



**Episode 00**

**Introduction to the Pod-Sphere**

**June 3, 2022**

(soft music)

Sara: Hello, everyone. I'm Dr. Sara Stricker, the Communications and Outreach Coordinator at the Guelph Turfgrass Institute and I'm here with my co-host, Reg Langen from GreenWin Commercial Property Management. You know, this podcast and this media element, it's so new, we don't even know what to call it as we're recording it. Reg, what do you think we should call it?

Reg: Yeah, so I don't know. I mean, I, I, to be honest, I think more about the guests and about what we're going to talk about than I think about the title. Right? There's a guy named Tyler Bloom, and he's from the US, but he's like a recruitment in the golf industry. I mean, I like HR things. I think they're interesting and I think there's a huge challenge in HR in the industry. So, trying to get people to get into this role and get into this kind of career is difficult.

Sara: Okay, not exactly the Canadian element that we want to do. Because I think we have to think about who's our audience, and what's our unique trait, because there are already 10+ podcasts in the pod sphere, and they're all in the States. And so, they're all getting American podcast guests. Right? So, I think although Tyler Bloom does sound like a really good candidate, I would push us to look for Canadian first, and I'm trying to find voices that we haven't heard from. So in that, in that case, the podcast is Canadian Turf Talk.

Reg: I like that. I think that's simple. And then look at the end of the day, Sara; like, there's two things here to me. I'm always the results guy, right? So I'm like, "Okay, what are we doing this for?" Really we're doing this twofold: I like to talk and you know, I'd love to chat with people in the industry and get to know them, but also for you..

Sara: Yeah

Reg: ... so that we we can help you build a little bit profile to get to that next, next thing. That's, that's what I see. And it's fine. And it's fun. Really, that's the biggest thing. Right?

Sara: Haha! So I think this is good. I think Canadian turf talks is us. Because I mean, we're similar to the States, but I think we're unique, you know? And I think it would be refreshing to talk

about that. And maybe the States will listen to us, maybe not, and maybe only our audience is Canadians, maybe know our audience is no one. Haha!

Reg: Honestly, I just, it's just really interesting and really cool to learn.

Sara: Yep!

Reg: And yeah, I think it's the biggest thing is going to be trying to get people to commit to the time. Right?

Sara: Yeah.

Reg: But it's only 30 minutes. It's not... it's just picking your brain. It's not meant to be challenging in the way that like, you know, we're coming in and grinding you down. It's just, "Hey, tell us about this". Because I think generally, knowing you and knowing myself we are pretty curious people

Sara: For sure.

Reg: So it's like, poke and ask questions, and ask some good questions and see what happens.

Sara: Yeah, at the end of the day, I think getting experience in the different types of media and stepping a toe is important, especially in the world we're in right now. What's the theme that threads all the guests together? What do we want to get out of each guest?

Reg: I think the the the tie is there in the turf industry in Canada. Right? That's really what we're targeting. And then I think the different people come with different aspects. So, it just depends on the person. I think you're interviewing the person and trying to learn a little bit about them. That's my focus anyway, because if it was someone I like, someone I respected, someone I wanted to know more about, you know, kind of what their day looks like. I think that's interesting. And also, their road to that way and that path and those kinds of things are interesting to me.

Sara: Yeah, so our audience is the turf industry. Not general audience.

Reg: Yeah, I think that that's, I think to get people outside of the turf industry to listen will be very challenging

Sara: If our audience is the turf industry, what are we trying to deliver to the turf industry? Is it just for entertainment? Is it educational? Is it IPM? Is it life tips?

Reg: I think I think it's just perspective and one of the great things we could do is tie up a GTI update, you know this week at the GTI we saw this, and we saw that, this is happening.

Sara: Uh huh...

Reg: To me, I really like people, right? So I'm trying to focus on the people in the turf industry, where they've come from, what they've done, lessons learned, things like that. Like, any kind of other sharing that you would do in either capacities. Like I just look at it like a mini OTS (Ontario Turfgrass Symposium) presentation.

Sara: Oh, yeah well, I just pulled up the two-sentence description of OTS is: Canada's foremost event for the turf sector, including lawn care, sports turf, golf, recreation facilities, and nursery sod. The annual OTS offers sessions on the latest research and innovations in turf management. And I think we can pretty much use the same description for this. It's the latest research and innovations in turf management and innovations could be integrated pest management, but it could also be person management, it could be self management and mental health innovations. It leaves it pretty open.

Reg: That'd be super interesting to me, because it's something especially as the season ramps up and you're crazy, crazy busy and it's a seasonal career path. Right? So, the work the workflow tends to go up and then drop back down. So you know, how do you balance those? And you're going from July 1st until you know the end of... whatever... let's open it up to June 15th. Let's say till you get to that September 15<sup>th</sup>. Those are hard months for a superintendent. And you know for lawn care operators, like right now, like I know from the little bit that I was in it, like this is "go time". Like, how much the seed and fertilizer and weed control gets sold at Home Depot in the next month? You're making most of your money in a short window. And that's where a lot of people coming into the career path, I think don't get that that's what you're getting into. Right? So....

Sara: Yeah, that's so true. I mean, and that's kind of a uniquely Canadian aspect as well, because we have the long winter that we do, you know, a lot of our turf care industry has to swap into something else for four to six months of the year. Umm, so, I think we've got some pretty good ideas here and we have some ideas of who we want to interview. Stay tuned for our next few episodes. I hope you enjoy it. And if you have any questions about this podcast or myself or Reg, you can email us at [GTI@uoguelph.ca](mailto:GTI@uoguelph.ca). You can find more information about the Guelph turfgrass Institute at [GuelphTurfgrass.ca](http://GuelphTurfgrass.ca). And just to end on a fun note, here's a knock-knock joke that you can share with your friends:

Knock knock Who's there?

Ottawa. Ottawa who?

Otta' water the lawn tomorrow (sad trumpet noises). Haha...

Have a good one, eh? (soft music)

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