



# Roxsand



## LGE Worldwide

Matt Noteboom, VP Mountain Division

The year 2026 will be highlighted by a major sporting event that will captivate the entire world. It will also be of particular interest to L. G. Everist, Inc.; the **FIFA World Cup**. It is an international association football (“Soccer” for Americans) competition among the men's national teams of the country members of the Fédération Internationale de Football Association (FIFA). The tournament is held every 4 years, and worldwide, teams have spent the last 3 years attempting to qualify to participate in it. In the tournament phase being held this year, 48 qualifying teams compete for the title at venues within the host nation(s) over the course of about a month. 2026 FIFA World Cup host nations include the United States, Canada, and Mexico.

To give you some perspective: The 2022 FIFA World Cup had over **5 billion** viewers around the world, including **1.5 billion** viewers for the final match.

In contrast, the total viewership for the 2024/2025 NFL Playoffs and Super Bowl was less than 250 million viewers, including 127.7 million viewers for the Super Bowl. The 2026 Winter Olympics are expected to draw a little over 2 billion viewers worldwide across all events.

So, in what way will L. G. Everist play a role in arguably the world's largest sporting event?

The playing surface sod that will be used at all these venues was grown on a sod farm in Platteville, CO, on USGA sand that was produced at our Ragsdale plant beginning in the Spring of 2025. USGA spec sand was applied over 748,080 sqft (18 acres) on top of plastic at a 2" depth. The sod was allowed to develop over 2 growing seasons and will be in full maturity and ready for the 2026 FIFA World Cup. Prior to laying the new sod at the playing venues, to ensure the rootzone is compatible with the sod and the sand it was grown in, 400 tons of USGA Sand from Ragsdale will be delivered to each stadium: Atlanta, Boston, Dallas, Houston, Kansas City, LA, and the locations in Canada and Mexico.

Our customer, Golf and Sport Solutions (G&S Solutions), brought this possibility to life.

2026 also represents 20 years of our exclusive supply relationship with Golf and Sport Solutions. From a start-up company in 2006, G&S Solutions, along with L. G. Everist, Inc., has raised the bar nationally on what quality specialty sands look like.

G&S Solutions is also currently supplying L. G. Everist, Inc. material for the new soccer complex in Denver for the new National Women's Soccer League, material for the new Battle Run Golf Course in Lincoln NE, along with past and continued supply to Empower Field at Mile High, Coors Field, CU's Folsom Field, CSU's Canvas Stadium and Dick's Sporting Goods Park, a large majority of Colorado's golf courses and athletic fields among others.

A special thank you to G&S Solutions and the 20 years of exceptional work completed between our two companies.



## Happy Birthday

Clayton Peterson - D & I  
Jason King - Firestone  
Sam Everist - Dell Rapids East  
Joseph Miller - Myrl & Roy's  
Herschel Pies - Summit  
Dustin Schafer - Ortonville  
Taylor Grady - Horse Creek  
Jacob Clouse - Sioux Falls

## Correction - Sioux Falls MSHA Refresher

The MSHA Refresher will be February 10th and 11th, a correction from last week's Roxsand. One group per day. Employees, please talk to your manager to see which day you will attend. This applies to Dell Rapids East, Dell Rapids West, Jasper, East Sioux Quarry, Brookings, the Portable Crew, and the Sioux Falls office.

### Milestone Anniversary - Nathan Haak, Jasper



## Weekly Throwback

Celebrating 150 years in business has given us a renewed appreciation for the photos we have collected over the years. And what better way to share it with everyone than Weekly Throwbacks!

The ski industry in CO around the 1970's was taking off, and L. G. Everist, Inc. was right there with it! Here we see past ready mix operations in Silverthorne providing material for Keystone. Over 600 cubic yards were lifted up the mountain via jet helicopter, one yard at a time.

If you know someone that would like to receive the Roxsand, have them send their personal email to [info@LGEverist.com](mailto:info@LGEverist.com) and request to be added to the mailing list or visit our website to sign-up.

[Spanish Version](#)



L. G. Everist | 350 S Main Ave, Suite 400 | Sioux Falls, SD 57104 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!