

Harrogate week

Review



Harrogate Delivers!

Like it or not we are all in the business of delivering. A football manager has to deliver either trophies or an avoidance of relegation depending upon his team's aspirations; you have to deliver quality putting surfaces; a postman has to deliver the mail while we at BIGGA Headquarters have to deliver a successful Harrogate Week each year.

Well I think we can safely say that delivery was achieved last month. A total of 7757 visitors attended BTME & ClubHouse over the three days, an increase on the previous year of 12.9%, which, by any standards, is quite a jump. To put it into perspective the increase from 2004 to 2005 was 3.7%.

A more in-depth look at those stats reveal that 46.8% of visitors were attending Harrogate Week for the very first time and meeting up with the 43% who visit most years. In addition to greenkeepers, there was an increase in the number of Golf Club Owners, Secretaries, Chairman of Green and Club Professionals and 68% of visitors had the authority to approve and purchase with 22% in a position to influence approval.

Outside of golf, visitors represented 14 other industries including theme parks, tennis, cricket, bowling, football and racecourses.

The international flavour of the week was enhanced by the attendance of people from 30 different countries outside of Great Britain, while 40% of the home audience came from the Midlands and the South.

As an Association BIGGA can't guarantee the size of the audience exhibitors will face, nor the visitor profile, but we can and do, spend a lot of time making Harrogate as attractive a proposition as possible for potential exhibitors visitors, hoping they make the decision to attend and then delivering on the promises made.

That way everyone can maximise the experience derived from devoting a period of their time to visiting Harrogate in January.



A Week In the Life

Scott MacCallum recalls a fabulous Harrogate Week.

For BIGGA Headquarters staff, having already spent 11 months and three weeks in outline, and several months in detail, planning Harrogate Week starts very early. The advance party, Pauline Thompson, arrived at Harrogate International Centre on Saturday morning to oversee the handover from the previous week's Toy Fair to BIGGA. Pauline spent the day ensuring that no damage to the Halls caused by next year's Christmas presents would be attributed to this season's latest machinery launches.



Sir Michael Bonallack looks on as Kerran Daly does the honours

Later that evening John Pemberton arrived in Harrogate in preparation for an early start the next day when Ken Richardson and Sami Collins would arrive to administer delegates for the Sunday Workshops, which this year were held in the brand new state-of-the-art Queen's Suite, a purposed build conference facility on the first floor of the International Centre. Five separate workshops ensured a real buzz to the start of the week and certainly set Harrogate Week off on the right foot - Basic Health and Safety; Project Management; Financial Management; Golf Course Design and A1 Assessor Training meant a wide range of the skills required to undertake the job of a Course Manager were on tap.

While education was being provided upstairs progress was being made in the Halls as stand builders and exhibitors worked tirelessly to ensure that stands would look as attractive and welcoming as possible come the grand opening on the Tuesday morning.



A packed house enjoyed Keynote Speaker Colonel John Blashford-Snell, right

A dinner for the speakers and BIGGA staff on Sunday evening proved to be a highly entertaining and convivial evening, proving to be an ideal half way point for those involved with two day workshops and launch pad for those conducting the one day Monday Workshops – Customer Care; Drainage; Getting the Best from your Staff; the L12 Coaching Award and the Update A1 Assessor Award.

Monday witnessed a real change of gear as more stand builders and exhibitors arrived and the remaining BIGGA staff and more delegates took part in the workshops. By the end of the week over 1000 seats had been filled by people at Workshops, Seminars or the newly introduced Fringe Seminars offered by exhibiting companies.

Monday evening and Harrogate was alive with the expectant chatter of visitors awaiting Tuesday's opening and members of the trade ready to welcome them.

At 9am sharp on Tuesday Kerran Daly demonstrated that a year as BIGGA National Chairman had not dulled his more practical skills as he wielded the famous BIGGA shears to great effect and declared the BTME and ClubHouse Exhibitions open. With that the five halls quickly filled up and the familiar sound of communal chatter started.

Tuesday morning is also the occasion when BIGGA recognises its leading lights and Award winners. Thorpeness Golf Club, led by Course Manager Ian Willett, received the BIGGA Golf Environment Competition, sponsored by Scotts, Syngenta and WRAP. It was quite a week for Ian, as he also received his Award for five years of CPD attainment and was also unveiled as Terrain Aeration's Unsung Hero of the Year. Although judging by the success he'd attained earlier in the week he seemed pretty well "sung" to me!

We also cheered the 41st and 42nd Master Greenkeepers in Colin Parrish and Kevin Ratcliff. Coincidentally both are from the north west of England with Colin Course Manager at Morecombe Golf Club and Kevin at Wychwood Park, in Cheshire. They received their plaques and blazer from BIGGA President Sir Michael Bonallack MBE, who made another very welcome visit to Harrogate Week.

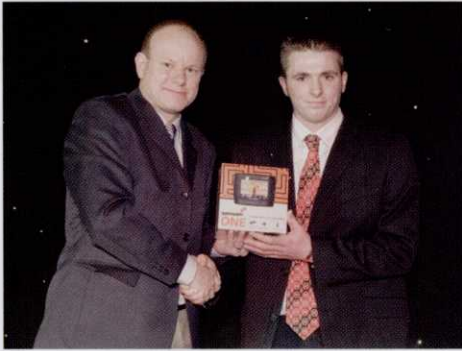
With the Awards duly presented and acceptance speeches made the audience sat down to be enthralled by the Keynote Speaker, Colonel John Blashford-Snell, who spoke on his adventures and his work with Operations Drake and Raleigh.

He later joined invited guests at the Chairman's Lunch in the Majestic Hotel where Kerran Daly presented his Club with a plaque as a thank you for being so co-operative over the past year and where BIGGA Golden and Silver Key

Education and Development Fund supporters were recognised for their generosity, including latest Silver Key member Saul Nassau.

The evening witnessed a quiz organised by Sherriff Amenity and Bailey's of





David Lees, right, receives his prize for winning Stand Up, Sit Down Bingo from sponsor Korec



Busy busy busy - it was all go in the halls!



The Careers' Fair, sponsored by Toro, was again a useful component of the week



Left: The Internet Cafe, sponsored by Pitchcare, helped keep everyone in touch with the world



Richard Whyman draws Ian Osbourne, Head Groundsman at Richard Euan Sports Ground, out of the bag with the help of Vitax's Clive Williams





The Museum brought back many a memory of yesteryear

Norfolk and Kubota hosting a Casino night, both of which were in the St George Hotel. Other dinners included the annual Toro Dinner and the 60th anniversary Hayter Dinner, which was held in the Majestic Hotel. Another event on the Tuesday was Tower Chemical's seminar and Ian Batty, Sleaford Golf Club and Ronnie Myles, Scarcroft Golf Club, both won trips to this year's US Open after entering the company's prize draw.

Traditionally Wednesday is the busiest day of the week and 2006 was no exception. Many people were convinced a world record was being attempted for the most people squashed into the confined space of the HIC. It may have been, but people were too busy conducting business to notice and the 3422 visitors to the Show had a great time and kept the exhibitors exceptionally busy.

British Seed Houses hosted a lunch in the St George Hotel which eased the congestion in the halls a little and the guests were treated to an entertaining talk from Test Match Special's, Henry Blofeld, who shared stories for his time in the commentary box and hailed the work of the country's groundsman and greenkeepers.

The afternoon saw the announcement of the welcome return of the John Deere Team Championship, which will ultimately see a team from the UK travel to the States to take part in the International event. Money from every team that enters is donated to BIGGA by John Deere, so everyone is delighted to see it back on the schedule.

BIGGA's Annual General Meeting was held in late afternoon and Kerran Daly duly passed on the crown of BIGGA National Chairman to Richard Whyman, Head Greenkeeper of Burnham and Berrow Golf Club in Somerset.

Richard took hold of the reins in expert fashion and introduced his new Vice Chairman, Billy McMillan, son of Jack, and Course Manager at Tyrrells Wood GC, near Leatherhead. Past Chairman, Andy Campbell MG CGCS, stepped down from the Board along with George Barr, of the South East Region, and was replaced by Raymond Day, Course Manager at East Sussex National GC.

The AGM was followed by the Bernhard's Reception where the 10 BIGGA Scholarship Delegates to the GCSAA Conference and Show in Atlanta were presented with their tickets. The event grows each year and the latest delegates brings to 60 the number of people who have benefited



The show allows visitors to chat with the experts

from the generous sponsorship of Stephen Bernhard and his company.

Thursday arrived and the pace didn't seem to lessen. In the past Thursdays had a different pace than Tuesdays and Wednesdays but the morning was particularly busy. Among other events, the day saw the launch of the excellent new STRI Environment DVD, sponsored by Ransomes Jacobsen.

Thursday was also Student Day at Harrogate Week, with the first ever Student Forum being held, sponsored by Toro. Ashley Lock, of Brigewater College, Cannington Centre, will be able to enjoy music on the move courtesy of the Student Quiz. Ashley's answer sheet was pulled out of the hat to win himself an Ipod Nano.



The TT Manx, sponsored by Ransomes Jacobsen, produced 3 winners: Ross Plumbley, Andy Halifax and Richard Barbar





The R&A's Big Debate on Sustainable Golf caught everyone's imagination and was a fitting finale for Harrogate Week 2006

The highlight of the week for many was the R&A's Maintaining a Sustainable Golf Course Big Debate which attracted an unprecedented attendance of 270. Chaired by Nick Park, Vice Chairman of the R&A's Golf Course Committee, the Thursday afternoon saw presentations from Steve Isaac, of the R&A; Alistair Beggs, of the STRI; Gordon Irvine MG, and Chris Haspell.

The audience participation element of the Debate was held on Friday morning and remarkably over 170 of the delegates

numbers was read out you sat down and the last man standing, David Lees, won a Tom Tom Sat Nav system. The losers still had the chance of winning millions on the Saturday's Lotto Draw!

The main entertainment came from The Rat Pack's Back, who sang unforgettable standards between the main course and the sweet. Several members of the audience were unwittingly dragged into the act to sing or dance which added to everyone else's enjoyment.

After the meal television comedian and impressionist Terry Alderton had everyone in stitches with a hilarious set, much of which revolved around the GCSAA's Membership Services Director Scott Woodhead, who seemed to take the brunt of Terry's anti American material. However Scott took it in good part and Terry moved on to other subjects and with his all action style kept everyone laughing.

It was a fitting finale to a wonderful week and acted as the launch pad to Harrogate Week 2007. The hard work and preparations start now!



The Rat Pack's Back belted out the old standards



Terry Alderton with his American friend Scott Woodhead

remained. They spoke or heard from a long line of distinguished Course Managers from either side of the argument. A full report on the Debate will appear in a forthcoming issue of Greenkeeper International.

While The Big Debate continued until the Friday, the Thursday evening banquet represented the close of Harrogate Week 2006 for the majority of people.

The meal in the Majestic Hotel was superb and the entertainment top notch. It started with a raffle, prizes donated by companies who attended the banquet and was followed by a reverse lottery hosted by satellite mapping company Korec. Everyone was provided with tickets valid for that Saturday's lottery and told to stand up. If one of your



THE UNSUNG ALWAYS HAPPY TO HELP

Ian Willett, Course Manager at Thorpeness Golf Club in Suffolk, and Arthur Williams, Head Groundsman at Ynysangharad Park, Pontypridd, South Wales, were proclaimed Terrain Aeration's Unsung Heroes for 2005.

At the annual awards held during Harrogate Week, Steve Gingell, Southern Area Manager for the STRI, spoke on behalf of his fellow judges Gordon Child, BIGGA, and Derek Walder, IOG, praising the winners for their selfless work with both junior members of their own green and groundstaff and those from a wider area.

"Both men maintain their sports facilities to the highest possible standard but despite the demands of the job they are never too busy to help and advise those further down the ladder. Arthur, who has been at Ynysangharad for 40 years, has been a mentor to many young groundsman and will always take time out to help people on placement, including those with learning difficulties. Ian, who took Thorpeness to win the BIGGA Environmental Award, is known for always putting his staff first, and his availability to anyone seeking help or advice. Both men freely pass on their knowledge and lend their support for no personal gain or recognition," stated Steve.



Arthur Williams, front left, and Ian Willett, front right, celebrate their achievement

The winners will enjoy a week's holiday in the South of France, with Terrain Aeration donating the hire of a house in Lanquedoc and sponsors, Turf Professional magazine and Pitchcare, donating £200 towards travelling expenses.



BIGGA Chief Executive, John Pemberton, draws out the winner of the 9 Hole Golf Competition. Jon Boorman, North Wilts Golf Club, wins £1,000 of holiday vouchers

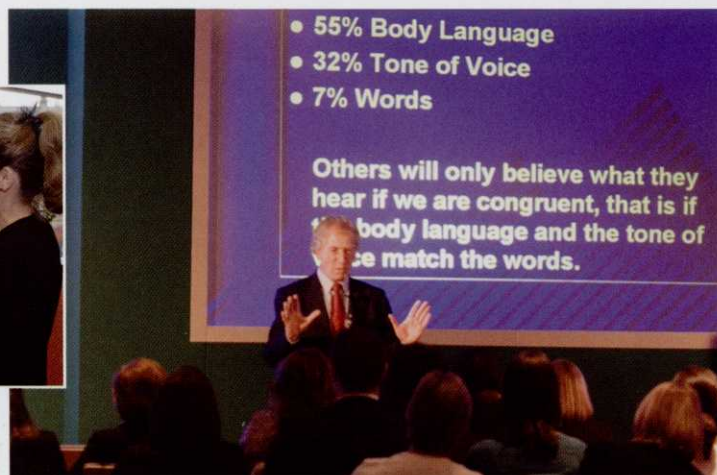


The now well sung Ian Willett with his Thorpeness team as they receive their BIGGA Environmental Prize, sponsored by Scotts, Syngenta and WRAP

FEMALE FORUM FLYING

Harrogate Week 2006 staged the third ever Women's Networking Forum. The annual Fine Turf and Sports Management Exhibition debuted the Forum in 2005, and the networking group has gone from strength to strength within its first year, which included its second meeting occurring at Saltex 2005.

Held in the Harrogate International Centre's new Queen's Suite on the Wednesday of Harrogate Week, the forum was open to both sexes and had a fine attendance of 35. These witnessed presentations from BIGGA's Sales Manager, Rosie Hancher, and Brin Bendon, Vector Training. Topics covered included Developing and Using Networking Skills and the Importance of Good Body Language. The talks were followed by an open discussion regarding the current issues within the fine turf industry.



"I am delighted to be involved in The Women's Forum which is going from strength to strength. The Forum provides an opportunity to learn skills that help you develop personally and professionally in a very friendly and relaxed environment. I was very pleased to meet so many new people this time - the word is spreading," stated Rosie.

MASTER GREENKEEPER SUCCESS FOR THE NORTH WEST

Two more greenkeepers have survived the three arduous stages of the prestigious Master Greenkeeper Scheme to become the 41st and 42nd to achieve the award. Master Greenkeepers can be found in all corners of the world but the two newest both come from the north west of England.

The first is Colin Parish, Course Manager at Morecambe Golf Club. A greenkeeper for 25 years and a Course Manager for nine, he entered the Master Greenkeeper Scheme in 1999, with enough Credits to move on to Stage 2. He had his course inspected in August 2002 and he passed Stage 3 in March 2005.

The second new member of the club is Kevin Ratcliff, Course Manager at Wychwood Park Golf Club, in Cheshire. A greenkeeper for 13 years, Keith has worked on a variety of golf course including one stint in Zagreb.

He joined the Scheme in 2000 and his course was inspected in August last year and he was successful in the two part examination in October of 2005.

"The Master Greenkeeper Scheme continues to go from strength to strength. We currently have almost 200 greenkeepers at various stages of the programme but it is a measure of the quality of work required to meet the standards that in 15 years we still have fewer than 50 Master Greenkeepers throughout the world," said Ken Richardson, BIGGA's Education and Training Manager.



Colin Parish, top and Kevin Ratcliff are awarded their Master Greenkeeper status



The Chairman's Lunch was a chance to recognise BIGGA's Golden and Silver Education & Development fund supporters

40 NOT OUT

Success can be assessed in many different ways but one of the best is longevity. If something stands the test of time it has obviously met with the approval of a large number of people and as a result must be successful.

It is 40 years since the late Reg Allett started production of Allett mowers. It is a testament to his engineering skill and business acumen that the company is still thriving in an industry dominated by multinational rivals.

Reg's son, Roy, is now a Director of Allett Mowers, and marked 40 years in the business during Harrogate Week 2006.

"Allett mowers were first produced by my father 40 years ago and I believe it is important that such an anniversary is recognised," said Roy.



The Sherriff Amenity Quiz tested the best the Fine Turf Industry had to offer on Tuesday Night



NEW PRODUCTS

Harrogate Week

A TRIMSTAR IS BORN

With an operating hand/arm vibration level of just 2.39m/s^2 , the new Hustler TrimStar hydrostatic walk behind mower has been launched by UK importer Allen Power Equipment.

To support this low vibration figure, the TrimStar is fitted with the H Bar self-centring steering system, which lowers operator fatigue, often attributed to commercial mowers with the older style pistol grip steering systems. Speed forward, reverse, brake and turns are all controlled with the easy to learn, easy to operate H-Bar Plus Steering, which now comes with cruise control for added efficiency.

When it comes to cutting, the TrimStar is fitted with a 36" side discharge mower, with optional mulching kit to reduce cuttings injecting them back into the turf to retain moisture and return vital nutrients back to the soil. The range of cutting heights is adjusted by a positive and robust pin-type adjustment set at four corners of the deck.

For further information Tel: 08456 750730.



BUILD YOUR ESTEEM



Vitax, in conjunction with Dow Agrosciences, unveiled Esteem at Harrogate Week, their most effective selective herbicide to date.

Aimed primarily at golf course fairways, the product has shown outstanding control during trials on all major difficult weeds such as clover, dandelions, daisies, plantains and creeping thistle. Rain fast in an hour, and with an application rate of just three litres per hectare, Esteem's efficiency means less chemical used to powerful effect. The product is available in eco friendly two litre PET plastic bottles.

For further information Tel: 01530 510060.

UNDER THE MICROSCOPE

Headland has introduced the first mini microscope for widespread use by Turf Professionals.

Just three inches high by three inches wide the new IPM Scope runs off a computer, either PC or laptop, and sends digital images straight to the screen. With magnification rates from 40x to 140x the instrument combines power with portability, and combined with a laptop can be used in the field. Once viewed, magnified material can be frozen, stored, emailed or printed in the usual way.

For further information Tel: 01223 597834; Web: www.headlandamenity.co.uk.



MASCOT GROWS

Rigby Taylor has introduced numerous new products into its Mascot range. Green Spread is a completely BSI PAS 100 accredited, non peat, high quality compost produced from recycled green and woody plant materials. It has a high and measurable level of quality and consistency, offering the user a guaranteed standard of excellence batch after batch.

Mascot Magnet Rapide is a chelated liquid iron producing a prolonged and rapid enhancement of turf colour. Magnet Rapide also contains an enhanced leaf penetrant system which helps the iron move rapidly into the plant where it can have maximum effect. This results in a rapid green up (within 12 hours of application) and with long lasting effects (up to 6 weeks from one application).

Mascot Guardian is a range of high quality mini granular fertilisers for use on golf and bowling greens, tennis courts, ornamental lawns and sportsfield areas. Not only do Guardian fertilisers provide traditional nutrients, but they also contain amino acids which will help the turf to withstand the rigours of stress, and an Enhanced Root Developer (ERD) for improving root establishment and development.

For further information Tel: 0800 424 919; Web: www.rigbytaylor.com.

VARY THAT SEED

Sisis has introduced a new version of their Variseeder. This compact seeder is designed for use on golf greens, tees and approaches and can be used with any tractor with 3 point linkage and can be adapted to fit most trucksters.

The Variseeder 1300 has a wider working width and a simpler, more accurate method of selecting the seeding rates. It utilises a studded roller, specially cast, with seeding rate being variable and is simple and accurate to set by single lever. An Ultra Fine seeding roller is available for sowing pure bents. A transparent cover is fitted for seed level visibility.

Surface disturbance is minimal so overseeding can be carried out without taking the ground out of play. The Variseeder 1300 offers a fast work rate and low maintenance with few wearing parts.

For further information Tel: 01625 503030; Web: www.sisis.com.



UNIVERSAL MAINTENANCE

Making its Harrogate Week debut was Wiedenmann's new Super 500, a multi purpose turf maintenance machine that can be used as a scarifier, flail mower or turf sweeper depending on the attachments employed.

The fully floating heads with 1.6 metre working widths, be it brush, slitter or flail attachment, ensure a clean, even pass over undulating ground and the powerful, high performance vacuum collects cuttings and other debris and deposits them into a 2,500 litre hopper.

The 2.1 metre high dump facility on the CHD model allows for easy tipping into bins and trailers and is an optional extra on the basic sweeping model.

Other options include rear lights; a floating rear axle which allows the Super 500 to follow undulating terrain more easily; a front roller to help reduce the chances of scalping and in cab remote control to allow the operator to change the three operating functions head unit lift and lower, hopper lift and hopper tip.

For further information Tel: 0141 8143366; Web: www.wiedenmann.co.uk.



NEW ELECTRIC UTILITY VEHICLE

Extra comfort and convenience are provided by John Deere's new TE Gator utility vehicle, which is the latest addition to the T (for Traditional) Series range and replaces the existing E Gator electric model.

Powered by a whisper-quiet electric motor, the TE Gator offers a clean, durable and efficient option for a variety of amenity, turf and golf course applications, where users are concerned about noise levels and exhaust emissions in the workplace.

Featuring improved operator comfort with more legroom, adjustable seats, front-end storage and a cupholder, this latest model now has a forward, neutral, reverse switch on the dashboard, instead of the previous floor-mounted gearstick. There is also a new option of four-post ROPS or cab protection.

This four wheel, two seater electric utility vehicle has a top speed of 15.5mph and offers the same advantages as the established petrol and diesel Gator models: low ground pressure to help prevent ground compaction; a wide wheelbase and low centre of gravity for stability; simple, smooth and reliable operation; and easy access to all service points for convenient maintenance.

For further information Tel: 01949 860491; Web: www.johndeere.co.uk.



RIDE ON FRONT

New from Kubota at Harrogate Week 2006 was be two high performance Diesel out front ride-on rotary mowers designed for day-long commercial mowing operations. Kubota's new F80 Series comprises the F2880 and F3680 models, rated at 28hp and 36hp respectively.

Apart from delivering more power than the machines they replace, the new mowers feature enhanced operator comfort, more durable cutter decks and a 25 per cent improvement in lift capacity, enabling them to deal comfortably with the most demanding commercial mowing applications. In common with their predecessors, the F80 Series out front mowers are powered by Kubota's E-TVCS water-cooled diesel engines, renowned for their low levels of noise, exhaust emissions and fuel consumption, making them among the quietest and most cost-effective machines in their class.

For further information Tel: 0800 0231111; Web: www.kubota.co.uk.



DO THE MATHS

New formulations launched at Harrogate Week 2006 for Johnsons included Rye Green and J5. The latter provides year round colour and is very hardwearing under close mown conditions, ideal for golf tees, fairways and driving ranges. Rye Green is a choice for the renovation of extremely worn greens, incorporating a top rated turf type Perennial Ryegrass, which provides excellent recovery and hardwearing qualities.

Also available from the Johnsons portfolio is Villa, a new Velvet Bent, promising to set new standards in green's quality. With double the shoot density of a traditional Agrostis and improved colour and fineness of leaf, the new cultivar is worth finding out more about.

For further information Tel: 01386 791102.

HOLLAND ON INCREASE

The latest additions to the New Holland line-up are the TC31D-A and TC35D-A, which have 31hp and 35hp capacities respectively, and further enhance the breadth of New Holland's TCD-A range.

To minimise weight and the risk of compaction, New Holland has used the same chassis as is used on the existing 27hp TC27D-A. This gives more power without any significant weight increase. New tyre options are also offered for the optimum tractor footprint. Both models have 4-wheel drive and can be fitted with New Holland's SuperSteer front axle, giving an unrivalled 76° of turn angle.

New Holland's aim to design tractors for the 21st century is reflected by the modern styling throughout the TCD-A range. Their curvaceous panels look good and are highly practical, such as the sloping engine hood, whose narrow profile gives excellent all-round visibility.

For further information visit www.newholland.com.



BERNHARD GOES DOUBLE

Bernhard and Company, manufacturer's of Express Dual and Anglemaster grinders, announced two new products at Harrogate Week.

The Express Dual Blade Thinning Attachment is a new accessory ideal for those golf courses that want to do an annual relief grind without compromising the legendary speed and ease of use of Express Dual. The Attachment allows for a relief grind to be carried out on the Express Dual without taking up any additional workspace. Blade thinning attachment is mounted to the lift table and is easily positioned to allow for normal loading and unloading of mowers while still permitting normal use of the lift table.

The new and improved Rotamaster 4000 has a clamp mechanism and fast aligning jig bars. Blade mounting is now easier and faster than ever before, delivering significant benefits in overall cycle time. Rotamaster ensures both ends of the blade are sharpened equally with the precision only an automated machine can deliver, so your rotary blades have a superior edge with consistent balance for a better quality of cut, resulting in longer lasting blades and better looking grass.

For further information Tel: 01788 811600.



TO THE MAXX

Primo Maxx is the new liquid growth regular developed by Syngenta and brought to the UK turf market by Scotts. It's designed for use on all forms of turf, from fine golf greens, to tees, fairways, semi rough and rough areas. It can also be used on sports pitches and coarser landscaping applications.

Trials have been carried out at 25 golf and sports sites in the UK which have proven the product makes turf stronger, healthier, more resistant to drought, more vigorous at lower cutting heights and better able to survive in stressful conditions. In addition, a tighter, denser surface can be achieved, providing superior fairways and faster, more uniform putting surfaces.

Primo Maxx makes turf stronger by increasing both root and lateral shoot growth. It works by blocking the production of gibberellic acid late in the cycle, which effectively limits cell elongation.

For further information Tel: 0871 2205353;
Web: www.scottspromaxx.co.uk.

STRI UNITE WITH RANSOMES

The Sports Turf Research Institute (STRI) has launched 'Sustainable Golf Course Management' a combined DVD and CD Rom package to stimulate awareness of the ecological and environmental impact of golf in today's society. The production of both items has been sponsored by Ransomes Jacobsen, the Ipswich based turf equipment manufacturer.

The DVD is a television quality, 30 minute presentation showing the positive side of the golf industry and is aimed at players, the general public and those in the golf sector to raise awareness of the importance of golf courses within the landscape. It will also give recognition to the ecological and environmental management practices that are taking place on golf courses throughout the UK.

The DVD features a series of interviews with proprietors, course managers, greenkeepers and golf officials with contributions from other related organisations including English Nature, Committed to Green Foundation, STRI, Scottish Golf Environment Group and BIGGA.

The hour long CD Rom takes an in depth look at specific ecological management issues and provides practical advice and guidance to operators and managers of golf courses. Best practice is at the heart of the content which comprises interviews with greenkeepers who have tackled and solved specific eco and enviro related problems.

For further information Tel: 01274 565131.



TORO IN THE SAND

Called the Sand Pro 5040 and 3040, they join Toro's existing 2020 model and are fitted with a powerful 18hp Briggs & Stratton engine. They also feature a three wheel series/parallel drive system for optimum traction when working in all types and sizes of bunkers, including those with steep faces and uneven contours.

The Sand Pro 5040 has a 7.5in ground clearance and the Sand Pro 3040 a 6in.

Many of the attachments for the Sand Pros are new, whereas others have been redesigned to make them easier to attach and remove. For bunker repair and maintenance, there is a selection of rugged attachments such as a spring rake, tooth rake, spikers of various widths, a manual or hydraulic blade, a variety of mats, a finish grader and leveling bar. They are designed to minimise manual work and produce the finest landscapes and bunkers.

For further information Tel: 01480 226800.

NEW ARTICULATORS CUT A DASH

Lastec introduced a new version of its out-front mowing deck, the Articulator 425EF, at Harrogate Week. The new model is a 2.4 metre wide, fully articulating rotary deck, offered with specially engineered kits to be mounted on six major brands of traction unit. Three independent decks follow ground contours to provide the effect of four small push mowers. Cut height is easily adjustable from 2.5cm to 12cm.

Also making its debut was the 3372 Articulator Turbo Diesel with grass collection facility and a striper-roller. The 3372 is a three-deck machine with 72" cutting width, designed to provide superior manoeuvrability and cut quality to conventional mid-mount and out-front units.

For further information Tel: 01622 812103.



More New Products
from Harrogate Week
next month

TALKING HEADS Special

Compiled by Gareth Jones

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How was Harrogate Week 2006 for you?



Name: Bretton King
Position: Managing Director
Company: Ecosolve Limited
Location: Wiltshire
Exhibition Stand: M3

It's been a good week. We have had a good diverse customer base call in. We have had new people visit us and old clients. The most positive aspect is the amount of international visitors we have seen again this year. The number of quality leads builds year on year.



Name: Colin Gregory
Position: Sales Manager, UK and Ireland
Company: Massey Ferguson (AGCO)
Location: Coventry
Exhibition Stand: M11

Harrogate Week has gone very well. It's having the customers, the target audience in one concentrated place that makes it so good. It's been highly busy for us, so we are not complaining at all.



Name: Hugh Frost
Position: UK Technical Manager
Company: Novozymes Biologicals
Location: Warwickshire
Exhibition Stand: A29

The Show has been very exciting and extremely busy. There is a renewed interest in biologicals and that has been highlighted with the interest on our Stand. So we have been very busy over the three days of the Exhibition. It's been good as a varying range of people have been able to come up and give their thoughts on biologicals to us.



Name: Karl Barowsky
Position: Proprietor
Company: Classic Teak
Location: Hartlepool
Exhibition Stand: Q71

Overall, very, very good. We have had some good positive leads. Tuesday and Wednesday were very busy and very good. Thursday was slightly quieter. We provide for the entire leisure industry, golf courses being a major area, and the Show has allowed us to meet many people within this area over the week.



Name: Nick Gray
Position: Business Development Manager
Company: Bathgate Leisure
Location: Cheshire
Exhibition Stand: C31

Very good, as we have had regular enquiries throughout the week. The second day was extremely busy - with a lot of profitable enquiries, which we hope will develop into orders. Thursday has been the busiest final day we have ever had. So it's all good news as far as we are concerned.



Name: Paul Davies
Position: National Account Manager
Company: Ifor Williams Trailers
Location: Denbighshire
Exhibition Stand: B38

This is the second time we have attended this Exhibition. We have had both present and new customers on the Stand and it has been very busy. We went to the Hire Show in London in 2005 instead of here and after that we decided that Harrogate is where we actually see the end user rather than the hire companies.



Name: Robert Clive
Position: Director
Company: 360 Golf
Location: Surrey
Exhibition Stand: Q35

We are very pleased with the Exhibition. It is our first time here in the form of 360 Golf. Previously we were here under the banner Barrefield Golf and Barrefield Construction. The Show is evolving in the right way and from our point of view it has been a very worthwhile event.

2

How does 2006 compare to previous years at Harrogate or other Exhibitions in general?

Every year we find that people from Europe do come to this Show. We are the sole distributor to the UK, Europe and the Middle East, so it is important we see those international customers. We are witnessing more of them coming in, with more former eastern block countries visiting. So the visitor field is spreading further. That's a good sign.

Compared to other Exhibitions this is better as it gives you the targeted audience you need and want. The interesting thing this year is that there are more non-golfing customers going through the doors. Football clubs, local authorities, that sort of thing are visiting this Show, which automatically increases our customer base.

This has been my first year here, but Novozymes' third. Compared to other Shows this one has been very focused. It has been thorough in the coverage of some of the vital aspects of the industry. It's been very open and relaxed. It's very educated orientated and that's been very good for learning about the industry, which helps our customers.

This is our first year at Harrogate Week, but we do some other shows. Here some of the leads we have generated have been very positive. So I would say I'm very happy with what I've seen of this Show at present.

It's a lot, lot busier. We've had many new enquiries this year. We don't expect to come here and get a full order book, however we get a load of enquiries that often develop into orders down the line. This is what we want and the point of the Exhibition really.

Being much busier is the main difference, it has been much more successful. We've got people here not just buying for golf clubs, but many other areas too, which is great. We've even had horsebox trailer brochures taken away, which we didn't think would happen. The customer base is clearly wider this year.

Personally this is my first time at Harrogate. It is difficult to make comparisons with other Exhibitions as we go to a number of different Shows with different target audiences. But for what this Show is we are happy with the way it's panned out for us.

3

Harrogate Week provides unrivalled face-to-face contact with targeted clients, how important is this to a business?

You can only explain a certain amount in a brochure, but when clients come here they see the machines and develop a greater understanding of it. Plus if you have a client who has used the machine before, you can introduce them to a new client. This Show allows these meetings to happen, not just during the Exhibition hours, but at night too.

100%. You get different types of people walking along the Exhibition halls. All browse around, but some will just quietly pick up the brochure and go, while others will come up and talk to you. Both ways work well - as they have seen the product and have the details - you can then make sales on the back of that.

This is extremely important. One to one contact is everything. People will buy over the Internet and over the phone, but only after they have met the people they are actually dealing with. Human beings have to meet human beings and this Show does just that.

There is no substitute for actually sitting down with and talking to the people in the street. It's a people world and a people industry - people deal with people. No amount of direct mail or phone calls beats actually meeting and talking to people. Plus they can actually see and feel the quality of the product. It's crucial.

We treat the Show as a development for our business. We send out fliers, make calls, brochures, etc, but when people come to this Show they come to us rather than us going to them, so it makes a big difference. It doesn't stop when the Show does - it goes into the evening. Meeting new clients is basic to our business.

It gives us positive feedback. Seeing the end user allows us to take on board any improvements we need to make. They get to see the products, while we can ask them what needs changing on them to make the equipment even better for our clients.

Absolutely vital. Our business evolves around getting to know the client and knowing their needs. As a company we need to develop a client's trust, particularly on the consultancy side. They are relying on our integrity as well as our knowledge, so we have to have a close relationship with them. This Exhibition allows us to do that.

4

Is there anything that the organisers could modify or add to make the Exhibition even more successful?

Our concerns are the same as BIGGA's - what happens if the big players disappear? Is the Show still secure? The Exhibition is the main stay of BIGGA. We need BIGGA to be strong, so the Show continues - because if it doesn't we as a company have nowhere to go. Harrogate Week is as important to us as it is to BIGGA.

As far as we are concerned we are very happy with how Harrogate Week has gone. This Show is more customer orientated than many others, so is great for us. Thursday is always the quietest day - maybe it should just be two days.

Other Exhibitions use a scanning system where you have a light pen on your Stand. Instead of giving out and receiving business cards, you scan their badge. In turn this goes to a computer and provides you with the contact details of everyone who has visited your Stand during the show. You can then follow up your leads and that would be very useful here.

Well you always want more visitors no matter how many come. But in principal I'd say no. It's a well laid out Show, with lots of people milling around and we've had useful enquiries. So in general no, I think they have it reasonably spot on.

I'm sure the organisers are aware that they have to keep changing and adding things to attract the people. Quite often there is something new that visitors haven't seen before, so the turf professionals have to keep coming in order to keep up to date and the organisers most continue that.

I don't think so. Everything has gone well, so I have no complaints. It's just good to be here promoting our products. We have a vital target audience at Harrogate Week.

As a company we offer management consultancy as well as golf course construction. We would have liked to have seen more secretaries, green chairman, managers and committee people here. So we haven't met too many people from that area, but on the construction side we have made many interesting leads.

5

Do you have any particular memories that stick in the mind or funny stories from Harrogate Week 2006?

What sticks out is the quality of people and the leads we have had, plus the number of international people here. The British base is crucial to us, but you have to look to the future and building the international field is vital to us and this Show helps that.

I have no funny or embarrassing stories - honestly.

Having a range of nationalities here is great, but the odd language barrier or misunderstanding can take place. There's been a few times I've been having a conversion with an international visitor and we have been on completely different tracks due to the different use of certain words.

Nothing that I've been privy to as yet, but it always comes out the woodwork afterwards. By and large it has just been a good Show and I can't say more than that. It's been new ground for us, we haven't been here before, but will certainly look at coming back next year.

Not many I want to repeat in Greenkeeper International for fear of incriminating people. But it has just been a very good week. The Education side is important for the industry as a whole, not just greenkeepers, but for the people who exhibit too. Harrogate is a very friendly town and the time at night has been well spent helping our business develop.

The week has just gone so fast because it has been so busy. Harrogate is a nice town and a great place to hold the Show. Here you can meet and entertain clients and colleagues on the night, as everyone is based in the town.

Many, but I couldn't tell you. In general it's been a very good week. We have had a lot of fun and are looking forward to coming back.