

SEA TO SAND

THE OFFICIAL MAGAZINE OF THE HI-LO DESERT & GCSASC | VOLUME 19 | ISSUE 2 | MARCH-AUGUST 2021

***Special
Annual Sponsors Issue***

New Workman GTX Lithium-Ion Lifted Raises the Bar

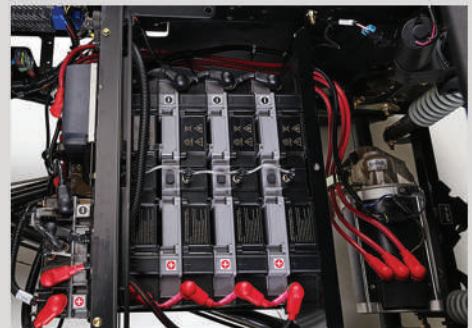


When it comes to customizing a utility vehicle to meet your needs, Toro's Workman GTX line has you covered with hundred of possible configurations. And now you have the option to choose a lithium ion-powered model that combines higher ground clearance with lower fuel and maintenance costs. Plus it has a turf-friendly footprint, with large 22" tires that evenly distribute weight and a tread pattern specifically designed for driving over turf.

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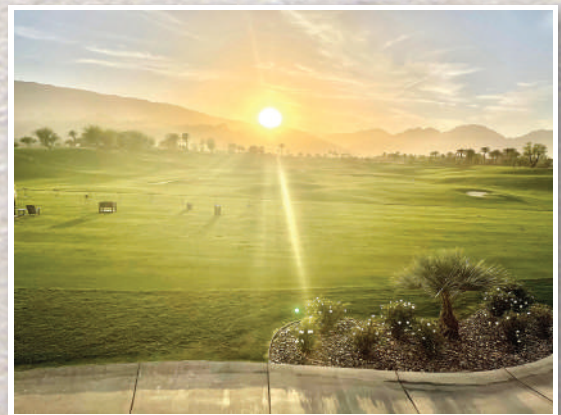


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COVER
Andalusia Country Club



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Executive Director's Report

By Marc Connerly, Executive Director, GCSASC and Hi-Lo Desert GCSA



A trade association can be characterized as a four-legged stool, with The Board of Directors, members, vendors or sponsors, and staff each serving as a leg supporting the organization.

The Board of Directors is responsible for providing direction and setting policy for the association; the members effectively serve

as the consumers of the association's services and programs; the vendors or sponsors provide financial support in exchange for the opportunity to meet and interact with potential customers (members); and the staff implements Board policies and provides customer service to the members and vendors. If any leg of the stool is compromised, the association will in turn be less effective than it could be and potentially face dire circumstances.

When the pandemic occurred, and live events were postponed or cancelled soon thereafter, eliminating or drastically reducing the opportunities for providers of goods and services to the golf business to interact face to face with potential customers, it cast a very dark cloud over the short-term future of most, if not all, trade associations across the country. Associations rely heavily on live events to educate members, fundraise, provide networking, and show their value, and the elimination of those face to face meetings created a massive void in the association business model, put a sizeable dent in many association annual budgets, and left a great deal of doubt about how things would look "after things returned to normal."

For both GCSASC and the Hi-Lo Desert GCSA, outside of the Dual Chapter event in early 2020 and a few webinars throughout the year, all meetings and events were cancelled until the S & R Tournaments and the Duff Shaw in the final two months of the year.

We made the effort to replace these face to face networking opportunities with additional promotion and acknowledgment of our annual sponsors through email blasts, and providing them electronic "signage" during our online events. These efforts did not go unnoticed, as many sponsors indicated how much they liked and appreciated the email blasts. As a result, that practice has continued in 2021.

Still, a big question as we headed into the new year was whether annual sponsors would return at the same sponsorship levels in the case of the Hi-Lo sponsor program, and would they support the newly launched GCSASC annual sponsor program? Without hesitation, the answer has been a resounding "YES," our annual sponsors have continued to participate in the Hi-Lo annual sponsorship program, with close to 100% retention plus several new sponsor companies, and the GCSASC sponsorship program has started very strong, with a dozen companies signing on in the first four months of the year.

The result of this loyal support from the companies who provide goods and services to superintendents is that we can continue to contribute significantly to turf research, offer scholarships, provide benevolent opportunities for members in need, deliver important online content via webinars, email and social media, enhance and improve Sea to Sand, and focus on quality, affordable events at the many exceptional golf courses in the Southern California region.

So, this issue of Sea to Sand is really an homage to the supporters of the Golf Course Superintendents Association of Southern California and the Hi-Lo Desert GCSA, without whose support both associations could have been impacted much more dramatically from the fallout of the pandemic.

In this first ever "Annual Sponsor Issue," we have asked our annual sponsors to share a little extra about their products and services, about their sales reps and other team members, and about their knowledge and experience with turf management. In some cases, they provided additional graphical content, in others they offered a detailed article, and some provided a photograph and answered a few questions about themselves and their top-selling products.

We hope you enjoy this issue of Sea to Sand, and we encourage you to take just a moment to thank the suppliers to our industry, who help support these associations and work hard to assist you in fulfilling your obligations to deliver a high-quality golf environment!

A big thank you to all of our very loyal annual sponsors!

From The Field

By Jeff Jensen • GCSAA Field Staff • Southwest Region



The GCSA of Southern California held their annual Scholarship & Research Tournament on June 28 at Newport Beach Country Club. Connerly & Associates, the GCSASC Board of Directors and host superintendent Scot Dey put on a truly memorable event and raised thousands of dollars for scholarships and research.

Assisting others is one of the primary goals of GCSAA and its 99 affiliated chapters. No one does that better than GCSASC, whether it is the Scholarship & Research Tournament or raising funds for benevolence through the Duff Shaw Classic.

In addition to the scholarship offerings through GCSASC, the GCSAA Foundation administers a number of different scholarships for students pursuing careers in the golf course industry, future turfgrass researchers and educators, children and grandchildren of GCSAA members, and foreign students studying in the United States.

The most popular offerings include GCSAA Legacy Awards, GCSAA Scholars Competition and the Joseph F. Garske Collegiate Grant Program.

The GCSAA Legacy Awards competition offers educational aid to the children and grandchildren of GCSAA members. Awards of \$1,500 each are funded by Syngenta and the GCSAA Foundation. Applicants must be enrolled full time at an accredited institution of higher learning, or for high school seniors, they must have been accepted at such an institution for the next academic year. At least one or more of the applicant's parents or grandparents must be an active Class A, B, C, Equipment Manager, A-Retired, B-Retired or AA member of GCSAA and/or IGCEMA for five or more consecutive years.

The GCSAA Scholars Competition awards range from \$500 - \$6,000. Applicants must be enrolled in a recognized undergraduate program in a major field related to turf management, have completed at least 24 credit hours or the equivalent of one year of full-time study in the appropriate major, and be a member of GCSAA. Selection criteria for this program includes academic excellence, work experience, extracurricular activities and potential to become a leading professional in the golf course management industry

Par Aide's Joseph S. Garske Collegiate Grant competition offers educational aid to the children and stepchildren of GCSAA members who have been an active member of GCSAA for five or more consecutive years. Applicants must be graduating high school seniors and accepted at institutions of higher learning (including trade schools) for the upcoming year. Funded by Par Aide in honor of Joseph S. Garske and administered by the GCSAA Foundation, a total of \$12,000 in scholarships are awarded yearly.

The annual deadline for Legacy Awards is April 15 with the Scholars Competition deadline June 1 and the Garske Grant deadline March 15. More information on all of the scholarship programs is available at <https://www.gcsaa.org/education/scholarships>.

GCSAA is committed to investing in the future of the profession as well as assisting children of members who may look at taking a different career path through institutions of higher learning and trade schools.

We hope that you will take advantage of this member benefit, and if you have any questions concerning the programs, please don't hesitate to contact me at jjensen@gcsaa.org.

Jeff

“The Ambassador program has broadened my horizons allowing me to experience an entirely different side of the industry many GCSAA members need to be more aware of. The decisions made by Congress are very important to the daily operations of golf facilities and getting involved in the process has been both eye opening and rewarding.”

Brandon Williams
Director of Agronomy
St. Mark Golf Club [CA-50]



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Ambassador Justin Mandon with
Rep. Jimmy Pannetta



Ambassador Jim Ferrin, CCS at
California Golf Day in Sacramento, CA



Ambassador Mike Williams, GCSAA
Southwest Region Representative Jensen
with Rep. Pete Aguilar staffer

Why should you become a GCSAA Grassroots Ambassador?

- Advocating improves professional development which can advance your career
- Network and learn from others who have positively impacted public policy through advocacy
- Receive the training and resources you need to communicate with club members, committee members, and policymakers

Scan or click to sign up!





Hi-Lo Desert Events

Wednesday, September 8
S & R Cocktail Party
The Nest

Thursday, September 9
Scholarship & Research Tournament
Indian Wells Golf Resort

Saturday, December 4
Holiday Party
Tack Room Tavern



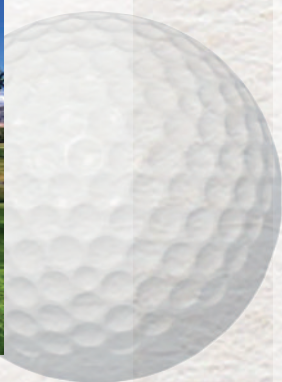
GCSASC Events

Monday, September 27
Meeting/Golf Outing
Angeles National Golf Club

Tuesday, November 16
Annual Meeting
Industry Hills Golf Club

Sunday, December 12
Duff Shaw 30th Anniversary Dinner
North Ranch Country Club

Monday, December 13
Duff Shaw Classic Golf Tournament
North Ranch Country Club



A black and white dog with a brown collar is sitting on a golf course green. The dog is looking towards the left of the frame. In the background, there is a golf course with trees and a sand trap.

“Where’s Zena?”

Terry La Curan of TLC Materials brings his loveable companion Zena along with him when he visits golf courses. Can you guess which course Zena is visiting in this photo? (Below are three hints)

1) Course opened in November of 1924 and was designed and built by William P. “Billy” Bell and George C. Thomas

2) The front nine has no two consecutive holes with the same par.

3) The course is located on an 800-acre parkland with ocean views from several holes.

(You will find the answer on page 38)



FROM THE BUNKER

By Craig Kessler • Director • Governmental Affairs
SOUTHERN CALIFORNIA GOLF ASSOCIATION

OF ENLIGHTENED SELF INTEREST AND RECIPROCAL OBLIGATION

This is Sea to Sand's "sponsors issue." As such, it is full of paeans to the generosity of the vendors and suppliers that support the Hi-Lo Desert and Southern California Chapters. As it should be. Ingratitude is unbecoming. It is foolish too. Not to mention its opposite, gratitude, fills its expressor with warm fuzzies.

At the risk of seeming cynical – there's not a lot of light in "bunkers" – allow me to flip this script just a bit. It's as much symbiosis that's being honored here as "generosity," albeit part of the vendor half of this symbiotic relationship is to make sure that the other half knows they love them. That's not a bad thing. There's nothing untoward about the relationship between buyers and sellers. And there's nothing unbecoming about personalizing the relationship. Indeed, it's good business on both parts.

And that's this cynic in the bunker's greater point. It's business – good business to be sure, but business, nonetheless. And what's good about it is much more than the personal bonds created in the process. It's the recognition that all good relationships are based in part on the personal but much more on all parties receiving some tangible benefit.

The vendors that sponsor GCSAA Chapters, or for that matter the vendors that sponsor PGA Sections and other similarly situated golf organizations, are just making sure that the persons who buy their stuff know who loves them. Again, don't take that the wrong way. It's a good thing. It's how the world works. Reciprocity is among the highest of human virtues. In many respects it is the glue that holds institutions and societies together.

Okay, now. What's this bunker dwelling bottom feeder of a political hack getting at? If you guessed his self-interest, or more accurately the "interest" at the center of his *raison d'être*, you guessed right.

The time is long overdue for these same "sponsors" to discern the same reciprocal value in supporting the one organization in this great state and largest golf market laser focused on legislative and regulatory advocacy, the California Alliance for Golf (CAG). If they don't see the

Continued to Page 10

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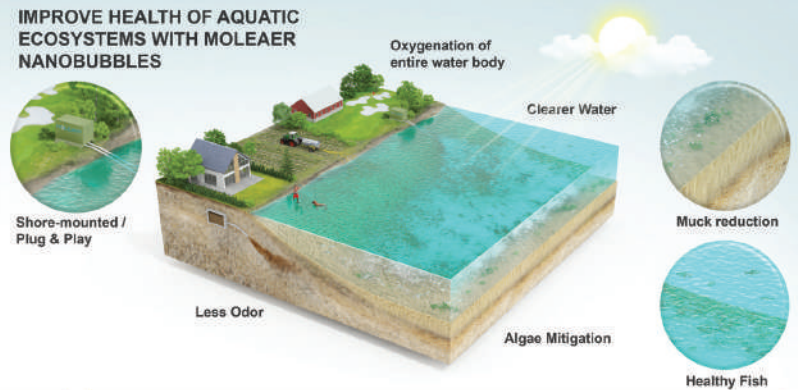
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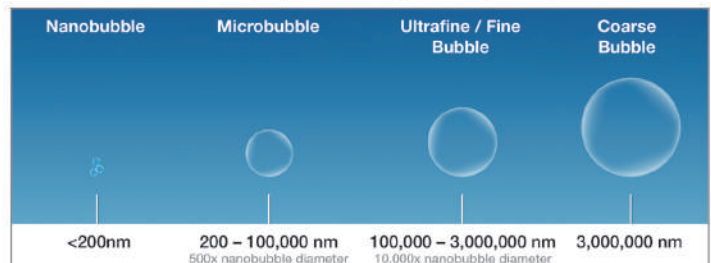
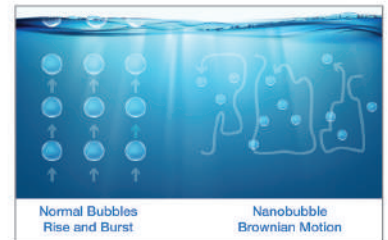
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Notes: EPA Establishment Number 94231-CA-1

Continued from Page 8 - From The Bunker

“tangible benefit” in contributing to the defeat of AB 672 in this legislative session, a bill this “cynic” has called the most damaging bill to the California golf community to come around in more than a generation, then they just don’t see any benefit in preventing the hollowing out of the California golf industry that its passage would all but assure over time.

What’s AB 672? In a nutshell it would do this:

- Rezone all municipal golf courses statewide, and all other golf courses statewide that are either in “park-poor” or “high-density” areas, from golf to a new high-density (15% or max. local density) “residential and open space” zone with an 85% residential requirement, of which 25% (net 21% of the whole parcel) would be low income.
- This rezoning would be a statewide rezoning and would be **exempt from CEQA** (no EIR).
- The rezoning would be from golf to “residential and open space.”
- “Park-poor area” is undefined.
- “High-density area” is undefined.
- Residential and open space zoning applies “notwithstanding any other law” (**Public Park Preservation Act** but also the **Surplus Land Act**) and requires: (i) 25% of all units “low income” covered by recorded deed restriction; (ii) equity-sharing agreement; (iii) 85% of the site to be residential development; (iv) density to be maximum density allowable under existing local law, or 15 units/acre.
- This legislation is a “matter of statewide concern”, so it applies to **all** cities, incl. charter cities, and counties.

The damage to the 22% of the state’s stock that is publicly owned would be substantial, but that would only be the first shoe to drop were this to pass. An attack on the substantial property tax breaks accorded daily fee and private club golf properties – “breaks” for the same preservation of open/green space benefits rationale undergirding the “breaks” provided publicly owned golf properties in the Surplus Land and Public Park Preservation Acts – would surely follow once it is shown that unlike so many other open space (e.g., big fat land trusts & conservancies) and recreational interests, golf’s turf is politically undefended. The legislators obsessed with finding ways to loosen up the strictures on the construction of affordable housing (there are scores of them, particularly in the Assembly) will have discovered where to aim their sights.

Reciprocal obligation. Mutual benefit. Call it what you like. I can’t think of a more compelling example of enlightened self-interest than a marriage between the sellers of stuff and the users of stuff to defeat a bill that diminishes the prospects of both. And the only way to marry them effectively is a large collective of all the golf industry’s sellers and users – otherwise known as the California Alliance for Golf (CAG).



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Featured Sponsor

Steve Mercuri, Harrell's

Tell us a little about yourself

Hi my name is Steve. I enjoy watching sports, live music, long walks on the beach, and eating pizza on Sunday.

Where did you get your start in the turf industry?

My Dad was a former Superintendent, and I grew up on a golf course. I started working on the grounds crew in high school and have been in the industry ever since.

What got you interested in the turf industry?

During summers while in high school in Massachusetts, I loved being on the course every day. The smell of fresh cut grass still gives me all the feels. We had so much fun while we worked our butts off. I really liked being outside, getting dirty, and the camaraderie that comes with being part of the team that made it all happen on the golf course. I also felt it made by Dad proud working on the grounds crew, which in hindsight was important to me. I followed in his footsteps and got my turf degree at UMASS-Amherst 36 years after he did.

What is something people may not know about your company?

Harrell's actually started in 1941 and has been in business for 80 years. It is a true American family business. It is very

nice not being controlled by investors on wall street, and I feel that makes it a better experience for the customer. We are the largest privately-owned distribution company in the industry. We have 24 warehouses servicing 43 states. We have two fertilizer manufacturing facilities and own and manufacture all Polyon that is produced. We also have two PhD's on staff to aid in trial work, new product development, and to assist customers.

What do you enjoy doing in your free time outside of work?

I am in Dad mode now. Watching my daughter grow up is awesome. Going to her soccer games, golf lessons, dance recitals, and music classes is very cool. I have been learning and playing the guitar quite a bit over the last 8 years or so, it's my get-away. I enjoy having a few drinks and jamming with my neighbors in the garage like a teenager. My wife prefers that I am in the garage.

Who is one or a couple of the main influences in your life?

My dad, Larry. He would always say, "Hard work is like yeast, it raises the dough!"

What do you enjoy most about your job?

I enjoy being in the industry that I love and grew up with. I am fortunate to work with so many superintendents that get the job done in different ways and continuing to learn from them. We are all working towards a common goal, and since no one likes to lose sleep over



Continued to Page 19



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PAR® SG applied weekly at 5 oz/acre (right) improved rooting and leaf color in creeping bentgrass turf under drought stress conditions, as compared to a fertilized control with no pigment. The results of this university trial suggest including PAR® SG in a turf management program can be used to improve turfgrass performance and root growth in creeping bentgrass putting greens.

Virginia Tech 2019 Field Study –Dr. Zhang



STEVE MERCURI
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Continued from page 16

Featured Sponsor **Steve Mercuri, Harrell's**

problems, everyone helps everyone else out, which is rare in other industries. I always remember the old line, “some people strive to have an office with a view, our office is the view”!

What is the last vacation you were able to take before the world shut down due to Covid-19?

For our ten-year anniversary Amy and I splurged and went to Mexico for a few days to see her favorite band Dave Mathews play on the beach for 3 shows in February 2020. We actually bumped into and hung with Randy Haines and his wife down there. It was a blast. For our travel, customs required us to sign forms asking us if we had been

to China recently as the virus was so new. We got sick from the tequila, not Covid.

What do you see yourself doing when it comes time to retire?

Changing cups at the local course in the mornings and playing in a blues tribute band with some other old dudes called “Sleepy Ray Vaughn, and Puddle Trouble”.

What is one or a couple of the biggest accomplishment in your life so far?

Pinewood Derby Race winner in Cub Scouts, 3 years in a row. Dynasty.

Featured Sponsor

Rob Maloy, Target Specialty Products



Tell us a little about yourself

My name is Rob, I work for Target Specialty Products covering the LA and OC area. I came to America from England in 2008 to work on a golf course in the Washington DC area. I'm married to Jenny and have two boys who are 7 and 9.

Where did you get your start in the turf industry?

I got started at my local golf club in my hometown in England. I left school at 16 with no idea of what I wanted to do with my days except play golf. Because I was at the course all day I got to know the greenkeepers and they offered me a job raking bunkers, weed eating etc... I thought I could do this until I figure out what I want to do with my life... turns out I like working the turf side of golf!

Who is one or a couple of the main influences in your life?

I struggled with this question. I asked my wife what she thought and she was pretty adamant that she has been my biggest influence on my life, so that helped haha!

What do you enjoy most about your job?

Meeting with different Supers and Assistants, hearing their story and listening to what their approach to golf course management is.

What do you see yourself doing when it comes time to retire?

I think the answer is travel but I don't want to wait until I retire to do that! My wife grew up in the Middle East and I'm from Europe. Be great to take our kids to where we grew up and show them other cultures.

What is one or a couple of the biggest accomplishments in your life so far?

I would say the best things I have done (short of raising two boys) would be entering the Ohio State International Exchange program. This brought me to work at Robert Trent Jones in Virginia, Working the presidential golf green at the White House, Volunteering at a US Open and now getting to drive around LA and OC to some of the best courses in southern California.

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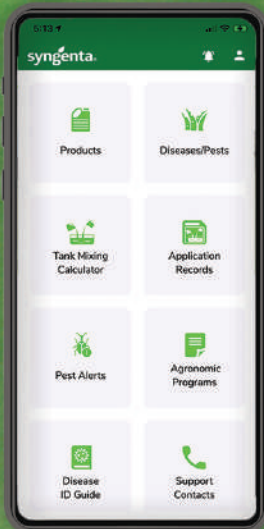
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*Jonathan L. Larson, Carl T. Redmond and Daniel A. Potter, SCl, September 2011.

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Sea To Sand - *Silver Sponsor Feature*

Mike Steve *Brandt Consolidated*

Where did you grow up? I grew up in North Olmsted, Ohio which is a suburb of Cleveland.

What's your top selling product or best project to date? PK Plus

Where's the last golf course you played?
The last golf course I played was The Golf Club at Little Turtle in Westerville, Ohio.



John Harkness *Alliance Turf Products*

Where did you grow up? North Dakota

What's your top selling product or best project to date? Baroness Greens Mowers

Where's the last golf course you played?
Coyote Springs GC in Las Vegas



Marc Cahalan *TCF Capital Solutions*

Where did you grow up? Mason City, Iowa

What's your top selling product or best project to date? Specialized Equipment Leases to fit each individual course's needs.

Where's the last golf course you played?
Fox Ridge Golf Course, Dike, Iowa





David Burkhardt *Gowan USA*

Where did you grow up? I grew up in the thriving metropolis of Yuma, AZ

What's your top selling product or best project to date?

SedgeHammer and Scythe are our leading products for the golf market.

Where's the last golf course you played? Legacy GC in Phoenix, AZ



Don Ebarb *SiteOne*

Where did you grow up? Las Vegas, NV

What's your top selling product or best project to date? NOS

Where's the last golf course you played? Newport Beach Country Club





Four Generations - Over 100 Years in the John Deere Business

Stotz Equipment is a family-owned John Deere dealership that was established as Arizona Machinery in 1947 by Fred Elder and two partners. Although the name has since changed, the family is the same.

Their story begins with Fred's father Mott, whose relationship with John Deere traces back to at least 1904, over a decade before John Deere manufactured their first tractor, the Model "D". Mott Elder sailed out of New York harbor bound for Argentina as a salesman working for John Deere. Mott spent his career in Argentina, where Fred was born and raised. At age 18, Fred traveled to the United States to get a college education. He graduated from Kansas State in 1929 and got a job working for John Deere, just six years after the introduction of the Model "D."

Fred was fluent in Spanish, so he was sent to Phoenix to sell farm equipment for the local dealership, which was owned by John Deere at the time. When he arrived, Central Avenue in downtown Phoenix was still a dirt road and the U.S. was on the brink of the Great Depression. Only 10% of American horsepower needs on the farm were met with tractors, however, there was plenty of opportunity in agriculture.

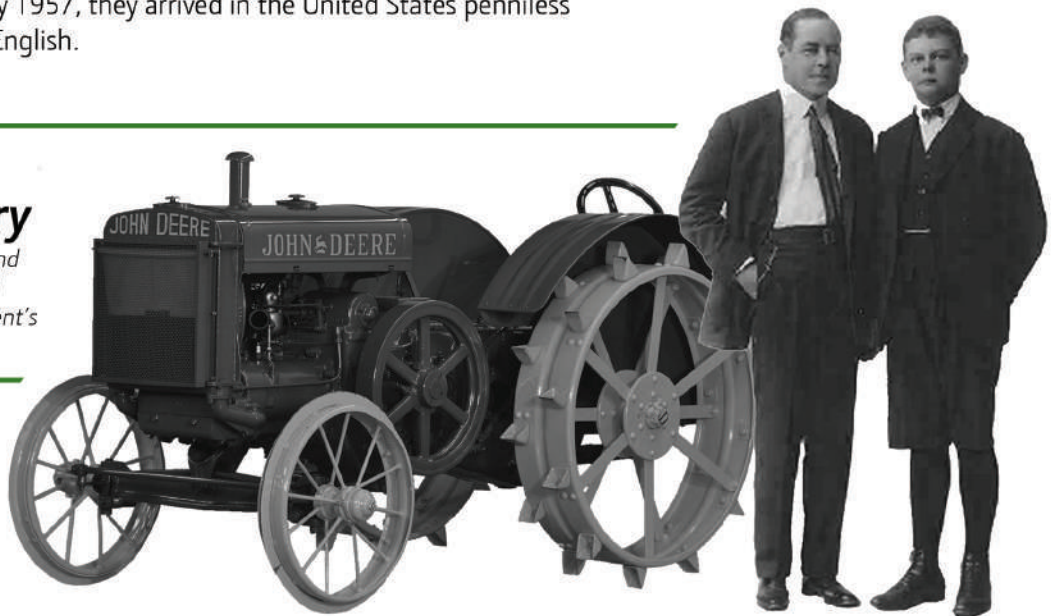
Fred spent his whole career in Phoenix, working first for Deere and then a succession of independent John Deere/Caterpillar dealers. In 1947, he founded Arizona Machinery with a couple of partners. The business started with stores in Phoenix, Flagstaff, Coolidge, and Mesa. They carried both John Deere and Caterpillar equipment. The Phoenix store was located on Central Avenue in an old Laundromat, and for the first year they were in business, the dealership continued to take in laundry over the parts counter.

Meanwhile, halfway around the world, Ferenc Rosztoczy was born in 1932 in Szeged, Hungary. He grew up there, survived a number of harrowing experiences during World War II, and earned a college degree in chemistry. In 1956, the Hungarians attempted to overthrow their Russian occupiers and become a free country. The Russians quickly crushed the rebellion, causing a number of Hungarians to attempt to escape the country. Ferenc managed to escape, along with his brother and five friends. In January 1957, they arrived in the United States penniless and unable to speak English.

Rooted in the Industry

Pictured: Mott Elder and Fred Elder - the Model "D's" of Stotz Equipment's Heritage

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Ferenc found his way to the campus of U.C. Berkeley, where he earned a PhD in Physical Chemistry. Soon after he graduated, he spotted a young Diane Elder (Fred's daughter) sunbathing at the apartment complex where they lived. One day, when Diane's roommate was not with her at the pool, Ferenc approached and asked "May I interrupt your dreams for a moment?" This started a whirlwind romance, and they were married seven months later in December 1963.

Back in Arizona in 1959, Fred's partner was diagnosed with cancer and began to sell off his interest in Arizona Machinery. He sold the Caterpillar business to the Whiteman family and sold off the John Deere stores to multiple key Arizona Machinery managers. John Deere did not permit Fred to purchase more than three stores, so he purchased the Phoenix, Mesa, and Buckeye locations in Maricopa County. In the 1960's, Fred started Arizona Industrial Machinery to promote John Deere's new line of construction equipment, a separate business which eventually passed to Tom Elder, Fred's only son.

In 1973, Fred passed away, and in 1975 the family was looking for somebody to run the company. At the time, Ferenc was putting his PhD to work as a scientist in the San Francisco Bay Area. Tom Elder offered Ferenc a position as President of Arizona Machinery. Ferenc agreed to move his family back to Arizona in 1975 even though he knew nothing of the farm implement business. Under his leadership, the business expanded with real estate investments and the construction of Stotz Dairy in 1980. The "Stotz" name came from the nickname of Ferenc's oldest sons, Tom and Rob, who were in high school at the time.

Tom joined the business in 1987, and Rob joined in 1994. Their youngest brother Teddy later joined in 2003. As leadership began to transition from Ferenc to Tom in the late 90's, Arizona Machinery started to expand. The company added stores in Southern California that operated as AA Equipment. Next they added locations in Utah, Idaho, and Wyoming that operated as Greenline Equipment. Further acquisitions in 2011 and 2013 brought all of these locations together into one contiguous geographic footprint. The management team agreed that the business should operate as one single unified entity rather than operating as three separate dealerships. After an employee vote, it was agreed that the company would rebrand itself as Stotz Equipment in the hopes that this name would keep the business linked to the family history.



Today, Stotz Equipment operates out of 25 locations in 8 western states. It still holds true to the founding values of the Elder and Rosztochy families: Quality, Integrity, Loyalty, Caring and Community. Their vision is to be the best equipment dealer in the world. To achieve this, they strive to provide exceptional customer service and have made it their mission to make life easier for their customers by building long term relationships, offering flexible solutions, providing their customers with uptime availability, and minimizing customer effort. They truly aim to create a better life for their families, communities, and those connected to the land.



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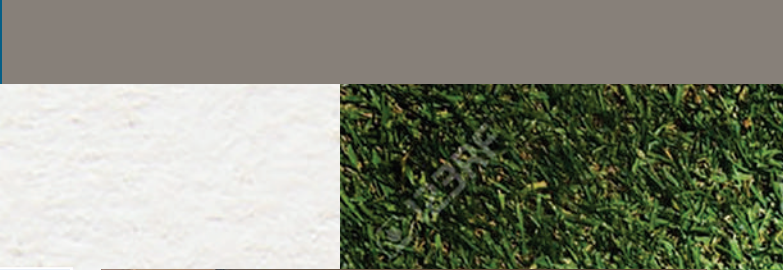
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From page 9

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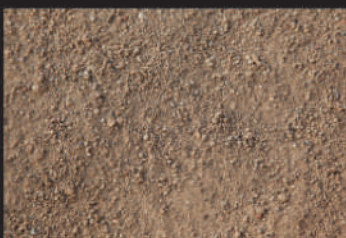
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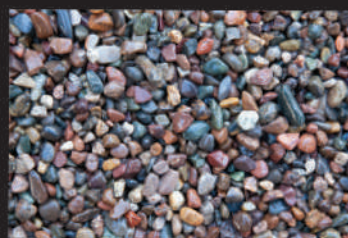


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