

Joe Schmo now a GCSAA field staffer

BY SETH JONES // Editor-in-Chief

➔ Chase Rogan, former owner of Pure Turf Consulting and also a former reality TV star on Spike Network's *The Joe Schmo Show* ("Joe Schmo is a turfie," February 2013) was hired last month as the GCSAA's field staffer for the Mid-Atlantic region.



Rogan was hired as GCSAA's Field Staff for the Mid-Atlantic region last month.

Rogan's territory will include Pennsylvania, Maryland, Delaware, Virginia and West Virginia. The GCSAA field staff program is designed to "help chapters utilize GCSAA programs and services to a fuller extent," according to GCSAA.org.

"I'm excited for the new position, and to work everyday to help advance this profession," Rogan tells *Golfdom*. "The GCSAA has a lot to offer its members, and I also hope to help chapters learn

from each other."

Rogan, a month into the job when we spoke to him, said someone stops him to say they enjoyed watching *The Joe Schmo Show* at about half of the meetings he's attended so far. Rogan won \$100,000 on the show for being the only non-actor (much to his surprise) on a fake reality show

about the bounty hunter business.

But did his stint chasing crooks and parole violators on TV help prepare him for his gig with GCSAA?

"Not really — I don't see how it could have," Rogan says. "At best it's a conversation-starter."

Rogan holds a bachelor's degree in turfgrass science and a master's degree in agronomy, both from Penn State University.

THEY SAID IT

MIKE THUROW, PRESIDENT AND CEO, SPECTRUM TECHNOLOGIES

On how the soil moisture meter changed his business. (See full story on page 32).

"In my 40 years in the industry, I've never seen adoption of a product such as I have with the TDR (300). It's because the guys at the USGA and the PGA believed in it. Word travels efficiently in this industry."

BY THE NUMBERS

16

PERCENT

Amount of time smartphones are used for actually making phone calls. (Source: Marketingprofs)

// CAREERS ON COURSE

FIRST TEE TOURS TPC SUGARLOAF

Georgia superintendents and John Deere recently teamed together to give youngsters from *The First Tee of Atlanta* an intimate look into potential careers in the golf industry. Georgia GCSA director Mike Crawford, CGCS at TPC Sugarloaf in Duluth, hosted 24 aspiring golfers between the ages of 12 and 17 on a day-long course and facility tour in July.

The outing was part of a new "Careers on Course" program included in John Deere's landmark \$1-million commitment to the First Tee organization, announced in February.

"Hopefully we helped open some eyes for these kids about future career paths they might follow in golf," Crawford says. "Some of the kids were very, very engaged and their questions were outstanding. They showed a genuine interest in the industry, not just the game."

// GROWING BUSINESS

ezLOCATOR EXPANDS

ezLocator is developing its nationwide sales organization with the recruitment of key industry sales professionals.

The Northeast Region adds David Clinkhammer, Andy Hyjek and Mitch Pizzetti. The Central Region adds Ted Bilan, Tom Conway and Dave Rutz. The Southern Region adds Jim Burke, Bill Ehman and Wally Geesey. The Mid-Atlantic Region adds Ed Turnage and the Western Region adds Bill Jackson. Pat Sellers will cover PGA Tour events.