

BIGGA TURF MANAGEMENT EXHIBITION  
**BTME**  
& EDUCATIONAL SEMINAR PROGRAMME

&

ClubHouse

# PREVIEW 2003

## Hurray for Harrogate

**It may not be Hollywood but to thousands of people involved in the golf industry Harrogate is the place to be seen in the third week of January.**

For people in the "non-playing" sector of the golf industry the third week in January is the highlight of the year - ring fenced at the expense of any other engagement from one year to the next.

That's when the North Yorkshire spa town of Harrogate attracts everyone connected with the course maintenance and administration of golf clubs to two of the biggest events in Europe.

BTME and ClubHouse, the new addition to the Harrogate experience, will draw visitors and exhibitors from all corners of Great Britain, Ireland and beyond, as well as delegates from the rest of the world to hear papers from the leading authorities in their respective subjects and view the latest developments in an industry that doesn't stand still for a second.

Combined, the two Shows create a unique "one-stop-shop" for all those involved in the running of the golf course and clubhouse respectively and to, return to to the Hollywood analogy, the names of BTME and ClubHouse will soon be linked as inextricably as Crosby and Hope; Bogart and Bacall and Fred and Ginger. Each complementing the other but being a star in their own right.

As ever education, in the shape of the Continue to Learn programme, is at the forefront of the week and highlights of the Education Conference, supported by John Deere, on the Monday and the Tuesday include Frank Newberry, Brin Bendon, Tony Mears and Kerran Daly on the first day and

Keith Happ, Steve Cook and Ken Siems on the second. Workshops include the popular Golf Course Design, Environmental Management, Soil Science and Master Greenkeeper.

The Keynote speaker, supported by Ransomes Jacobsen Ltd, sees Debra Veal, who rowed across an ocean - most of it alone after her husband developed a fear of the sea and had to leave the boat - describes her experiences.

The Seminar Programme in Harrogate International Centre consists of nine sessions each offering the delegate something different.

A new innovation for 2003 is the Careers Fair, supported by The Toro Company, which will provide information on careers in all parts of the industry and offer assistance in making the most of the opportunities which lie ahead.

On an entertainment front, as well as all the delights Harrogate has to offer, the two main events of the week are Former PGA Captain John Stirling who will be addressing the Education Conference Dinner and the Counterfeit Stones who will be playing to guests at the Exhibitions Banquet in the Majestic Hotel.

As ever, Harrogate Week is not to be missed, but in 2003 the reasons to attend are greater, and more compelling, than ever.

Hurray for Harrogate!