

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!

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Publisher: Fore Golf Publications Ltd

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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

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OPEN VERDICT

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company involved in the production of a number of golf related publications, what we now see is that through the BIGGA and its members a virtually unlimited number of contributors all with practical experience to pass on to their colleagues.

Thanks to a further increase in circulation due to the size of BIGGA membership we have already attracted increased support from our advertisers, keen to get their message across to all those who are involved in *the Golf Course*.

Michael Coffey.

Another milestone was reached in greenkeeping history, when at Muirfield the R & A's Championship Committee Chairman, Alastair Low, made reference at the start of his address at the prize giving ceremony. to the part played in the success of the championship, not only by the Honourable Company's Head Greenkeeper David Kirkcaldy, but by the bunker rakers of the British and International Golf Greenkeepers Association. It is unfair to minimise the role of those bunker rakers, but it was truly a memorable moment when the new Associations name came over loud and clear to the millions watching on television.

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Should you have any queries regarding membership of The British and International Golf Greenkeepers Association write to:- N. Thomas, Executive Director, BIGGA, The Sports Turf Research Institute, Bingley, W. Yorks.

BRITISH and INTERNATIONAL GOLF GREENKEEPERS' ASSOCIATION

APPLICATION FOR MEMBERSHIP

Greenkeeping member

Name in full Club

Position

Trade or Associate member

Name in full Company

Position

Preferred mailing address

I attach my cheque for £15 (plusVAT) = £17.25

Signed

Return to: The Executive Director, BIGGA, Sports Turf Research Institute, Bingley, W. Yorkshire.