

# Welcome



## LIES, DAMNED LIES AND STATISTICS

There are, so the saying goes, "Lies, damned lies and statistics." and it might well be right.

We've been running a poll on your new website about Augusta Syndrome on the question, "Does Augusta Syndrome have a big impact at your club with members demanding Masters-like conditions?" – and, as I write, the voting stands at:- A Lot 21%; A Little 41% and Not at All 38%.

Now you can read that in several ways. You could say that only one in five Course Managers experience real grief because of Augusta Syndrome and that two out of five Course Managers see no impact at all.

Alternatively you could say that three out of five Course Managers are affected by the phenomenon known as Augusta Syndrome and, of those, one in five see it as a major issue.

One interpretation makes it appear a minor concern overall while the other presents it as quite a significant issue for the majority of you every April and May.

Statistics. Don't yah just love 'em.

I think that what it does indicate is that Augusta Syndrome certainly exists up and down the golf clubs of Great Britain – although, admittedly, the poll may have been entered by some non-British based Course Managers – to some degree or another.

That is a little sad because if the average golf club member can't differentiate between the resources levels at Augusta and their own clubs, nor indeed the weather conditions early in the year in Georgia, and certain parts of the UK, they do have a problem indeed.

Can't they just enjoy the spectacle of the Masters – the magnificent azaleas and rhododendrons, the stunningly difficult putts that can be left and the superb shot making – for what it is, without trying to compare it to their own course?

It's a little like season ticket holders at, I don't know, let's say, Preston North End, complaining that their facilities are not as good as those at the New Wembley. Sure, both have a pitch surrounded by seating, but I'm sure the Directors of Preston North End have invested significantly less on Deepdale than the FA have ploughed into the New Wembley.

That's not to say that the facilities for Preston North End season ticket holder are, and I'm guessing here, never having visited Deepdale, any less suitable than they should be, it's just that we are talking about two facilities operating in completely different markets with different demands, expectations and budgets.

So let's be thankful that out of five of you have no pressure imposed upon you by members around Masters time but we really need to work on those golf club members who still think that they should be facing 30 foot putts with 25 feet of borrow on greens which stimp at 16 to win their Sunday morning bounce game.

Don't, however, let any of this interfere with your own enjoyment of The Masters nor let you stop admiring, albeit from afar, the magnificent work of the Augusta greenkeeping team.

## NEW APPOINTMENT

Daniel Rounding joins Terrain Aeration as Representative/Operative, returning to an industry and aeration system, which he knows well. Having previously worked with Director Lynda Green when they were both with Colin Pryce Terralift, Daniel brings a wealth of experience to the post including first hand knowledge of deep, compressed air de-compaction treatment.



## DEALER NETWORK IS STRENGTHENED

LMS Lincoln Ltd of Wellingore near Lincoln, the family-owned grounds care business, has been appointed the Wiedenmann UK dealer for the region. Their territory encompasses all of Lincolnshire, from the Humber in the north to the Wash in the south, and strengthens the dealer network in the east of England.

A well respected name in the area, they represent numerous well-known industry brands including Ransomes Jacobsen, Atco, Allen, Hayter, Honda, Mountfield, Ryobi and Stiga.

## SUPPORTING ENVIRONMENTAL EDUCATION WITHIN EUROPEAN GOLF

Syngenta Professional Products has become the first Technical Member of Golf Environment Europe and the first sponsor of GEE's Environmental Innovation and Technology Network.

Through these agreements, Syngenta sets out its commitment to support environmental education and information exchange within European golf. Syngenta's support of the Innovation and Technology Network will facilitate practical projects across a wide range of environmental topics.

The Network will collate and disseminate information across a wide range of environmental issues, including; turfgrass management, pollution prevention, water resource management, ecology, waste management, energy efficiency, renewable energies, climate change, landscape and cultural heritage conservation.

## BIGGA WINS!

BIGGA has grabbed runner up position at the Membership Development Awards 2007.

The judges thought our entry showed an Association that is genuinely concerned for its members and understands what they want from their organisation.

Congratulations to the membership department!



## DEMONSTRATION DAYS

Sisis Equipment Ltd is arranging a series of demonstration days in South Wales/S.West England: Best of both Worlds, April 17 Coombe Dingle Sports Centre, Bristol University - Learn the secrets of creating and maintaining quality playing surfaces, whether natural turf or synthetic. Working demonstrations and presentations.

Tee to Green, April 30, Glamorganshire GC, Penarth; May 1, Minchinhampton GC, Stroud; May 2, Burghill Valley GC, Hereford. See a working demonstration of the Sisis Aer-Aid System and other recent introductions to the range of Sisis turf machinery designed to maintain your course from tee to green.

The events are free. Please contact Jane on: 01625 503030 or: jane@sisis.com for details.

Scott MacCallum, Editor