

This issue

AUGUST 1987

Front cover: There are no out-of-bounds for *Greenkeeper* - this month it's 'Destination Dubai' for a fascinating look at a magnificent golf course that is being created in the Middle Eastern desert and where project manager Stephen Trutch (pictured) has already managed the first birdie!

BIGGA NEWS & VIEWS

6

And your membership form for the new association

DESTINATION DUBAI

8



Tony Lewis reports on golf in the Gulf!

PEOPLE, PLACES, PRODUCTS

13

This Notebook section continues on page 15...

MACHINERY REVIEW

17

John Campbell, Jack McMillan and Bob Moreton appraise the Ransomes Verticut 214

EDUCATION - WHO NEEDS IT?

18

Eddie Park asks the question and gives his answer

COMPANY PROFILE - PARKERS

20

John Campbell profiles the Surrey firm

NOTEBOOK

22

The very latest...

TREES ON GOLF COURSES

24

The second part of a series by Tony Gentil

APPOINTMENTS

30

BUYERS' GUIDE

31

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All advertising matter, editorial copy and correspondence should be sent to: *Greenkeeper*, 121-123 High Street, Dovercourt, Harwich, Essex CO12 3AP. Tel: 0255 507526

Subscription rates:

UK-£18 USA-\$45 Continent-£30 Eire-IR £23

Greenkeeper is published ten times a year. Printed in England by J.B. Offset, Marks Tey, Colchester, Essex.

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Welcome to

the Golf Course

EVERY profession requires a public relations vehicle to project its image to those who are unaware of the complexities required in producing a satisfactory end result. The greenkeeping profession has been fortunate over the past few years to have been assisted in these efforts by the publication of this magazine and its team of contributors. The time has come however, for a magazine, aimed at a wider readership and one that will proclaim the virtues and artistry of golf course management today, not only read by those in our industry but by the 'end user' - the club member.

No longer are greenkeepers merely involved in the maintenance of tees, fairways and greens, the aesthetics of the entire course are of great interest to a wide variety of people. Presentation or packaging is a great importance in every sphere of life today and nowhere more so than on the golf course, not just for the few special televised courses, but at every club for ordinary members and guests alike.

The title of this publication from September 1987 will be changed to *the Golf Course*, enabling the publishers assisted by the editorial panel of the British and International Golf Greenkeepers Association, to reach that larger audience and make them aware of the skills required to produce the kind of courses that are acclaimed the world over.

Jimmy Kidd, Chairman BIGGA editorial panel.

Next month sees the demise of a familiar name when *Greenkeeper* becomes *the Golf Course*. When Fore Golf Publications successfully bid for the contract to publish a magazine for the new unified BIGGA, we did so with an open mind, for it was our belief that the members of the Association would wish to contribute in many ways. We have not been disappointed, variety will be the key to the continued success of *the Golf Course*, with regular features on education, technical topics, machinery reviews, face to face interviews, foreign golf, the history of the game and its famous courses. Our aim is for a larger, brighter and more diverse publication in order to attract readers who are involved in the running of golf clubs but who are so often unaware of what the golf course really is, their club's greatest asset. Much space has been given to "independence" in publishing, neither we nor the Association see this as a problem, Fore Golf is an independent

Continued on page 6