

## Feature listing from September 2002

**September 2002;** National Championship Preview; Irrigation; Non Grass Cutters; Hawkstone Park; Careers in Greenkeeping.

**October 2002;** Saltex Review; Golden and Silver Key Supporters; Environment Awards; Health & Safety; Sustainable Use of Pesticides.

**November 2002;** Toro Student of the Year; National Championship; Drainage; St Andrew's Bay; Autumn Problems.

**December 2002;** BTME & ClubHouse Preview; R&A Golf Course committee; Dr Kate Entwistle; Pennard GC.

**January 2003;** Beedles Lake Profile; Talking Heads - Chemical Application; Rebuilding Golf Greens; Constructive Advice.

**February 2003;** BTME/ClubHouse Review; Royal Liverpool Profile; Irrigation; Nematodes.

**March 2003;** The Berkshire Profile; Meloidogyne; Overseeding Golf Greens; Talking Heads - Health & Safety.

**April 2003;** Oakmere Park GC; Spraying; Golf Course Security; Bernhards Delegation; Ransomes Jacobsen Profile.

**May 2003;** Cardrona Golf & Country Club; Poa Annuu; Rough Mowers; Mole Control; Rootzone; Green Construction.

**June 2003;** Irrigation; Ransomes Jacobsen Scholarships; Fertiliser; Fairway Mowers

**July 2003;** Irrigation Water; Greens Mowers; Bent Grasses; Course Management; Rakes

**August 2003;** Aeration; Open Review; Saltex Preview; Waste Water; Toro Student of the Year.

**September 2003;** Hanbury Manor; Irrigation; Disease; Integrated Pest Management; Communication.

**October 2003;** Construction Machinery; Pay Recommendations; Saltex Review; Pesticide Legislation; Finance.

**November 2003;** Temple GC; Trees; Environment Competition Results; Sandy McDivot; Drainage.

**December 2003;** BTME & ClubHouse Preview; Downfield GC; Compact Tractors; Architecture; Bio-tech.

**January 2004;** Ipswich GC Profile; Grass Seed; Environment Competition Awards; Utility Vehicles (sit in).

**February 2004;** Harrogate Review 2004; Tyneside GC; Utility Vehicles (sit on); Irrigation.

**March 2004;** R&A Best Practice; Trentham Park GC; Drainage; Spraying.

**April 2004;** Know your Rules; Tournament Preparation; Landmarks in Greenkeeping; Security.

**May 2004;** Goodwood Club; Seed or Turf?; Biological Product Survey; Water Features; Recycling; BIGGA Environment Competition.

**June 2004;** Fairy Rings; Biologicals; The Grove; Kubota Profile; Turf; Sand and Rootzone.

**July 2004;** Royal Troon Open Preview; Mowing; Disease Analysis.

**August 2004;** Neil Thomas Memorial Golf Day; Open Review; Royal Cinque Ports; Irrigation; Mowers (2); Saltex Preview; Best Practice; Top Dressing.

# Chairman's Column



## Weather Words

Has the world really gone crazy or am I affected by a premature middle age form of senility!?

A strange way you may think of opening this month's Chairman's column - but wait, look around you.

Tropical like weather conditions, with torrential rain coupled with thunder and lightning and mid 30's Celsius temperatures causing severe damage to our golf courses, bringing complaints from golfers of washed out bunkers and casual water on fairways.

Maybe it's just me, but how did we manage to place more importance on this when we have a village in Cornwall almost being washed away before our very eyes and live on TV to boot.



It's a given in today's world that golfers travel fair distances in order to get their fix of the latest 'wonder' design but are we/they so totally insulated from the real world, even with minute by minute weather forecasting and news coverage, that we expect golf courses to be some kind of oasis amongst these strange weather patterns.

To listen to some, emerging early on a bright August morning, you could be forgiven for thinking that they had arrived from another planet, let alone another part of the same country!

Today, and in keeping with the latest Health and Safety procedures, we have sounded the Klaxon to evacuate the course due to thunder and lightning.

A sound policy you may think, even though commercially this has a negative impact on our profits, but the result? Complaints from golfers that their game has been interrupted and that they have run out of time, and in any case they have never been struck by lightning!?

At least this poor weather gives me some time to catch up on correspondence.

The first letter to deal with is a complaint from a customer who has been offended by a ranger asking him to speed up his pace of play. The customer, a golfer of 25 years standing and a low handicapper, has never before been accused, or been guilty of slow play, and therefore his day has been totally ruined.

The next deals with a complaint of 'no sand in the bunkers'. The member in question has obviously not been on a beach just after the tide has ebbed. Yet another complaint from a member that, because the holes have not been recut today, his score was the worse by two shots on account that his ball had lipped out! This phenomenon occurred on Greens stimping at nearly 10 foot and the golfer had a handicap of 9.

All of the above, you may think, are ridiculous complaints, and you should be forgiven for thinking so.

However, these people are our customers, and in today's world, important people. As managers we are challenged daily to provide conditions and a service

that will please. In order to do so it's most likely that extra training and education, over and above the normal agronomic disciplines, will be required. As you plan your budgets for the coming year will you consider the expense of the above seriously and will you have the skills necessary to defend and justify its inclusion in your budget?

All of the above is not merely a ramble or the Chairman's valiant effort to think of something to write about mid term. For some years now, a few, me included, have been strong advocates of management training.

Thankfully our pleas for help have been admirably answered by Ken Richardson and David Golding, but still too few avail themselves of the opportunities provided.

Well Ladies and Gentlemen, after a few false starts, the Train is now most definitely leaving the platform. Today's customer is discerning and demanding and is unable to accept inadequacies.

Your challenge is not only to be able to provide first class playing conditions, in all kinds of weather, but to be able to communicate that you have done so, and if you have not, to placate and sooth the angry customer.

Please for your futures, and that of your golf course, don't miss the Train. It will prove expensive, not only in the loss of customers but also in your own wellbeing. Stress is a killer and the biggest form of stress is not knowing how to deal with or control a situation. You don't need to take that chance!

In closing, if all else fails, don't forget sometimes just to laugh, it works wonders.

**Andy Campbell MG CGCS  
National Chairman**