



**Stephen Bernhard, Managing Director of Bernhard & Co, came to BIGGA HOUSE on a very hush hush mission...**

# Having a quiet word...

## What is the Silent Auction?

It is a novel and exciting new feature which gives the opportunity to bid confidentially for a varied array of donations kindly provided by members of the trade. From October '99 anyone can then 'bid for a bargain', so don't worry if you're not a Greenkeeper, there's something for everyone.

## If I donate an item, how will I benefit?

- Greenkeeper International
- Initial profile on donated item
- Monthly publicity July to January 2000

## The Internet

- Profile of the donated item on the Silent Auction site

- Direct link to your own website

## Catalogue

- Profile of donated item and colour picture

## Press Reception & Buffet at BTME2000

## I'm a member of BIGGA, how do I benefit?

Well, there's the opportunity to bid for a bargain, and be the envy of your friends and colleagues with the possibility of acquiring a new piece of kit, a collectors item or a well deserved break, for a fraction of the retail price. Not to mention 'lots' more fun at Harrogate.

## Where does the money go?

- The funds raised will go towards:
- The BIGGA Building Fund
- The continuing development of Greenkeeper education through training programmes and facilities
- The active promotion of BIGGA

## How do I find out up to the minute information on the Silent Auction?

By 'surfing the net' - and at the touch of a button. The site is updated every time someone makes a bid and the site itself highlights all that you need to know such as details of the last bid, new donations and progress so far.

## How do I bid?

Well that's up to you, but you can choose from:

- by post
- by phone
- by fax
- by email
- in person at BTME 2000

**Don't bid yet!**  
Bidding starts from October 5, 1999

## Any other questions?

Just call Jenny Panton on 01347 833800 and she'll deal with all of your Silent Auction questions personally.



Stephen Bernhard presents Neil Thomas with the first of two donated grinders for the BIGGA Silent Auction

The first company to become a Premier Club member is Bernhard and Co who have given two Blade Rite 2000 Quatro Grinders.

Managing Director, Stephen Bernhard, said he was delighted that Bernhard's should be the company to give the Silent Auction a flying start.

"After the acquisition of Atterton and Ellis, Bernhard's felt that the newly combined company did not have enough experience of the challenges that face today's greenkeeper," he explained.

"With that in mind, we decided that we required to learn, and to do that we needed to work more closely with BIGGA and its members. We learn from the users of our equipment and we share the experiences we've picked up around the world with the potential users of our equipment in the UK.

"Therefore we feel it is important that we put our money where our mouth is. Donating machines in this way gives us a chance to do more than

just give money - we can monitor the results of the use of this equipment, where it ends up, how it impacts on the people who use it and to learn from that."

BIGGA's Executive Director, Neil Thomas, was full of praise for Bernhard's initiative.

"We have always believed that BIGGA's Silent Auction would be a

great success and that faith has been reinforced by the commitment which was made so readily by Stephen and everyone at Bernhard's," said Neil.

"We look forward to many other companies and individuals making donations to what will be a major event in the months leading up to an exciting conclusion during BTME 2000."



Is your club thinking of purchasing a grinder? Why not bid for one, and stand a chance of getting it for half the normal retail price? Make your bid by either;

Phone: 01347 833800

Fax: 01347 833801

E-mail: reception@bigga.co.uk

Post: BIGGA HOUSE, Aldwark, Alne, York YO61 1UF  
or in person at BTME2000

Lot No.	Item description	Item value	Start bid
001	Bernhard grinder A	£6,000	
002	Bernhard grinder B	£6,000	

**Don't bid yet!**  
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**Have you  
heard?**

**BIGGA's got something to shout about!**