

# Greenkeeper

INTERNATIONAL

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## Stick with what we know

As the dust settles I hope you can all look back at your Harrogate experiences with equal doses of pleasure and satisfaction and join in the general belief that the week was another to mark down on the list of memorable occasions.

I must admit I do enjoy the whole experience the only downside having to constantly end conversations with the phrase - "It's been great talking with you but I should really have been somewhere else five minutes ago." It must be as wearing to hear as it is to say.

It is amazing, however, even when you are at your busiest your mind finds opportunities to wander and at one stage during the week I found myself thinking what a great job James McEvoy, our Sales and Marketing Manager, has.

It seems pretty simple to me. He calls up people in the industry asks if they are interested in advertising in the magazine or whether they would like to take up any of the many exciting sponsorship possibilities BIGGA has to offer.

They then answer in one of two ways. 1. "That's a great idea, thanks for offering me the chance to be associated with such a superb organisation. For how much shall I make out the cheque?" Or they say. 2. "I'm sorry, James, I'm afraid we've allocated our budget for this year in other areas. It's a shame because it really is a stonking good idea."

In the latter case he merely continues to make calls until someone gives him answer number 1. Easy!

I know he's been to college and read enough books to be able to spout forth about any marketing phenomena which has ever existed but I reckon I could probably do his job in the few spare moments I have when I'm not editing this magazine.

I know such things happen because one of the PGA Regions sent a letter to its members suggesting that they, the club professional, could also take on the additional role of Course Manager.

I've also seen a recruitment ad in another magazine for a "Golf Manager" - "combining the responsibilities of the Head Greenkeeper with the Club Professional". It's true.

Let's face it, I couldn't do James' job, just as he couldn't do mine. The same goes for golf club staff. Obviously at the turn of the century circumstances dictated that a club professional combined duties but making a case that the jobs then are the same as now would be as pointless as arguing black is white.

The roles are not interchangeable. In this highly advanced, fast changing, age you need to work hard just to keep up to date with the role that you know best. The thought of making a decent fist of a completely different job just because it happens to involve the same subject is plainly ludicrous.

Let's continue to produce the best possible Course Managers to work alongside the best possible Club Professionals.

PS. I hope you like your new style Greenkeeper International.

Editor: Scott MacCallum

