**WHAT’S YOUR NUMBER?**

**Name:** Tim Earley  
**Company:** Waste2Water Europe Ltd  
**Position:** Managing Director

How long have you been in the industry?  
"Although approaching 11 years in the golf business in many ways I still feel like an apprentice. Incredibly friendly and welcoming, once you join you don’t want to leave and most people you meet seem to have been connected with golf for a lifetime, which says everything about the industry."

How did you get into the industry?  
"I was looking for a new challenge and was offered the opportunity to launch the range of microbial biostimulant products known as "Green Releaf" in the UK to golf courses in 1997. It seemed the perfect job with the opportunity to play golf at the same time! In 2000 I launched Waste2Water Europe, supplying Recycling Wash-Off Systems and the rest, as they say, is history."

What other jobs have you done?  
"Before I joined the golf industry I was the European General Manager of an American electronics company."

What do I like about my job?  
"It was initially the challenge of introducing a new concept to the industry and is now being part of an industry where it is a real pleasure to mix with genuine people who make it happen on the golf course."

What Changes have you seen?  
"When I initially introduced the concept of Recycling Wash-Off Systems in the UK around seven years ago, there had been no record drought or record flood and global warming and environmental concern was something for the future. In the intervening period everyone has come to realise urgent action is needed to safeguard the environment. The golf industry has ‘grabbed the mantle’ and is now leading the way in addressing environmental concerns."

What do you do in your spare time?  
"Playing golf and socialising."

Where do you see yourself in 10 years time?  
"Playing golf in southern Spain!"

Who do you consider to be your best friends in the Industry?  
"Too many to mention, this has to be the friendliest industry you could ever wish to work in."

What is your lucky number?  
"7."

Pick a number  
"38."

Tim has picked David Green from Terrain Aeration.