

LETTERS

I was most upset and surprised to read the article by A. J. T. Kite Esq., Hon. Secretary, Midland Section of the B.G.G.A. Upset, because so many statements are grossly untrue and surprised, because this gentleman has, it would seem, been prompted to write because one of his members was unsuccessful in his application for the position of Course Superintendent.

My Company and I are most anxious to have a happy and mutually beneficial relationship with your members. May I, therefore, respectfully request that the following facts are published in the next edition of your journal.

1. The position was advertised, as per the enclosed text, in the following publications.

Golf International
Golf World
Golf Monthly
Recreation Management
Golf Club Management
Nineteenth Hole
Golf European.

ALLISS THOMAS
LEISURE
MANAGEMENT

THE BELFRY,
SUTTON COLDFIELD

CHAMPIONSHIP
GOLF
COMPLEX

APPOINTMENT OF GOLF COURSE SUPERINTENDANT

Applications are invited for the position of Course Superintendent to take charge of the maintenance of this major golf complex. Two 18 hole courses, one of international championship design and scale are presently under construction and the complex will house the Professional Golfers Association.

Applicants should have thorough knowledge and experience of complete Turf irrigation systems, the management of Penstocks and Kingpins, Greens, and their preparation to international championship standard and the operation and maintenance of modern golf course equipment. The Superintendent will be directly responsible to the Chief Executive for staffing, budgeting and cost control (salary to negotiable up to £5,000 p.a. together with free housing and company transport).

Applicants in writing, giving full personal and professional details, together with the names of two referees to:-

Mr. A. Smith, The Belfry Hotel, Sutton,
Sutton Coldfield, Warwickshire.

These were chosen as the most suitable for us by our Golf Course Architects Peter Allis and Dave Thomas.

2. To suggest we did not wish to state accurate figures regarding salary and increments is both ludicrous and probably libellous. Our advertisement gave a normal description of the post offered.

3. We cannot be responsible for figures "bounced around". Our advertisement clearly stated "Salary by negotiation up to £5,000, together with free housing and transport". Although I do not feel inclined to divulge the agreed salary I am confident that it is, quite rightly, the highest remuneration in Great Britain for the position.

4. The farm house has been, as was always intended, completely rebuilt and refurbished, incidentally at a cost of £4,315. It has 5 bedrooms, is fully centrally heated and overlooks both golf courses.

The "Company transport" not a van, but is in fact an Escort estate, which we consider is most suitable for the job.

5. After careful consideration, six were short listed from numerous applications, one was from the Midlands (name and address will be supplied on request). The most suitable was Mr. Alex Low, who had just completed two new golf courses at Grangemouth and has considerable experience with opening new golf courses throughout the world.

6. It is obvious that Mr. Kite is disgruntled because a representative of the B.G.G.A. was not invited to our Press Presentation on February 2nd; incidentally the ONLY, not "one of the numerous public relations meetings given by the Belfry". It was basically for Sports Writers and other members of the media. It is intended to invite members of associations, including the B.G.G.A., connected with golf, at a later date, when we can show much more progress and a clear indication of the character of the courses, which do not open until Spring and Summer 1977.

I would like to correct Mr. Kite's scurrilous advice to local greenkeepers regarding recommended wage scales and working conditions. May I assure local greenkeepers that we would like to engage the best persons available and, as with our Head Greenkeeper, we are

prepared to pay a good wage, in keeping with or above your present scale, together with excellent working conditions. It is my honest and sincere belief that the Belfry will only be as good as its staff. We will try very hard to recruit the very best available and to keep them happy and satisfied as we work together in this new and exciting project, which I am sure will benefit all in my native Midlands.

I am concerned that your association, which I had believed to be professional in its approach, can sanction such unjust if not defamatory statements, without any attempt to verify the "facts" it claims to report.

Finally, I would be pleased to answer any questions you may have, always with pleasure, at your service.

Yours truly,
J. Brian Cash,
Chief Executive.

EDITORS NOTE

That Messrs. Allis & Thomas recommended 'Nineteenth Hole' suggests that they had their watering slightly wrong. For any readers who may not know it, 'Nineteenth Hole' is the official Journal of the Golf Club Stewards Association, not normally regarded as a breeding ground for good greenkeepers.

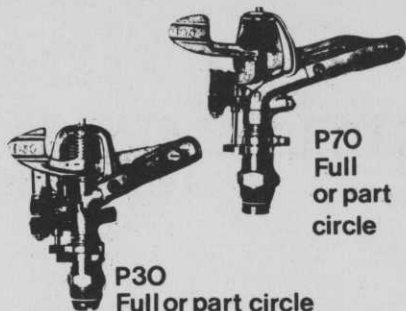
That neither 'The British Golf Greenkeeper' nor 'Golf Illustrated' (alphabetical order) were included suggests that the same gentlemen were not aware that these two journals carry 80%—90% of all advertising placed in this country for greenkeepers. A pity, for it could have saved Mr. Cash a lot of money. Ah well, perhaps we should all stick at what we are best at!

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