



Working for the good of the fine turf industry

Going up: next year's BTME now larger than 1995 event

In the last month eight more companies have committed to BTME '96 bringing the total number of exhibitors so far to 139.

Among the latest group are Driving Force Leisure and Headland Agrochemicals both of which are exhibiting for the first time.

The Strategic Marketing Alliance between BIGGA and the IOG means that if anyone exhibits at both Saltex in September this year and at Harrogate in January '96 they will be entitled to a 5% discount on stand costs at both events.

It looks likely that there will be a full turn out from the national golf unions who have been offered stand space at the exhibition.

"I'm pleased to announce that already we have had acceptances from the English, Welsh and Irish Unions," said Ken Richardson, BIGGA Education Officer.

The latest acceptances mean that 90% of exhibition space have gone.

"I'm pleased with progress so far. With seven months still to go the '96 event is already larger than BTME '95 which means that there will be even more for the visitor to see and, with an extended education programme, additional opportunities to learn," said Bill Lynch, BIGGA Sales and Marketing Manager.

"The average stand size in '96 is 12% greater than in '95," explained Louise Lunn, Exhibition and Marketing Executive. "This means that although we have some space still available it is going faster than ever."

Anyone thinking of exhibiting at BTME 96 should contact Louise on 01347 838581 now.

● Site plan: pages 22-23.



■ Jim McKenzie, Course Manager at Celtic Manor, has just taken delivery of his latest batch of Massey Ferguson equipment taking the investment over £1 million. "We began using Massey Ferguson

equipment in '93 when we started construction and we will continue to use it for general course maintenance," explained Jim.

"At the moment we are moving between 1,200 and 1,300

tonnes of sand," he revealed.

The course will open for play in August.

● Jim McKenzie is pictured above with Ian Lee, Regional Service Manager for Massey Ferguson.

Ditch relics of past, say Americans

Have you ever considered what it must have been like to be the person who lit the gas street lights when electric ones were just around the corner? Or a bus conductor when one man operated buses were introduced? Or a hot metal compositor when journalists were issued with computers which meant they could input their stories directly?

Well according to the bi-monthly Golf Course Superintendents Association of America publication *Leader Board* you should know exactly how those poor individuals felt.

The main front page story in the latest issue begins:

"Q: What do a Featherie and a Greenkeeper have in Common?

A: They both are old-fashioned and out-of-date."

It goes on:

"The featherie, an early ball, was composed of a leather cover stuffed with wet, compressed feathers and bears little resemblance to today's highly specialised and aerodynamic ball.

"The term greenkeeper has also become obsolete. The expanding responsibilities and specialised knowledge needed to manage a golf course has advanced the pro-

fessional beyond 'greenkeeping'.

"Correct terminology: Golf course superintendent, golf course manager, and director of golf course operations."

The story continues to explain that approximately 71% of GCSAA members have two or four year degrees; 24% of members are certified and 49% have certification as their long term goal; almost half of GCSAA members control maintenance budgets in excess of \$500,000; 73% of members are involved in their local non-golfing communities and over 98% place importance on environmental research to help them protect land, water and wildlife.

Obviously on this side of the Atlantic we have course managers but there are still a great many Head Greenkeepers. Do you feel that the title "greenkeeper" is insufficient to convey the full extent of your responsibilities? Would you rather be, perhaps, a Deputy Course Manager instead of First Assistant or one of the American titles?

Write in and let us know. We could even be forced to change the magazine name to *Director of Golf Course Operations International!*



Roger Robinson and Lord Griffiths

All change at the STRI

The Sports Turf Research Institute has a complete set of new office bearings as well as a new Director.

Dr Mike Canaway recently took up the post of Director of the Institute, succeeding Dr Peter Hayes who retired, while the Rt Hon The Lord Griffiths has been elected President and Roger Robinson the new Chairman.

Lord Griffiths, who succeeds Lord Luke of Pavenham, has the unique distinction of having been both President of the MCC, in 1990, and Captain of the R&A, in 1993.

Roger Robinson succeeds Peter Wilson who has retired after being a member of the Board of Management since 1981 and Vice Chairman and Chairman since 1987.

A member of the Board of Management of the STRI since 1982, Roger Robinson has been Vice Chairman and Chairman of the Golf Committee. He is a member and past Captain of the Royal Liverpool GC as well as being President of the Cheshire Golf Union in 1987.