



Leading the way in Europe

■ BIGGA's role as a key player on the international stage was highlighted at the second European Forum held at the Old Swan Hotel, Harrogate, during the BTME. More than 50 delegates attended the meeting and listened to speakers from Sweden, Holland and Norway. We may not share the same language but, it seems, we do share the same sort of problems. What also came out of the meeting was that BIGGA is the largest and best organised of the European associations and with 261 international members in 31 countries it has a very important role to play in future developments.

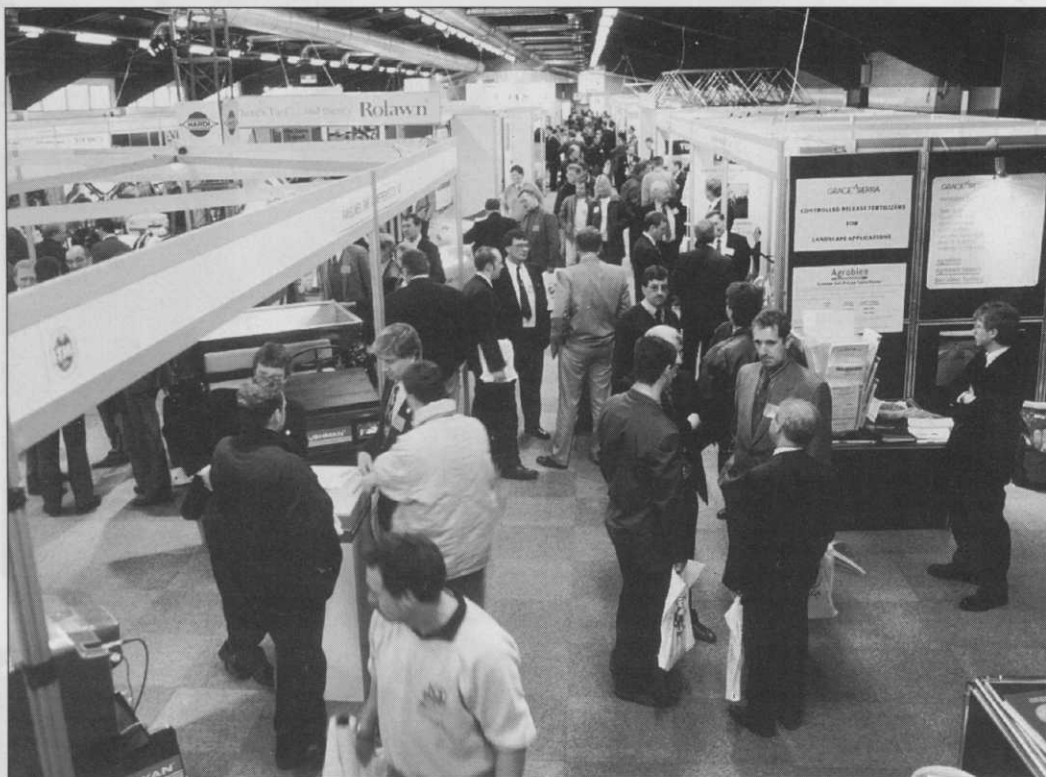
■ The Agricultural Engineers Association says many people in the turfcare industry would like to see just one exhibition. If the success at Harrogate is anything to go by, the BTME should be that exhibition. As BIGGA's executive director said at the AGM: "We are committed contractually to Harrogate until after the 1996 exhibition and we intend to go on presenting our case that if there is to be one major show then Harrogate may well prove to be the ideal venue."

■ Harrogate looked more like Harrods on sale day when the exhibition opened. Long queues formed at the pre-registration desk, prompting organisers to rethink the system for next year.

■ One driver was so eager to get in that he crashed his car outside the entrance on the first day.

■ On the other hand, one well known marketing manager walked in half an hour after the show had closed. *It's only a two and a half day exhibition, you know!*

Industry applauds BTME: 'I don't think I have seen the halls so full...' 'Another success...' 'Superb...'



Attendance up at the only show that counts

If you're a greenkeeper, course manager or are, in some way, connected with golf, there was only one place to be last month – Harrogate and the BIGGA Turf Management Exhibition.

We're not the only ones thinking that. More than 6,000 people visited the show – 1,200 up on last year. And exhibitors were besides themselves with joy at the contacts they had made and the business they had done.

● Ransomes' sales manager, Chris MacGowan, said: "It's the best show, it's the only one that counts nationally."

● Kim Macfie, Hayters sales and marketing director, who had the

largest stand there, told BIGGA: "It was another success... you must take considerable pride in the knowledge that it was so successful."

● Jonathan Franks, amenity grass seed manager, British Seed Houses, said: "I don't think I have ever seen the hall so full on the first and second days and we were very impressed that so many delegates came from so far afield."

● One of the busiest men there was BIGGA chairman John Crawford. Everywhere we went, he was there ahead of us shaking someone's hand or making a speech. Afterwards, when he'd

caught his breath, he said: "Everything went smoothly."

● David Smith of Atterton & Ellis Ltd simply put it this way: "It was superb."

● Richard Fry of Marketing Link Associates summed it up by saying: "You now have the best exhibition, the best magazine and the best training videos."

And it wasn't just the exhibitors who were pleased. Ian McMillan, course manager at Hankley Common Golf Club, Farnham, said: "The atmosphere was very good amongst the trade and members. The fact that the show has grown in stature through difficult times is a credit to the organisation."



Two of the winners of our £600 BTME competition are pictured with BIGGA chairman John Crawford. Colin Mackay (left), assistant greenkeeper at Cruden Bay GC near Aberdeen, won return rail travel, three nights' accommodation and entry to all the education seminar sessions. Nigel Buxton (right) assistant head greenkeeper at Cavendish Golf Club, Buxton, Derbyshire, won a single night's accommodation and entry to all the seminar sessions. Second prize winner Harvey Tribe, first assistant at Henley Golf Club, couldn't make it.