wish him nothing but good things for his company and future endeavors. Everything ended on good terms, and who knows what may happen down the road.

With that being said, Greg Connell of Resmondo will now replace Jeff on the WSL Long Haul Bomber Stadium tour being teamed up with BJ Fulk, also of Resmondo, to represent Team Worth. I know Greg and BJ will do some damage on the tour and hopefully bring the Manufacturers Cup back to the Worth side from a two year absence.

Just as I expected our new line of bats have been very well received and we going through them faster than we can develop them, which is a good thing. We are also going to introduce a new personalized custom fielder's glove program through your local Worth dealer, in which you can choose your favorite team colors for the web, inserts and laces as well as having your name and/or number embroidered on the thumb just like the Resmondo and GTL teams are using this season.

Later this summer, Worth will also be offering a sublimated uniform program in which you will be able to design your own colors to go along with our 4 set designs while adding your team logo, name and number. These sublimated jerseys will match perfectly with our line of pants from the different categories. So as you can see, we are making a strong push in the apparel business and believe that we will be able to offer everything you will need to get ready for the season and big tournament schedule.

I look forward to seeing you out at the diamond soon and until then, stay focused and play hard.

DT