

EXHIBITION REPORT

ETME gets widespread support

Held for the first time last month the European Turf Management Exhibition attracted a high quality of support from across the whole greenkeepers industry.

The Rt. Hon Viscount Whitelaw opening the three day European Turf Management Exhibition and Conference at Harrogate, said he was delighted to have been invited to be the BIGGA President and felt he was asked at a time of great importance.

He said more people are playing golf and to meet this demand golf courses are being built around the world, not on the sandy sea links, but in difficult parts of the country, which will require much skilled management. Management which is crucially important.

"I believe we have very high standards of greenkeeping. We need to make them higher and that is the purpose of this exhibition. That is why you are all here this week. To learn to achieve better standards, better greens and better courses for golfers to play."

Turning to the subject of Education, Viscount Whitelaw said he was delighted to hear the Association had just appointed an Education Officer. He believed this was an enormous advance and that there was a great career for future young greenkeepers.

Referring to Jack McMillan, the BIGGA Chairman and Course Manager at Sunningdale, he said there are many whose skills are admired and are household names, for what you have done and others similarly, on courses in various parts of the country.

"We want young greenkeepers into the profession today, who will aspire to those standards in the future".

Viscount Whitelaw added that as a past Captain of the R & A, both he and the Royal and Ancient as the governing body in golf are very much behind the development of the Exhibition and Conference and wanted to see it succeed, as it did the Association.

He believed many more events would follow this first Exhibition and visitors would attend from all over the world.

In conclusion before declaring the 1989 Harrogate European Turf

Management Exhibition open he said, "Golf is a great game. Golfers will enjoy the game even more if played on well tended and well kept golf courses and that is what we all want to see".

The European Turf Management Exhibition held in the Spa town of Harrogate last month was a "success", say those exhibitors who took stands at the first sponsored show and conference of the BIGGA.

Next year's show is assured with a further expansion into three halls in the Harrogate Centre with the conference sessions probably taking place in the Royal Hall within the complex, rather than across the road in the Royal Baths.

Many of the exhibitors re-booked for 24th to 26th January 1990 before dismantling their stands and requested increased space. Some asked for more prominent positions, others were content to reclaim where they were.

As a first venture, the Exhibition organised by Geo. A. Wright suffered the inevitable minor teething problems, but will remain basically the same next year.

Suggested improvements will include a colour coding system for visitors, who all received name badges on registration. The colours will identify those from golf courses as opposed to local authority and

other amenity sports turf organisations to help both exhibitors and delegates recognise areas of interest immediately.

Opening times will also be adjusted to 9.00am-6.00pm on the first two days and 9.00am to 2.00pm on the last day.

Almost 2,200 visitors came to Harrogate over the three days, many stopping for the whole period combining the exhibition with attendance at the seminars.

The lectures were the success story of the week with rarely less than 100 delegates to each lecture, topping 175 for the presentations by Dennis Mortram and Bob Young on the second day, who took "The Broad Duties of the Course Manager" and "Presentation and Image at Work" as their respective themes. Thursday showed the best attendance with over a thousand registrations plus many of those who had booked in on the opening day.

The Association's prominent stand remained busy all week, selling blazers, sweaters, shirts, jackets, waterproofs and the newly designed BIGGA tie, which has been well received.

Wherever one called on the trade stands the reaction was the same. Quite satisfied with the attendance, but impressed by the quality of visitor, the depth of inquiry and genuine interest in the products on show.



Arthur Wyatt receiving his Kubota T1400 Ride-on Mower from Viscount Whitelaw at the European Turf Management Exhibition at Harrogate.

The Kubota T1400 was first prize in a national raffle run by Kubota to celebrate their breaking the world record for the longest distance driven on a lawnmower.