

The Hayter International Cup will be played in the week beginning October 11, 1998. Scott MacCallum takes a closer look at the tournament, and the company behind it...

A return match to SAVOUR

If the second Hayter International Cup is anything like as exciting as the first it will be an occasion which will be remembered by all those lucky enough to be involved for many years to come.

Then, the Americas team emerged triumphant from a day, at West Lincs Golf Club, near Liverpool, which saw fortunes ebb and flow and the result in doubt until the very last green of the very last match.

Non-Playing Captain, Bruce Williams, eventually accepted the trophy in recognition of a 10-8 winning scoreline, but the occasion will be most remembered for the experiences off as well as on the golf course.

"I will never forget the electric atmosphere we all experienced on the balcony overlooking the 18th green that day as the match reached its dramatic conclusion," said Kim Macfie, Sales and Marketing Director of Hayter and the man whose original concept had become a thrilling reality.

"While the result was all important when the golf was going on, as soon

as the hand shakes were completed it was almost irrelevant as it was the forging friendships perhaps rather than the holing of putts that meant the most," said Kim.

It is a lot to expect that the second playing of the Hayter International Cup will live up to its predecessor but you can be sure that those who are preparing for the October date will not be disappointed.

Unlike the first match, the second Hayter International Cup will be played over three courses on three days in Atlanta, Georgia - Cherokee Town and Country Club, the Golf Club of Georgia and Peachtree GC, venue for the 1989 Walker Cup match - with the format close to that used in the Ryder Cup which without fail these days produces excitement by the barrel load.

"I am really looking forward to the return match and am sure that the memories I take away from Atlanta will complement those I treasure from two years ago," said Kim.

The Hayter International Cup was a natural follow-on from the Hayter Challenge which was such an inte-

gral part of BIGGA's members golfing season for five years from 1992.

The qualifying format of playing sectional and regional events to gain a place to represent the Region in a National Final ensured that the competition was a focal part of the year with the chance of visiting one of the best courses in the country for the final a real incentive to play well.

It was from the last Hayter Challenge final, held at the wonderful Ganton club, near Scarborough, last October, that the four UK-based qualifiers for the Rest of the World team were selected.

Andy Sheehan, Nick Webber, Derek Wilson and Russell Lewis will represent England, Ireland, Scotland and Wales respectively and all played out of their skins on behalf of their Region, in the knowledge that success would also win them a place on the plane to Georgia.

Next month we will take a closer look at the courses chosen for the Match.

52 Years Old - and in its Prime

Hayter celebrated its 50th birthday with a lavish dinner at the Ironmonger's Hall in the City of London two years ago at which the honoured guest was Doug Hayter, the man whose inspiration and name had launched the company.

In the 1940s Doug had designed a lawn mower for his own personal use which proved so successful that friends, impressed by the quality of the cut it was giving the Hayter lawns, asked Doug to make one for them as well.

From those little acorns has grown a company which has its own Bishops Stortford factory, a staff of over 200 and an annual turnover of around £20 million.

Doug Hayter, now in his 80s, is no longer at the helm as the company is now owned by Tomkins, one of the UK's biggest multi-nationals with

Below: The 1996 Hayter International teams together



HAYTER

The Americas Team

Non Playing Captain
George Renault, USA
Paul McGinniss
Alta Mesa Country Club,
USA

Dave Fearis
Blue Hills Country Club,
USA

Tommy D. Witt
Still Waters Resort, USA

Doug Meyer
Cedarbrook G&CC,
Canada

Dean Pillar
Cordova Bay GC,
Canada

Mike Baden
Cranbrook G&CC,
Canada

Ken Mangum
Atlanta Athletic Club,
USA

Al Pondel
Deerfield GC, USA

Jim Dusch, USA

Sylvain Alarie
Club de Golf St. Jerome,
Canada

Ricardo de Udaeta
Argentinean Golf
Association

Alejandro Young
Argentinean Golf
Association

Full Rest of the World Team

Non-Playing Captain
Gordon Child, England

Australia - Peter Frewin

England - Andy Sheehan,
Bentley GC, Essex

Finland - Jorma Eriksson

France - Remy Dorbeau

Germany - Andreas
Kauler

Ireland - Nick Webber,
Portstewart GC, Co
Antrim

Norway - Atle Revheim
Hansen

Scotland - Derek Wilson,
Irvine Bogside GC

Spain - Eugenio Rezola

Sweden - Martin
Sternberg

Switzerland - Pierre
Ambrosin

Wales - Russell Lewis,
Northop Country Club,
Flintshire

sales in excess of £4.6 billion last year alone. This ensures that when investment is needed, in either research and development or perhaps new tooling, the money is there to do it and that the company's Mission Statement of "Simply the Best" is not just an impossible dream.

A journey through the Hayter factory shows the fruits of this, with "3D" computer aided design equipment on the first floor as well as robot controlled machinery and a state-of-the-art powder paint plant on the shop floor. The latter of which ensures that every machine leaves the factory sporting the distinctive green livery in an immaculate finish.

The Hayter portfolio of equipment is highly regarded across the board in the domestic, where it is regarded as without peer, the local authority and in the golf markets.

"We have had a superb year in the domestic market so far and are having trouble keeping on top of the orders," explained Kim, while he recalls the '96 Hayter International Cup fondly as an occasion when he sold equipment to some of the Canadian competitors.

"That was not the purpose of the event. We are keen to facilitate the coming together of greenkeepers from throughout the world but if we can also sell some machines while we are there it's the icing on the cake," he smiled.

"The fact that the Canadians hadn't seen Hayter equipment until their visit to West Lincs says much for the impact it made on them," added Kim, whose name within the industry is as respected as the machinery he sells.

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