

# John Deere Golf: Providing Support for Superintendents— When and Where They Need It

Given the changing landscape and the sometime volatility of today's golf industry, superintendents need to be able to count on manufacturers and distributors for support – on and off the course. And, with an ongoing commitment to helping the golf industry succeed, John Deere Golf strives to help industry maintenance professionals increase productivity, maintain the best possible playing surface and create efficiencies in their day-to-day routines.

## Customized Support on a Local Level

Because each and every golf course is different—from varying terrains and weather conditions to membership pressures and players' requirements—those who support maintenance professionals can't take a cookie cutter approach. That's why John Deere Golf representatives focus on the unique needs of superintendents. In Northern California, Regional Sales Manager Bill Ilnitsky emphasizes to his team the importance of being a dependable resource for those they serve.

John Deere Golf encourages all of its team members to develop multifaceted relationships with the customers. It's their jobs to deliver helpful, effective solutions across the course, along with, dependable service and ongoing commitment to the industry as a whole.

John Deere Golf utilizes John Deere Landscape (JDL) branches as platforms to provide products and service to golf courses in each area. Beyond the normal agronomic products that golf courses utilize, golf course amenities, irrigation, drainage, erosion control, tools, lighting, plants, landscape and hardscape products, can be found through John Deere Golf and John Deere Landscapes.

With fifteen JDL branches located in Northern California, this synergistic approach gives John Deere Golf customers unmatched service to throughout the area. The branches are located in Dublin, Elk Grove, Fresno, Gilroy, Livermore, Modesto, Pacheco, Rancho Cordova, Rocklin, Sacramento, San Carlos, San Jose, San Rafael and Santa Rosa.

Each branch also has its own delivery trucks, and with more than thirty delivery trucks in northern California, John Deere Golf delivers the product to the golf course when they need it.

Working with John Deere means superintendents can tap into reliable, knowledgeable staff and expert resources. Often the job of sales representatives is to act as a consultant and spend time on the course when needed identifying problems and working shoulder to shoulder with superintendents to determine the best solution.

Nick Biggi and Gary Otto, golf sales representatives, both understand the urgency and pressure under which superintendents work and what it truly means to be a partner and service and support provider.

Nick got his start in the Green Industry working in the retail/wholesale nursery market. He has worked as a pest control adviser serving the golf and landscape maintenance industry for 25 years. In

addition, he spent a few years in agricultural production. Not only is he a licensed PCA but, he is also a Certified Arborist and Certified Crop Adviser.

Early in his career, Gary Otto was a superintendent, regional superintendent and the director of maintenance of multiple golf courses. Overseeing more than 80 golf courses throughout his career helps him relate to superintendents and their expectations. Gary is also a Certified Golf Course Superintendent and holds a Pest Control Advisor's License.

In order to develop deeper and stronger relationships with customers, many John Deere Golf representatives look for opportunities to connect outside of their day-to-day duties. Nick and Gary are members of their local chapters, and they value the opportunity to demonstrate their support of superintendents (and the industry) off the course. John Deere Golf is consistently looking for opportunities to help build and grow the local industry. From local sponsorships to charitable contributions to educational opportunities—we work with our local superintendents to create a strong local golf community and we are proud to be Diamond Sponsors for the GCSANC.

Ultimately, John Deere Golf's goal is to be a partner to local superintendents and their staffs to provide what they need to be successful in their jobs. When superintendents choose to work with John Deere Golf they're not just getting the best in machines, agronomic products and advice, but the best of a whole organization, dedicated to them.



# JOHN DEERE GOLF

Please call if we can be of assistance:



**Nick Biggi**  
(916) 765-6881



**Gary Otto**  
(209) 483 5648