



# Industry Update

## RESTRUCTURING FOR ROLAWN

Rolawn has announced a restructure of their depot network management team. John Carter, Jason Kewen and Alistair Matheson previously Senior Depot Mangers have all been appointed to the new position of Regional Operations Manager. John Carter is responsible for the depot network in South-East England, Jason Kewen, the Midlands and Northern England and Alistair Matheson, for Scotland and the Borders.



Left to right: John Carter, Alistair Matheson and Jason Kewen

## NEW ROLE FOR BOB

Bob Scott has joined DLF Trifolium.

With over 30 years experience in the turf business, Bob will be responsible for sales in the South of England. Bob has left a challenging sales and marketing role at British Seed Houses having spent 13 years gathering experience as well as contributing to year on year sales growth. "We are delighted to have such a dynamic professional sales person in the Johnsons Sports Seed team and look forward to reaping the benefits of Bob's knowledge, experience and contacts," explains Derek Smith, Amenity Sales Manager.

## BROTHERS HEAD COMPANY

Kevin and Michael Cavanaugh are the new heads of Floratine Products Group having taken over as President and Vice President.

Kevin Cavanaugh whose title embraces the role of Chief Executive Officer brings over 15 years experience in turf management, agronomy and golf course renovation to the post having trained, initially in golf course management at Augusta National in Georgia. He went on to become Course Manager at Miami Beach in Florida before becoming involved in the building and re-construction of a major golf facility at Key Largo. It was while managing another golf course, at Ponte-Vedra Beach, that he developed a growing interest in agronomy, which led to a post as Corporate Agronomist within Floratine. He rose to become Vice President in 2006.

Michael Cavanaugh will serve as Vice President and Chief Operating Officer. Having gained business degrees at both Penn State and New York Universities, Michael joined the corporate world following eight years as a U.S. Marine pilot. Before joining Floratine he was Executive Director of Sales and Marketing with OraPharma a member of the Johnson and Johnson healthcare group.

"We're looking forward to working together and with our outstanding international distributor team, to further develop Floratine's worldwide interests" said Kevin.

## IAN JOINS CAMPEY

Ian Pogson has joined Campey Turf Care Systems' as Product Specialist for the south of England, Wales and Ireland. He is 65 years young and has a wealth of knowledge of the turfcare industry.

He entered the grounds care industry in 1980, and he has held positions with several tractor manufacturers, including Ford, Massey Ferguson and Iseki.

Ian - or 'Poggy' as he is known to friends and colleagues - is relishing his latest opportunity with Campeys. "I have always admired the company's product range because of its comprehensiveness and the fact that the high work-rate machines enable busy groundsmen and greenkeepers to achieve great results," he said.

## NEW MARKETING PLANS

John Reynolds has joined Blec Equipment Co. Ltd as Sales and Marketing Manager.

The former head of Imants UK will be responsible for developing UK sales and marketing strategy for the Peterborough based company.

A qualified Agronomist and well known features writer on all aspects of turfcare and machinery, John brings a wealth of experience to compliment Blec's highly innovative team headed up by Gary Mumby the company's founder.

"I have always respected and admired Blec's products, and I am delighted to be working closely with Gary and the rest of the team. It is our intention to rapidly expand the company and increase market share over the next three years." said John.

## COLLEGE COLLECTS



Elmwood College's Andrew Mellon (left), with Toro's Brad Hamilton (right), and Barry Beckett (centre)

Toro recently presented internationally recognised golf studies Centre of Excellence Elmwood College with a cheque for \$80,000 courtesy of its Giving Programme.

Part of the company's ongoing commitment to benefiting education, the environment, the arts, and health and human services, the donation was made to the college, which is located close to St Andrews Golf Club in Fife, Scotland, recently. Toro's Brad Hamilton, Director of Marketing, Commercial and Irrigation Products, and Barry Beckett, Senior Marketing Manager of Commercial Products, jetted in from the company's HQ in the States to present the cheque to Elmwood's Course Manager, Andrew Mellon, who accepted the funding on behalf of the college.

"This new development will enable us to develop our expertise in web and graphics design, taking the course materials to a whole new level of quality while helping to realise the college's vision to be a world-class Centre of Excellence for golf education. This is a fantastic opportunity for both Elmwood and Toro to continue to lead and develop new initiatives that will benefit the whole industry. We are very grateful for the support and assistance The Toro Company has given Elmwood over the years," said Carol Borthwick, the college's Director of Golf and International Affairs.

## KEVIN JOINS SHARPES

Sharpes Leisure are pleased to announce a new appointment to its new sales team within their Seoul Nassau Golf division, Kevin Hodges joins the company as Area Sales Manager for Scotland. Kevin is a former Greenkeeper and Secretary of the East of Scotland Section of BIGGA.

Kevin brings a wealth of experience to the company. "I am delighted to be joining Seoul Nassau and be part of its exciting growth plans" said Kevin.

Scott Lucas, Sales Director, said "We welcome Kevin to our team and I am sure he will prove to be a big success with Scottish customers."

"We now have a team that consists of 13 salesmen and gives us virtually total UK coverage, such an investment is indicative of our attitude towards the future, we are determined to stay at the top with quality product, service and support."

## DOUGLAS JOINS A-PLANT

A-Plant has appointed Douglas McLuckie as the company's new Director of Environment, Health and Safety and Performance Standards. This new appointment reflects the increasing focus at A-Plant on improving safety standards in construction and the many other industries served by the company.

With a career including 24 years within the Environmental, Health and Safety (EHS) sector, Douglas is very experienced in this area of the market. Highly qualified, with a Masters Degree in Environmental Management, Douglas previously worked for the Laird Group plc, where he was responsible for Global Strategic Environment, Health and Safety Risk and worked extensively in the Far East, Europe and North America.

Commenting on his new appointment, Douglas said: "There is an increased focus on EHS within the construction industry and I am pleased to have joined A-Plant to assist with the company's response and developments in light of current and future Safety and Environmental issues."

## SISIS IN SCOTLAND

Sisis Equipment (Macclesfield) are pleased to announce the sales and after-sales operation for the whole of Scotland will be handled by Shaun Reilly. Customers in Scotland will already know Shaun, who has been a Territory Manager for several years.

Customers will continue to contact Sisis or Shaun directly for machinery and spare parts, in keeping with the company direct sales policy, but will now be able to enjoy full service and maintenance via Shaun's company 3PointPower. Shaun will benefit from our full support in this new venture and we wish him every success.

## BIRDS OF A FEATHER? - PARTRIDGE JOINS SWAN

Swan Golf Designs' ranks have recently been supplemented by the arrival of David Partridge, an advanced PGA professional and a Graduate of the Diploma Programme of the European Institute of Golf Course Architects.

David quit his playing career and joined Howard Swan's team of professional golf course architects last month and will contribute to SGD's work, currently on five continents and in close to 30 countries from Iceland to South Africa, from South America to the Far East.

"It's a great opportunity for me to work with Howard and the rest of the team at Swan Golf Designs. I'm looking forward to using the experience I've gained from 18 years as a professional golfer. This knowledge gleaned from playing many of the best layouts in the world has added to that which I've gained through teaching golfers of all abilities over the years will be an asset to the Practice, whether designing new courses or improving existing ones," said David.

He will begin his design work with SGD assisting at Kingswood Golf Club and at Silvermere Golf and Leisure, both in Surrey, and owned and operated by Tom Hilliard's Group.