TEQUILA TALK

TUESDAYS · FRIDAYS

HOSTED BY DIEGO & BRAD

Ground Truth. Straight Up.

Real talk about the ground under our feet, the people who work it, and the data that changes the game. A new tequila every episode.



TWO POURS A WEEK

Tequila Tuesday
Midweek deep pour on data, turf and the field.

TGIT Friday
End-of-week guests, stories and the pour of the week.

EVERY EPISODE

Diego's Tequila of the Week

Ground Truth field stories

Root Zone Rundown

Ask GAIN your questions

The Wefunder Minute

DECEMBER 2026 LAUNCH · EXACT DATE TBD

Diego & Brad kick things off

All guests TBD · No confirmed running order

Tequila Tuesday + TGIT Friday · Dates TBD

Scan for the show

Follow our journey on Wefunder. Episode lineup is planned and may change.

INVESTORS · PARTNERS · PROS · CUSTOMERS

Coming to the Table

December 2026 launch · Guest concepts below, not bookings · All guests TBD



Tim Barrier
Former sales
Guest TBD · Date TBD



Parker Cohn
Partner
Guest TBD · Date TBD



Josh Williams
Turf Assistant
Guest TBD · Date TBD



Ryan Thomas
COO, Morey Corp
Guest TBD · Date TBD



Wade Williams
GroundWorx CIO
Guest TBD · Date TBD



Dave "Dutch"
Investor · Michigan State
Guest TBD · Date TBD



Travis
Rockwall · Customer
Guest TBD · Date TBD



Chris Bunnell
VP · Baseball
Guest TBD · Date TBD



Matt Gillis
AccuWeather
Guest TBD · Date TBD



Steve Sakarai
Ewing
Guest TBD · Date TBD



Martin O'Malley
Living Turf
Guest TBD · Date TBD



Carmen Magro
PURE Insight
Guest TBD · Date TBD



Shawn Emerson
Early sensor user
Guest TBD · Date TBD



Gary Hallberg
Pro golfer
Guest TBD · Date TBD



Rick Hennessey
Entrepreneur
Guest TBD · Date TBD



David Melody
Golf executive
Guest TBD · Date TBD



Steve Karsh
Golf course superintendent
Guest TBD · Date TBD

December 2026 launch · Exact day TBD.
All guest appearances and episode pairings TBD.

Guest concepts only · No confirmed running order.
Invitations and recording times will be reconfirmed.

Want a seat at the table?

Turf pros, partners, customers and storytellers: pitch yourself as a guest.
Bring a story, we bring the tequila.

getgroundworx.com/tequila-talk · Be a guest →