

# Starter

NEWS, NOTES AND QUOTES



## //TURF ON TV



TV actor Lorenzo Lamas (left) and agronomist Chase Rogan share a laugh on the set of Spike TV's "The Joe Schmo Show." "(Agronomy) was something they'd never heard of before, but they thought it was pretty cool and different," Rogan says of the cast.

## JOE SCHMO IS A TURFIE

BY SETH JONES // Editor-in-Chief

➔ The van rolls up to a house where a fugitive lives, and Chase Rogan sighs. "They could use some turf consulting," he deadpans.

Rogan, star of the Spike Network reality series *The Joe Schmo Show* (airing Tuesdays at 10/9 p.m. CST), is the owner and head agronomist for Pittsburgh-based Pure Turf Consulting and a regional expert for ePar USA. Having received his masters in agronomy in 2011, his company is just starting out, just like his fame as a reality TV star.

"I was out having drinks with my in-laws a couple weeks ago, and a guy asked me, 'Are you Joe Schmo?'" Rogan says. "My Twitter following has definitely increased."

The premise of the show is unique: It's a reality show that's fake. Well, more fake than the others. On this show, only one person is participating with the belief that the show is

legit (known as the "Joe," in this case, Rogan). All the other participants are actors in on the set-up. The pretense is that the winner of this show will win \$100,000 and a chance to become a professional bounty hunter.

So did Rogan win the \$100,000 on the fake show?

"Sorry, I can't comment on that," he says.

But does he still want to be a bounty hunter?

"...No. I'm not sure how much I'm allowed to say," he says. "But I was there to win \$100,000."

Though we'll have to wait to see how the show ends, Rogan does hope the show can help his turf business.

"I hope it has a big impact on my career. I'm hoping people will see it and at least want to talk to me so I can continue to broaden my network," he says. "I'm all about meeting new people and I hope this opens some doors."

## //GROWING THE FAMILY

### NUFARM ACQUIRES CLEARY CHEMICAL

Nufarm last month acquired Dayton, N.J.-based Cleary Chemical Corp., a marketer of fungicides, insecticides and plant growth regulators for the turf and ornamental horticulture industries.

Nufarm stated its acquisition of Cleary, an \$11 million company, will further strengthen its product offering as the third-largest plant protection provider in the T&O market.

"We are excited about the synergy and opportunity this move will bring," stated Darryl Matthews, general manager for Nufarm in North America.

According to Nufarm, "Cleary's extensive portfolio of fungicide brands will boost Nufarm's market presence and make it an even more attractive supplier for golf and greenhouse/nursery customers."

Under the agreement, Nufarm will continue to offer the Cleary line of products under the Cleary name, and customers seeking Cleary merchandise or information should continue to contact their Cleary representatives.

## //WHAT A DEAL

### FMC LAUNCHES WINTER HERBICIDE PROMOTION

Superintendents can save when they stock up on select herbicides from FMC Professional Solutions from now until March 15.

Purchase one of seven herbicide products and earn sizable rebates, plus bonuses, based on purchasing levels. Eligible products include Quicksilver, SquareOne, Dismiss, Blindside and more. Rebates vary depending on product and container size.

FMC also has just launched a special Talstar Professional promotion, aptly called "Buy 3 Get the 4th Free." The promotion runs now through Nov. 30 and applies to 1-gallon and three-fourths-gallon jugs of the liquid insecticide.

For full details on both of these promotions, visit [fmcprosolutions.com](http://fmcprosolutions.com).