

WELCOME TO GREENKEEPER *International*

**From The Rt. Hon.
Viscount Whitelaw
K.T., C.H., M.C., D.L.**

As we enter 1991 I am delighted to learn that BIGGA will now be producing its new 'in-house' publication, appropriately titled 'Greenkeeper International'. A members' magazine is most important for all greenkeeping personnel, for it is the Association's main means of communication with its membership.

It should enable members to keep abreast of developments throughout the profession and, equally important, keep members informed on key educational issues and proposals.

This is vital in terms of providing opportunities for course managers and greenkeepers to gain the qualifications and undergo training which will be essential to a successful future, both for themselves and for their chosen profession.

A highly professional team has been brought together to produce the new magazine, with an emphasis on quality of production and content. Do remember that this is your publication and your contributions will be vital to its success. Do not be afraid to voice your opinions, for there are many problems facing the profession and these should be aired through the columns of the magazine.

Approached constructively, I am sure there will subsequently be a much greater awareness and understanding of these problems within the game of golf in its wider aspects.



Your Association has made great progress in the last three years and greenkeepers now have a truly professional body to represent them. Nevertheless there remains much work to be done and for your part you should encourage many more greenkeepers to join and thus strengthen still further the power of the Association.

I shall look forward to reading the new magazine and to seeing it contribute in a positive manner to the further enhancement of BIGGA's standing within the game. I wish 'Greenkeeper

International' every success.

Neil Thomas, BIGGA's Executive Director comments:

Many members will be aware of the increasing problems experienced in recent months with the production and quality of the Association's magazine. Your Board of Management was faced with a number of serious matters relating to the magazine and, with the best interests of the membership in mind, a decision was made in December to terminate arrangements with the then publishers.

Furthermore, the Board resolved to produce its own 'in-house' publication under the all embracing title of 'Greenkeeper International', this to be produced with a solid emphasis on editorial content and concentrating on quality rather than pure size.

A highly professional team has been brought together, with advertising under

the control of Bill Lynch and Carol Dutton. Both had worked on the previous magazine and are now established as staff members of the Association. Another name familiar to many from earlier days is David White, who needed little tempting to return as our new editor.

Production will be the responsibility of Tim Moat of Headline Communications, York. Tim's company has produced many of our Association publications and is noted for its experience in magazine production.

This first issue of 'Greenkeeper International' is a joint edition covering January and February and we shall revert to our normal monthly formula with the next issue in March.

These have been exceptionally busy times for us at head office, though the adrenaline generated in producing this first issue has given us all great enthusiasm and the urge to go forward with publishing what is - in a very real sense - BIGGA's 'own' magazine.

Please take note of your President's message, for your contributions will be vital to the magazine's success. We look forward to hearing your views of this first issue - be they on design, quality or content.

