



## AN INSTITUTE POISED FOR THE 1990s

**T**his month sees the launch of the Institute of European Golf Course Managers with a mail out of some 3500 letters. It is with a sense of pride that I have taken on the role of Director General - not in what I have achieved but pride in an Institute that is destined to become one of the most vibrant and dynamic in European golf.

The decision to form the new Institute of European Golf Course Managers wasn't taken lightly. An assessment was made about the needs of those managing golf courses and there was a lot of discussion with those working in Europe as well as those working in this country. There must be very few now involved in this industry that have not seen the new role emerging for those dedicated to the management of golf courses. No longer does the title Head Greenkeeper adequately describe the responsibilities of those taking charge and even young greenkeepers are now setting their ambitions towards golf course management.

In deciding then that there was a need for the formation of an Institute the next step was to establish the aims and objectives and the terms for membership.

The first part wasn't too difficult. The aims of the new Institute are clearly to represent the interests of its members and to ensure the experience of the golf course manager is brought to bear on the improvements of golf courses throughout Europe. Also it is to encourage its members to improve their professional competence.

The terms of membership were not quite as easy to determine. The role of the golf course manager had to be defined and discussed in detail. No one body serving the industry had done that before! Also membership had to be attracted from a wide area covering the whole of Europe - job descriptions and titles vary from one region to another so there was a need to find a title that the majority could relate to. Membership also had to be open to people with a responsibility for the design and construction and of course there had to be a category of membership for those working in the trade. Additionally because the sights of the Institute were set at a high level we were keen to attract developers, proprietors of golf courses and owners and managers of golf and leisure complexes. We hope that all will find the Institute provides a vital need in their business plans.

The categories of membership are Fellow, Ordinary and Associate. The definitions of these can be found on the Institute's Aims and Eligibility for membership and application form which is being sent to every golf club in Europe.

The most important category is that of Fellow. The IEGCM is the first organisation to recognise the achievement of those that have a long and dedicated service to the management and improvement of golf courses.

To become a Fellow of the Institute of European Golf Course Managers will not be easy nor will it be granted as a matter of course. Each applicant will be assessed on merit but on acceptance the member will be given the right to use FInstEGCM after his name.

Over the next few months the Council will be working hard and in earnest to bring in membership to the IEGCM. The importance of membership however goes beyond the immediate significance since everyone connected with the golf course industry stands to gain as the Institute gathers momentum.

A handwritten signature in black ink, reading 'Stanley Ellison', with a long horizontal flourish underneath.