



*"What a cracking exhibition. A truly superb launching pad for our new range of STAR TINES and MICRO-STAR (TM) TINES. Greenkeepers certainly know what they want and used our TINE selector to choose. 24 new account orders and 22 potential European Distributors speaks volumes! Well done!"*

Stuart Booth, Allied Turf-Tech



*"Very good attendance from overseas visitors. A lot of interest from new customers. Excellent show and good value for money."*

Derek Cooper, Garfitts



*"We've had the best BTME yet since we've been attending over the last 10 years, with the special interest of 2003 being in the new SandMaster."*

Gary Mumby, Director, BLEC

# LAUNCH OF CAREERS CD

A new information pack for those interested in a career in golf course management and greenkeeping was launched at the Show.

Funded jointly, by the BIGGA Education and Development Fund, the Greenkeepers Training Committee and the Golf Course Superintendents Association of Ireland, the information is available on CD ROM and/or DVD.

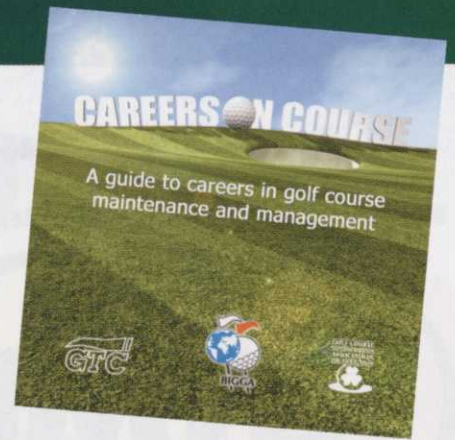
The CD ROM contains a 12 minute video, narrated by Peter Alliss, which shows the work of greenkeepers, information on qualifications, information on training providers and examples of career progression. The DVD includes an additional greenkeeper master class.

The pack will be distributed to all careers offices and training providers in the United Kingdom and Ireland. Other interested bodies may request a pack from BIGGA, the GTC or the GCSAI.

"The industry has been waiting for a careers information pack for some

time. The CD ROM/DVD should appeal to the target audience of school leavers and spread the word about careers in greenkeeping," said BIGGA Education and Training Manager, Ken Richardson.

David Golding, the GTC's Education Director, added, "The new career CD and DVD promotes Greenkeeping as an excellent profession to join and with education and training opportunities for persons at all levels I hope that the career advisors will help our sector to recruit Greenkeepers, some of whom will become the Course Managers of the future."



The Bernhard's Scholarship Reception. Hosted by Stephen Bernhard, the Wednesday evening occasion gave the 10 latest recipients of the Scholarship the opportunity to meet up and get to know their American hosts when they travel to Atlanta for the GCSAA Conference and Show



John Deere's Pieter Nel speaks during the National Education Conference Dinner



A popular visitor to the Show was Kim Macfie, the recently retired Sales and Marketing Director of Hayter, who was a guest at the dinner he used to host and, received a gift from all his former dealers



Conference dinner speaker John Stirling regaled some tales from his lifetime in golf



One of the most popular Sessions in the Education Conference was on Organisational Politics delivered by David Bancroft-Turner



Keynote Speaker, Debra Veal MBE talks about her amazing journey



The Golf Course Design Workshop with Howard Swan and Simon Gidman saw the creative juices flowing



*"It has been the best attended show for a number of years. There has been good appreciation of the Rovral Green name change to Chipco Green. The earlier opening times prevented queues forming at the Hall entrances prior to the show. There was a better quality of visitors due to BIGGA's direct marketing. Will be exhibiting again in 2004."*

John Hall, Bayer Environmental Science



*"We have never taken so many orders at an exhibition! It is the best show I have ever experienced. We took 13 orders for machines and a great deal of product interest was expressed from European visitors, in particular the new 3696M Machine."*

John Millen, Lastec



*"Staggered and stunned at the amount of visitors to the Tenax stand - we were bowled over by the number of leads generated. When a show is like this, it makes it all worthwhile."*

Paul Munday, Tenax UK Limited



*"BTME 2003 has been a huge success for Headland Amenity. More people than ever before visited the stand, and we were able to talk to a greater number of potential new customers than at previous shows. It proved to be the ideal launchpad for our new TriCure Wetting Agent Pellets which generated a high level of interest from greenkeepers and groundsman alike. Interestingly, we have seen much interest in new fertiliser technologies and customers have spent more time discussing the technical aspects of nutritional programmes as well as seeking value."*

Andy Russell, Sales & Marketing Director, Headland Amenity Ltd



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