

# NEWS



## Cynthia's marketing challenge

Cynthia Larbey, pictured, has been appointed Group Marketing Manager of Ransomes plc taking on responsibility for the marketing functions of all Ransomes' group companies worldwide.

Based at Ransomes' headquarters at Ipswich Cynthia has marketing experience in both the consumer and industrial sectors.

"Working alongside Ransomes' existing sales and marketing teams worldwide I shall be ensuring that all our marketing aims and objectives are truly consumer led," said Cynthia.

## Greenkeeper backed in public slur outrage

Dunfermline Golf Club Head Greenkeeper Ronnie Cunningham had a nasty shock when he picked up the local newspaper and discovered a public notice informing members that a special meeting would be held to discuss 1. The general condition of the golf course and 2. The performance of the greenkeeping staff.

The meeting, due to be held on June 2 has been called by a group of disillusioned members unhappy with the condition and general untidiness of the course and does not have the approval of the club. According to club secretary Bob De Rose, 49 year-old Ronnie has the full support of the club's council (committee) and green committee.

"This has come from 59 members out of a total membership of 600 and it's totally unwarranted," said Ronnie, adding that he had a great deal of support from among the other members.

"My team - there are four experienced men and two apprentices - have worked extremely hard in difficult circumstances and it is disgusting the way we have been treated.

"In the three years I've been here we have continually improved the course by making the tees bigger and redoing the bunkers. We put in new sand and before we did it we got samples for the members to look at and they approved of what we were doing.

"The new sand was white and

we have also used it to fill in divots around the course and I think this is why certain members have felt that the course has looked untidy. It's been so dry that there has been no growth and every course in the area has suffered. We also have to water by hand," said Ronnie.

"I have not even been invited to attend the meeting. Is it any wonder you hear of young greenkeepers having breakdowns and attempting suicide?" he added ruefully.

"The green committee and the council are not in agreement with those who have called the special meeting but it is in the constitution that a special meeting must be held if 50 names are put to a petition," said Mr De Rose.

"It is our view that Ronnie is doing a very fair job. I sit in on the green committee meetings which are always extremely thor-

ough and Ronnie always does what he says he is going to do."

With the special meeting approaching Steve Isaacs of the STRI was invited to make an inspection of the course.

"He thought it was a real emergency when he was asked to visit but said that the course is better this year than it was last year," said Ronnie.

This was backed up by Mr De Rose who also spoke with Steve Isaacs.

His view is that the course is the same or better than every other course in the area," he explained.

"I hope that his positive view of the course will mean some of the petitioners changing their minds and that there will not be enough names for the meeting to go ahead but it is very unfortunate that the greenkeeping staff's reputation can be called into question in such a public fashion. Mud sticks."

Club President Bill Kennedy had a slightly different view of the situation than the club Secretary. It was his view that some of the Club's council were not in full support of the greenkeeper and that the same was true of the green committee.

"Those who are complaining are not in a position to discuss the technicalities of greenkeeping but are unhappy about the general untidiness of the course. I would say that there is room for improvement."

■ Wareham Golf Club greenkeeper Steven Campbell was awarded damages after winning an unfair dismissal tribunal.

The club had made him redundant after a chemical reaction killed off 11 off the greens and the club had lost £10,000 in revenue.

The club said that it could not afford to keep him on but the tribunal found that Mr Campbell had not been consulted over his redundancy and awarded him £696.

## FLYING DIVOTS

■ A young English trainee has earned the once-in-a-lifetime chance hone his skills at the feet of a master.

Chris Knowles (20) of Telford Shropshire will spend 12 months in the USA by studying under one of the nine Master Greenkeepers in the World, Terry Buchan.

Chris, who earned a diploma in Turf Science and Sports Ground Management at Myerscough College, Lancashire, will work under Terry at Double Eagle in Columbus Ohio.

■ Colin Montgomerie laid the final brick at Chobham Golf Club's new clubhouse less than two years after DC Leisure first began construction of the Surrey club's course.

The new clubhouse facilities include the 'Colin Montgomerie Suite' of function rooms, a bar and a la carte restaurant, pro shop and changing rooms.

Monty's ceremonial piece of brick laying represented the conclusion of the construction phase of DC Leisure Group's first golf club management project.

■ Hayter has appointed Tim Yardley as his new Marketing



Manager. Tim, pictured, arrives at Hayter from Hunter Plastics where he was Product Marketing Manager and

has also worked with Marley Excursions. He is a member of the Chartered Institute of Marketing. Says Kim Macfie, Hayter's Sales and Marketing Director, "This is a key appointment to the Spellbrook team and Tim brings with him a large variety of relevant experience."

■ Germinal Holdings Ltd, the wholesale seed merchants group which includes Samuel McCausland Ltd in Northern Ireland, David Bell Ltd in Scotland, Germinal Ireland in Ireland and British Seed Houses in England, has appointed three new directors to the Board of Directors.

Roger Saunders, Oliver Vaughan and Michael Shannon come from the English, Irish and Scottish arms of the group respectively.