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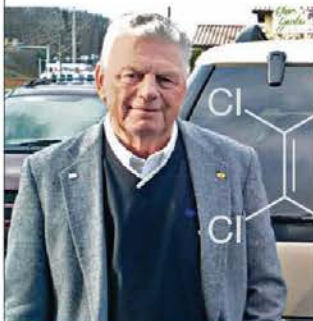


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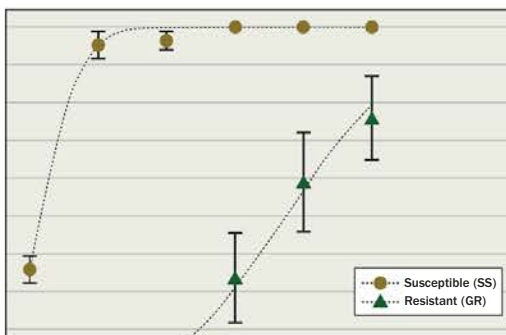
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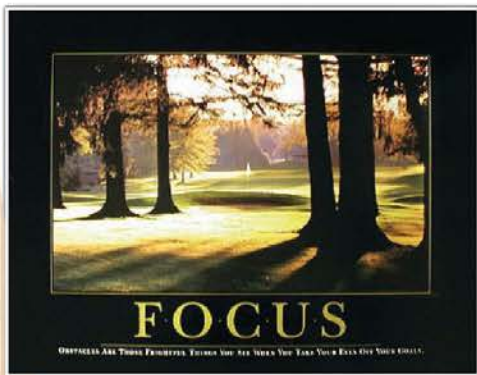
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“They were in a life or death situation, and they chose life. And not just the life of the red-legged frog, but the life of a golf course.”

**SETH JONES**, *Editor-in-Chief*

## The life of a golf course

**T**he pro shop at Sharp Park Golf Course in San Francisco is about as big as my 6-year-old’s bedroom. And there’s a locked metal gate instead of a regular door.

As soon as I saw this, I started walking away. Pro shop’s closed, no problem. But then a woman came hustling out of the bar and asked me if I needed something. “Not really,” I said. I’m the kind of person who doesn’t like to make extra work for people. If I was there at the wrong time to go inside the pro shop, that’s OK.

But she insisted. Before I could protest, she was sliding open the gate and flipping on the lights, inviting me to take a look around.

If you want an \$80 golf shirt, you’re at the wrong place. Their hat selection is kind of like the Ford Model T — any color you want, as long as it’s white.

As I was paying for my Sharp Park hat (yeah, I chose white), the woman asked me, “Are you the writer from *Golfdom*?” I told her I was. “Thanks for coming out here,” she said.

It’s not unusual for me to get a warm welcome from

the guys in the maintenance facility. But at Sharp Park, I got the red carpet treatment from the bartender, the cook, the starter, the golfers. These people were genuinely happy to see a reporter out on the golf course with a keen interest in the work of their maintenance crew.

Good on you, Sharp Park.

We didn’t choose Wayne Kappelman as the winner of our 2013 Herb Graffis Businessperson of the Year because his course is all organic. We didn’t choose him because he’s had environmentalists accusing him and his staff of everything from the Great Chicago Fire to Seattle losing the SuperSonics.

We chose Kappelman because he and his team believe

in the life of a golf course.

They believe that 50,000 golf rounds a year can’t be wrong. They believe that employing some 60 people in Pacifica, Calif., is a good thing.

One of my favorite movie quotes comes from Tim Robbins in “The Shawshank Redemption” when he tells Morgan Freeman that you either “get busy living or get busy dying.” At Sharp Park, despite their opposition, they’ve been busy living. They were in a life or death situation, and they chose life. And not just the life of the red-legged frog, but the life of a golf course.

When I first arrived at Sharp Park, I grabbed a seat at the bar and had a late break-

fast. The buzz was that one of the regulars got “the call.” A 49ers season ticket holder, there were two tickets to the Super Bowl available if he wanted them.

I bought the regulars a round of drinks as I tabbed out, and was suddenly a friend of the gang. I chatted briefly before excusing myself in order to keep my meeting time with Wayne.

The next morning I was back in the bar, and the gang was back again too. It was quickly announced that the guy who bought a round of drinks yesterday was back, and hey, how are you today?

I couldn’t have been any better. I was on a great assignment, and I was seeing firsthand what makes this game great — the people. People like Kappelman, like Lisa Wayne, like the regulars sitting at the bar, like the employee eager to open the pro shop doors (or gate) for a stranger.

I’ve been to some of the best pro shops in the nation. Sharp Park’s pro shop would get eaten in one bite compared to some of these places. And yet it’s one of the most memorable pro shops I’ve seen.

Just like this was a memorable trip. I want to thank the people at Sharp Park for being so welcoming, and I want to congratulate Wayne Kappelman for his hard work, and for being named the 2013 Herb Graffis Businessperson of the Year.

Email Jones at: [sjones@northcoastmedia.net](mailto:sjones@northcoastmedia.net).

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# 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).