

THIS YEAR, MORE TO SEE THAN EVER BEFORE...

New Product Launches were introduced at BTME for the first time, giving companies the opportunity to explain new lines to trade press and potential buyers.

The launch presentations took place over two days and were organised for BIGGA by Rachel Semlyen Associates. Rachel was previously marketing director for Rolawn.

Visitors attended the presentation area to watch as:

- ◆ Agriland launched Tournament, a new rapid response fertiliser, promoted as a premium product for getting turf into peak condition for special events or for badly worn patches.

- ◆ Barenbrug revealed new grass seed mixtures for greens, in particular the Bar 2 mixture with the addition of Barcrown slender creeping red fescue, making it, they claim, top of the 1993 STRI list.

- ◆ Supaturf Products launched 'Dilute n' Shoor', a new method of applying Aquagro wetting agent using a hand-held spray gun attachment to a standard hosepipe.

- ◆ Ransomes showed off their new Fairway 300 mower, a high performance 5 unit ride-on with many additional features and benefits designed to cope with world-wide grass growth conditions.

- ◆ Rigby Taylor launched their new fungicide Rimidin, a new weapon in the war against fusarium.

- ◆ Industrial Power Units unveiled the new Dori 18" mower.

- ◆ British Seed Houses launched modern turf-grasses for the golf course.

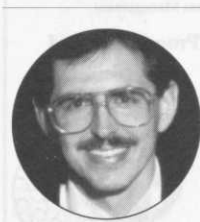
- ◆ Hardi showed the new Hardi Eagle de-mountable sprayer with 6-metre boom and 300 or 600 litre capacity tank; and

- ◆ Huxley's Grass Machinery launched a range of new Huxley products.

The product launch presentations were in addition to many new lines introduced on individual stands for the first time.



Hayter's Robin Boyes and Mike Lincoln-Smith with the Hayter-Beaver T93, which was launched at the show



■ The path to receiving his Master Greenkeeper Certificate from the Duke of York in Harrogate started for Robert Maibusch at the GCSAA convention in Las Vegas two years ago - when he first saw a copy of 'Greenkeeper International.'

Robert, course superintendent of Hinsdale Golf Club in Illinois, picked up the magazine on the BIGGA stand and because he thought he could learn from it, decided to join the Association.

"My interest in the Certificate was as a personal challenge at first," he said. "The work leading up to the exam forced me to go back and review everything I'd ever learned and it was very rewarding. The exam itself was difficult but fair."

"But I never realised quite what an achievement it was until everyone else recognised it and the whole thing outgrew my original personal involvement. My golf course was thrilled and meeting the Prince was - and this is difficult to put into words - overwhelming."

Robert and his wife Cheryl met the Prince informally with other Master Greenkeepers and their families at a private BIGGA reception after the awards ceremony.



Hayter's key role

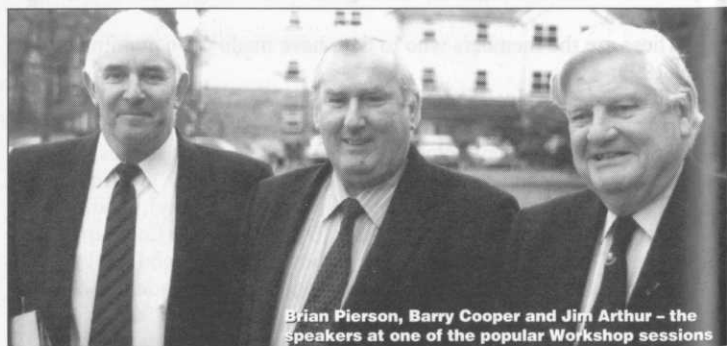
This year's BIGGA tournament is to be sponsored by Hayters and Association chairman Roy Kates, right, took the opportunity whilst at BTME to thank Hayter's sales and marketing director Kim Macfie for their support. "I am very excited by this new initiative," said Roy. "I know that our members will respond positively and with great enthusiasm."

BIGGA's executive director Neil Thomas said: "Hayter's enthusiasm and innovative ideas will, I'm sure, lift the tournament to whole new level of professionalism."

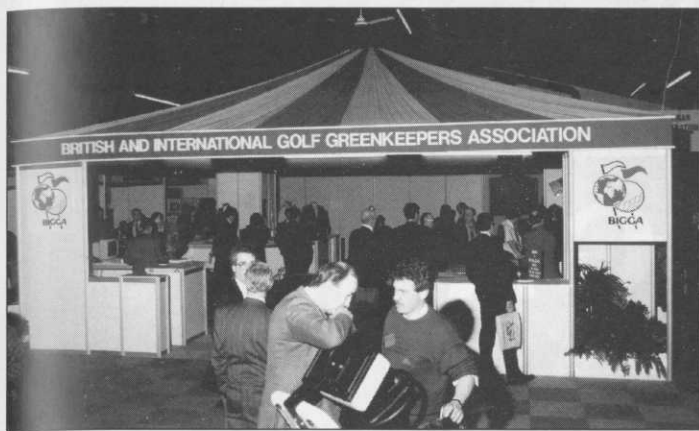
The event will be known as the Hayter Challenge Tournament.



Weathermatic's Paul de Rham, left, with Prime Watermen's Tim Hooper



Brian Pierson, Barry Cooper and Jim Arthur - the speakers at one of the popular Workshop sessions



THE BIGGA

ONE



BTME

BIGGA Turf Management
Exhibition and Seminar
Programme 1993

Record-breaking numbers of enthusiastic greenkeepers surged into the BIGGA Turf Management Exhibition in Harrogate to hear the Duke of York open proceedings with his own heartwarming view of the greenkeepers' importance in the hierarchy of golf.

"It is, lest any of us golfers here today forget," he said, "only possible to play this Royal and Ancient game because of all the hard work, commitment, patience, care... and above all the *pride* that you take in your profession."

It was an upbeat way to set the tone for this fifth and best-yet exhibition – one in which the predominant mood was of great optimism. The Duke said: "It is of vital importance that the game as a whole supports the training programmes now being developed for the greenkeeping profession. And a unified approach which has been sadly lacking in the past will undoubtedly accelerate the very real progress now being made."

Quite apart from performing the opening ceremony and touring the exhibition, including stopping for an unscheduled chat with Britain's first female head greenkeeper, Tracy Ruane, the Duke presented special awards to the companies who have supported the Association's Education and Development Fund. He also presented certificates to four Master Greenkeepers: Kerran Daly, Gordon Irvine, Robert Maibusch and Bil Montague, and a plaque to Ian Harrison, 1992 winner of the ICI Premier Greenkeeper of the Year award.

Speaking of the presence of both the Duke of York and

our revered president, Viscount Whitelaw, BIGGA chairman Roy Kates said that it was "highly significant in giving recognition to the Association as one of the leading bodies in golf, and to the development of the greenkeeping profession in recent years."

BTME has always been much more than a mere trade show and many traders present had nothing but praise for BIGGA's clever idea in bringing together a small but important number of educational sessions alongside the trade's own industry showcase, the one perfectly complementing the other and bringing about vast new audiences.

The reason is clear, for the big majority of those who visit BTME – green chairmen, head greenkeepers, agronomists, golf course builders, club secretaries and others – are in Harrogate for a whole week, bent not only on absorbing technical knowledge in sustained workshops and seminar sessions, but on returning again and again to circumnavigate the exhibition halls. For them the show is serious stuff indeed, they are serious folk with golf course business on their mind – sales enquiries and orders confirm it!

Good feelings for the profession of greenkeeping and for our industry prevail long after the doors finally close. Great friendships are formed and strong business links are forged.

As the Duke said in his speech: "With increasing membership, a successful exhibition and a magazine recognised as a leader, the foundations are now in place for BIGGA to go from strength to strength."

■ The Duke of York's presence at BTME sparked considerable media interest.

According to one paper, the attendance brought a "welcome renewal of Royal interest in the game of golf, after a lapse of half a century."

But a planned 'photo opportunity', at practice nets at the Pro-Tee Products stand, failed to come off when the Duke refused to swing a club. Turning to cameramen and reporters he said with a grin: "I know what you want me to do lads, but I'm not going to do it." This prompted the headline in another local paper of "I'm no swinger, shy Duke tells press."

It was Viscount Whitelaw's active involvement as President of BIGGA which drew attention from a reporter from *The Times*. In an article in the next day's edition of the world's most famous newspaper, BIGGA's aims and objectives were clearly explained under a headline which read: "Modern greenkeepers put image out to grass." The article told of Viscount Whitelaw's passion for the game, having been a golfer for 70 years – he started at the age of four – and how happy he was in building up the prestige of greenkeepers.

'Foundations are now in place for BTME to go from strength to strength'



Master Greenkeepers, seated from left, Kerran Daly, Bil Montague, Gordon Irvine and Robert Maibusch listen as the Duke of York officially opens BTME

to go from strength to strength

...and as a golfer, I shall

— THE DUKE OF YORK, opening



The Duke learns about golf course irrigation from Toro Irrigation Ltd's Peter Roberts. Looking on is Lely (UK) Ltd's Graham Dale



Ransomes' Chris MacGowan in conversation with the Royal visitor



ABOVE: Tom Dunlop with the Kubota FZ2400 ZeroTurn outfront rotary mower

LEFT: Plenty to see on the BEV Golf Equipment stand

RIGHT: Ian Pogson, of Iseki, with just one of the machines on their busy stand



Photographs by
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place for BIGGA

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to

watch its future development with interest'

ning the 1993 BTME

TME

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LEFT: Tracy Ruane, head greenkeeper of Oulton Hall GC, shares a joke with the Duke

ABOVE LEFT: Kim Macfie and Tina Pulsford, of Hayters, with the Royal visitor

ABOVE: Colin Gregory on the Hardi stand

LEFT: Garry Worrall and Mark Hillier on the Maxwell Hart stand

NEAR LEFT: BIGGA's Neil Thomas and Samantha Flint with the Duke and Viscount Whitelaw



ABOVE LEFT: The Duke on the Pro-Tee Products stand

ABOVE: René Orban, of Jacobsen UK Ltd, looks on as the Duke makes a point. Also in the picture are Neil Thomas, left and Roy Kates, BIGGA Chairman

LEFT: Viscount Whitelaw and the Duke with Rolawn's Terry Ryan, on their stand

NEAR LEFT: Richard Webb, of Tacit, explains how their hole-cutter works to the Duke and Roy Kates