

# BTME success assured as rival show attempts to gain ground

**T**he BIGGA Turf Management Exhibition (BTME) is set to break all records. A record 146 exhibitors will be at the Harrogate International Centre this month. A record number of visitors are expected following BIGGA's biggest promotion campaign, which included page advertisements in all the major turf magazines and direct-mailing more than 6,500 people in the golf industry. And a record number of international visitors have already signalled their intent to come to Europe's premier turf management show.

By early December BIGGA's offices at Aldwark Manor had received 23% more pre-registration cards than at the same time last year and 14% of them came from overseas. And this commitment from international visitors was before BIGGA sent out invitations to over 2,500 golf clubs and golf-related businesses on the Continent.

Bookings have also been flooding in for the National Education Conference – with a record attendance anticipated for the event, held in conjunction with BTME for the first time.

## Bigger and better

"Every year the show gets bigger and better, and this year's success couldn't come at a better time for the Association," said Bill Lynch, BIGGA's marketing manager, referring to the launch of a rival show by P&O events.

The Landscape and Turf professional '96 show is scheduled for Olympia, London, a week before the '96 BTME. Whether it will actually happen is still the subject of much debate.

P&O have fuelled much of the confusion themselves by writing to potential exhibitors claiming that ten "industry leaders" have been "securing space to ensure their presence" at the proposed show.

After telephoning these industry leaders, we found that none had in fact secured space by putting down a deposit, although deposits were apparently required by December 22. Companies such as Kubota, John Deere, Hardi, Jacobsen and Hayters said they had reserved space in case the new show did go ahead.

"I'm waiting to see what happens. I'll know more by the end of January (after BTME)," said Colin Gregory, managing director of Hardi.

"We're keeping our options open – we're still hoping there will be just one show," said Brian Hurtley, vice president/director of Kubota UK.

## European showcase

John Deere's managing director Alec McKee is also keen for one show that will become a European showcase for British and other manufacturers. "It's going to be a crying shame if we in the UK, where golf courses started,

lose our leading position," he said.

The Agricultural Engineers Association had originally approached P&O Events with the idea of an "umbrella" show because its members felt there were too many shows. With the Institute of Groundsmanship and BIGGA declining to come on board with P&O, all the AEA has achieved is the introduction of a possible new show – but with the profits going outside the industry.

Asked what they will do in January '96, many of the industry leaders echoed Alec McKee's words: "God knows, we can't afford to be at both shows." How-

ever, he added: "We want to be where our customers are."

Judging by the response to BTME '95, it looks as if a large percentage of those will be in Harrogate in 1996.

"It takes a long time to get to this stage," said Lynch. "It would be a brave managing director who would walk away from a successful show, a show he had helped make successful, for an unknown event. Especially an event based on research which involved only 406 individuals and 292 companies, most of whom, in any case, said their preferred location was the Midlands, not London."

## BIGGA and IoG set up initiative to promote BTME and SALTEX

BIGGA and the Institute of Groundsmanship (IoG) are forming a cooperative marketing alliance to promote their respective trade shows – BTME (BIGGA Turf Management Exhibition) and SALTEX (Sports, Amenities & Landscaping Trades Exhibition).

According to BIGGA chairman John Millen and IoG chairman Ian Beaney, the two events are complementary. A joint statement issued by them to the trade states: "BTME is a spring-time, indoor, golf-related event with a strong educational focus. SALTEX is an outdoor autumn event with strong demonstration features and a broad profile."

The two shows share many common exhibitors and the new cooperative plans may include aiding companies that participate at both events. Both organisations feel that the two events, at separate ends of the year and in different parts of the country, offer a logical and effective combined exhibition programme that serves the needs of the UK industry and the broader

European market.

Details of the joint activities are still being worked out, but could include joint educational programmes, incentive pricing for companies exhibiting at both shows and cross promotion to further improve attendance for both shows, especially international visitors.



According to Millen: "It's a duty of professional organisations like BIGGA and the IoG to make some sense of the crowded exhibition calendar in the outdoor sports and amenities markets. Suppliers must be sure of real value for money and that members of both organisations will benefit from two strong shows."

Ian Beaney feels that the new alliance "has the good old fashioned virtue of common sense.

Suppliers and users don't want professional bodies slugging it out for cash. They want professional events that work and organisers that respect the value of their business."

One of the first companies to respond to this initiative is Amenity Technology which exhibits at both events. Managing director Carl Crome said: "The idea of having the BTME in Harrogate in January coupled with Saltex in Windsor in September is perfect, covering the north and south of the country. There is no need to have an additional show in London. Also, I don't see why people outside the industry should benefit. Any profits that are obtained by the show organisers should be put back into the industry for the education of greenkeepers and groundsmen – as BIGGA and the IoG do."

BTME will be held from January 25-27 at the Harrogate International Centre with the 1996 dates set for January 24-26. SALTEX '95 will be held at the Royal Windsor Racecourse from September 5-7.



John Quinn, pictured, has been appointed manager of the new 18-hole course planned at Elmwood College in Cupar, Fife. John, 29, was previously employed as head greenkeeper at Alva Golf Club, Alva, Clackmannanshire.

Construction of the Elmwood course is likely to begin in March.

The course, which will provide realistic conditions for training students, is designed by John Salvesen and offers an exciting prospect for Quinn.

John is no stranger to Elmwood College, being both a past and present student there himself. He is currently awaiting confirmation of his Master Greenkeeper Certificate, stage one status, and is also studying part-time for his HND in golf course management.

● At Elmwood College's annual awards ceremony the greenkeeping section was well represented and full-time student prize-winners included Margeir Vilhjalmsen from Iceland (SCOTVEC National Certificate in Greenkeeping and the St Andrews Links Trust Award) and Richard Barham from Cupar (SCOTVEC Higher National Certificate in



## Manager appointed as preparation work starts at college golf course

Golf Course Management and the Carnoustie Golf Links Award).

Part-time students who received prizes for the SCOTVEC National Certificate in Greenkeeping and also the BIGGA (Scottish Region) Awards were Robert Whiting, employed by Royal Cromer Golf Club (1st year) and David Williams, employed by Wentworth Golf Club (2nd year). Third year student Kenneth McManamon of Kildare Hotel & Country Club, Co Kildare, also received the Gleneagles Chal-

lenge Trophy.

Distance learning student David Ashley, of Great Barr Golf Club, Birmingham, was presented with the prize for the SCOTVEC National Certificate in Greenkeeping Supervision (Distance Learning).

● Pictured: Professor Donald MacKay, chairman of Scottish Enterprise, and Carol Borthwick, head of greenkeeping section at Elmwood College, with the prizewinners from the greenkeeping section.

## Students take the initiative

Students from the world's first HND in golf course management – run at Cannington College in Somerset – have taken the initiative and started marketing themselves before they hit the job market in April.

The students, who will graduate after three years' full-time training, are the first to complete the HND, initiated by BIGGA over three years ago.

But when they contacted golf clubs to introduce themselves, they discovered that few really understood the new HND course and qualification.

Said student George Simpson: "Because this is a new qualification, the greenkeeping industry does not yet know how it fits into the usual framework of jobs. We would like to see the qualification explained to potential employers."

Fellow student Graham Martin added: "While this HND is a highly specialised course in golf



course management, we don't expect to enter the industry at a very high level. We acknowledge that we need to gain experience before taking on senior positions."

Three of the students have previous greenkeeping experience and are taking the HND to further their careers. In total, 15 students are due to graduate in April, following a training which includes two work placements

totalling 10 months' work experience. Graham and another student, Chris Jack, worked in the Forest of Arden during the Murphy's English Open, while George worked at Gleneagles during the Scottish Open.

The HND course covers all aspects of golf course management including architecture, construction, greenkeeping, course management, consultancy and agronomy.

## FLYING DIVOTS

■ Construction of the North Weald Golf Club, an 18-hole David Williams-designed course just north on the M25 in Hertfordshire, has resumed. "Originally the course formed part of the ill-fated Compton Holdings development and although work had started nearly two years ago this proved to be a hindrance rather than a help," according to constructors Whitnell Contracts. The course will have a number of water features and two lakes when construction is completed and seeding takes place late spring.

■ A new £740,000 production facility for Terralift Fertilisers came on line last month. The facility, built in Co Monaghan, Ireland, has a capacity of 10,000 tonne per annum and will predominantly service the company's European distribution centres, including those in Glasgow and Peterborough. New products being launched at Harrogate this month include Greens Start 11:1:1 which has been developed to promote early colour and growth in fine turf, and Humiboost Fine Turf Liquor – a foliar spray finely tuned to an individual course with a tissue analysis.

■ Sign and plaque maker CB Designs International Ltd is so confident about a new form of fixing that the Rickmansworth-based company says it will replace any tee plaques that are stolen within three years of purchase free of charge. Tel: 0923 897160

■ Richard Aitkens of Glasgow is H Patisson & Co Ltd's UK Distributor of the Year. SBS of France is the European Distributor of the Year.

■ Johnsons Seeds is centralising its entire operations at its Boston headquarters, closing its branches at Woodley near Reading and Haydock. Johnsons says it has invested heavily in computerisation and upgrading production at Boston so there is no longer a requirement to retain the two branches, which were opened in the 1960s.

# NEWS

## STRI to run turf courses in spring

The STRI, Bingley, will hold a series of courses on the theory and practice of turf construction and management this spring. The five-day courses start on February 20, February 27 and March 6. Prices (excluding VAT) are £265 for non-STRI members and £215 for members. The STRI will also be holding a two-day course for club managers/chairmen of green on January 24 and 25. Prices for this less detailed course are £150 for members and £175 for non-members plus VAT. Tel: Julia Wilson on 0274 565131.



■ Toro commercial products distributor Lely UK has presented special awards to three of its national network of dealers to mark their contribution towards a successful year which has brought a "healthy increase" in sales of Toro turf maintenance machines. Pictured with their awards are (from left): Brian Goudie, AM Russell Ltd, Edinburgh (Outstanding After Sales Award); Richard Holt and John Penn, Midland Tractor Company, Hednesford, Staffs (Best Dealer Commitment Award); Dill Barnard (Dealer Salesman of the Year Award) and Gavin Bingham-Wallis, both of Grasshopper (Horticultural) Ltd, Chelmsford, Essex (Best Overall Dealer Award); and Toro general manager and sales manager Peter Mansfield and David Cole.

## FLYING DIVOTS

■ Warren Sunderland of Sunderland of Scotland has been re-elected as chairman of the British Golf Industry Association. John Ennis of McGregor Golf (UK) continues as vice-chairman.

■ Preliminary year-end results from Ransomes plc show that the company's recovery continues. Operating profit to the 1994 year-end reached £14.4 million compared to £2.4 million in 1993. And this was for a nine-month year following the company's decision to bring its year-end forward to September 30 to better reflect the seasonal nature of the grass machinery manufacturing business.

■ Seaford Head Golf Course, one of the most popular public courses in Sussex, will continue to be maintained by Lewes District Council's Community Leisure DSO. General manager Peter Crowley has won a five-year continuance of the contract which was first taken on three years ago.

## Irish greenkeepers learn how to take control

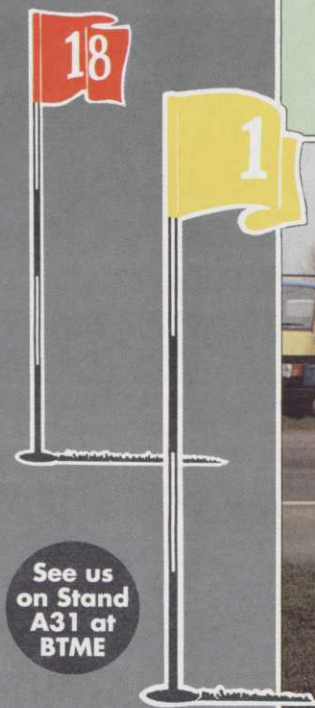
The Irish Golf Greenkeepers Association is holding a two-day course management conference entitled 'Taking Control' on March 3 and 4 in the Prince Wales Hotel, Athlone, Co Westmeath.

There will be seven speakers each day covering a broad range of topics, including preparation of courses for tournaments, budgets and health and safety in the workplace. Speakers include Derek

Ganning from The Belfry.

The cost for the two days is £50 for members of the IGGA and £60 for non-members. This includes lunch both days and tea and coffee.

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