Coming up Roses

One of the UK’s emerging sporting venues is The Rose Bowl in Southampton, home of Hampshire Cricket, has agreed a five-year preferred supplier deal with John Deere at the start of the year, which will enable The Rose Bowl to update its machinery fleet as it now moves towards gaining Test Match status in 2011, and complete a new 18-hole golf course over the next three years.

“We wanted a deal that would suit the dual requirements, the aim is to have at least nine holes always fully operational, so the coming years will require a fine balancing act between new holes being constructed and coming into play and existing holes being decommissioned,” said Grounds Manager Nigel Gray.

“The preferred supplier deal means that we have access to the very latest technology from John Deere, which will allow us to achieve our goal of becoming one of the best maintained golf courses in the country.”

The Etesia dealer day, featured above-right, also provided the ideal opportunity to revitalise relationships with local dealers on selling in challenging economic times.

The Etesia dealer day held at the company’s new premises in Shenington, Oxfordshire, brought together over 50 dealers to discuss such topics as the company move, the current economic climate, dealer development, training on the new Pellinor lithium battery powered range ofproducts, and how to increase sales and enhance communication across the group.

The day provided the ideal opportunity to promote the advances and innovative technology from the company with the launch of a new electric Billy Bock, the world’s first rotary mower with integrated collector to be powered by electricity, and which will be available to buy in 2011.

Under the golf club’s membership requirements, the aim is to have at least nine holes always fully operational, so the coming years will require a fine balancing act between new holes being constructed and coming into play and existing holes being decommissioned.

DEALERS REVITALISED BY INSPIRATIONAL TALK

The Etesia dealer day, featured above-right, also provided the ideal opportunity to revitalise dealers’ thoughts in the current uncertain economic climate with a presentation from Richard Denby - Business Growth Specialist and Inspirational Business Speaker.

“The economy and climate we are working in is as challenging as it has ever been. However, it is important to remember that the recent changes and challenges are not a new phenomenon. We have gone through this type of situation before and come out stronger. We have overcome similar challenges in the past and will do so again.”

“While the world continues to change, the one constant is that we must always be prepared to adapt and evolve with the times. We need to be creative, innovative and think outside the box. And most importantly, we must always be focused on providing the best possible products and services to our customers.”

“Thank you for your love and support of our products and services. We are committed to working together to build a strong and successful future.”

Greenkeepers, students and agronomists now have the chance to win an iPod Touch, by visiting the GreenCast Mobile website and completing a short questionnaire.

Castle Stuart Golf Links, in Inverness, is using a New Holland Boom3050 compact tractor to help shape the future of golf in the Highlands of Scotland.

All Boom3000 series models feature New Holland’s factory-fit cab, with its slim pillars and 360-degree visibility.

“The greenkeepers absolutely love it! In addition to the cab, one of the most popular features on the Boom30 is the EasyDrive transmission. The greenkeepers absolutely love it.”

“I added to the cab, one of the most popular features on the Boom30 is the EasyDrive transmission. The greenkeepers absolutely love it.”

The GreenCast Mobile initiative, which is currently in a pilot phase, is looking to make some of the information from the website - www.greenkeepers.org.uk - more accessible and easier to use as part of everyday turf management activities. The service is designed to work with iPhone, Blackberry and web-enabled smart phones.

“From the feedback we have received so far, it seems that the GreenCast Mobile initiative is well-received and proving to be a valuable tool for greenkeepers and golf course managers.”

To take part in the project, log on to the GreenCast website and complete a short questionnaire. An automated text message will be sent to the phone, giving a one-click link to the mobile website.

Services available already on the mobile website include a popular quick reference five-day weather summary, detailed illustrated local weather service information and disease identification guides, along with links for the products that provide a solution and advice on how to use them.

All participants will be entered into the free prize draw to win an iPod Touch. To take part in the project, log on to the GreenCast website and enter your name, mobile phone number and completing a short questionnaire.

Where do you see yourself in 10 years time? I will be in the latter years of full-time employment (recesssion and public spending review allowing!) Hopefully, however, I will still be of use to the education and/or golf industry in some way.

Who do you consider best friends in the industry? I have had a huge number of friends across the whole golf industry not only in the UK but also internationally, but it is always the Greenkeeping Industry friendships that I remember most affectionately.

What do you consider to be your lucky number? 12

Carol has packed Richard Compey

What’s your number?

Our regular and random profile of an industry figure continues with this month’s lucky number...

Carol Borthwick of Elmwood College

Name: Carol Borthwick

Company: Elmwood College

Position: Director of International, Golf and Student Services

How long in the industry?

28 years with Elmwood College.

How did you get into it?

Started in the horticultural Department of Elmwood when greenkeepers where taught the same curriculum as the horti students. Worked with other Colleges to help set up greenkeeper specific qualifications (late 80s). We ran the first Full time NC Greenkeeping course in 1990.

What other jobs have you done?

I worked in a garden centre, a wholesale plant nursery. At Elmwood I worked at Ladybank GC and Glenoaks, and as a lecturer and then management of the greenkeeping, golf curriculum areas, and the Colleges 18 hole Golf Course Facility.

What do you like about your current job?

Never a dull moment! Working directly in the student support areas across the College is great as I feel I can begin to make a contribution to the student experience.

What changes have you seen in the industry?

The main area which has been a real pleasure to see and be involved in is the professionalising of the Greenkeeping Industry. Elmwood was a key driver in the development of the Greenkeeping profession with a range of courses being developed full and part time including the Higher National Diploma in Golf Course Management. I was also part of the original work group that wrote the black book and more recently the development of the European Greenkeeping Education Standards.

What do you like to do in your spare time?

When I get any (!) I try to keep up my golf although over the years that has suffered particularly. I also love walking the dog and doing a bit of running and cycling. I also enjoy some nice meals out with my partner.

What’s your number?