



Out with The Old and in with The New

Lely UK has announced Holly Jones as its new Marketing Executive.

Existing employee, Holly, is stepping into the shoes of Bruce Dawson, who is retiring from his role as Marketing Manager after 35 years of service.

Holly will work across the company's product portfolio, which spans Toro commercial turf machinery, irrigation systems, consumer lawnmowers and garden equipment and Otterbine aerating fountains, as well as a vast agricultural offering,

overseeing its marketing activities with immediate effect.

Meanwhile, Bruce is looking forward to indulging his passion for caravanning around Britain with wife, Christine, as well as spending time with his grandchildren. He also plans to undertake voluntary work.

A familiar industry face, Bruce joined Lely's agricultural division as Scottish Sales Manager in the early 70s and, having relocated to East Anglia as Area Sales Manager in 1979 and progressed to UK

Sales Manager soon after, was appointed Marketing Manager in 1989.

"I'm very much looking forward to my retirement and take with me a lot of fond memories of my time at Lely," he said.

"I wish the company, my former colleagues, and in particular Holly in her new role as marketing executive, all the very best for the future."

ABOVE: Lely UK's new Marketing Executive, Holly Jones, is taking the wheel as the company's former Marketing Manager Bruce Dawson retires.



NEW DIRECTOR APPOINTED

John Deere has appointed Nicole Chase, former business manager, to the newly created role of Golf Sales and Marketing Director for Europe, Africa and the Middle East (EAME). Nicole will relocate to Germany in order to focus on worldwide growth opportunities for John Deere Golf.

"As emerging markets continue to provide potential for growth, we need to consider alternative options beyond our traditional approaches," said Gregg Breningmeyer, Group Director, Sales and Marketing for John Deere Golf.

"And with the recent introduction of several new product platforms, this is the perfect time to take advantage of new, exciting opportunities abroad."

Nicole will be responsible for bolstering sales and marketing support while exploring new opportunities for equipment and irrigation product lines.

IN BLOOM AT CHELSEA

Kubota showcased a selection from its extensive tractor and groundcare product ranges at the RHS Chelsea Flower Show 2009.

Among the machines featured were the Kubota GR1600-11 13.5hp diesel ride-on mower, the G23 professional ride-on mower and the B1220 12hp compact tractor.

Deal Extended



John Deere dealer, Godfreys of Sevenoaks, in Kent, has signed a new, exclusive three year preferred supplier agreement with The Royal St George's Golf Club at Sandwich, which will host its 14th Open Championship in 2011.

The agreement covers the supply and servicing of a full range of more than 30 John Deere golf and turf machines, including greens,

tees and surrounds and fairway mowers plus compact tractors and Gator utility vehicles, for use by Course Manager, Neil Metcalf and his team of 12 greenkeeping staff.

This follows the previous three year agreements signed in 2003 and 2006.

Photograph shows John Deere dealer, Principal Peter Bateman of Godfreys, and John Deere Limited

Territory Manager, Mike Waldron. Royal St George's Course Manager, Neil Metcalf, and Secretary, Christopher Gabby.

Godfreys Area Sales Manager Keith Rogers is pictured with some of the new John Deere machines at the distinctive starter's hut beside the first hole at The Royal St George's Golf Club.

NEW RECRUIT

STRI has employed Jay Dobson to join their regional consultancy team in Scotland.

Jay, previously with PSD Agronomy, will take over the role of Regional Turfgrass Agronomist, replacing Simon Watson who moved to Syngenta in March - based in Glasgow, Jay will cover clients in Scotland.

Jay has more than 25 years' experience working across all sectors of the turfgrass industry. Prior to his position as a Director of PSD Agronomy Ltd, Jay lectured in Turfgrass Science and related subjects at UCL Myerscough. Here he managed a range of programmes, including Degree and HND Turfgrass Science, as well as pioneering delivery of the NVQ Level 3 Turfgrass Programme.

New Ransomes Award for Juniors

Ransomes Jacobsen, has sponsored a new award recognising outstanding achievements from junior golfers in Suffolk. Introduced by the Suffolk County Golf Partnership, the award is for young golfers who

deserve recognition for their achievements over the past 12 months.

Nominations are being sought for any young golfers, male or female, under the age of 15, who are deserving of special recognition. They

may have reduced their handicap; helped others within the club; overcome particular difficulties or obstacles; or perhaps achieved success in club competitions.

They may not necessarily be the best

young golfers at the club. An individual award will be presented to the winning boy and girl at a prize-giving ceremony at the Suffolk Golf Partnership Golf Day on July 22 at Halesworth Golf Club.



Marketing Alliance Formed

Club Car has entered a marketing alliance with SolarDrive, a Denmark-based firm that specialises in solar technology for mobile solutions. Taking advantage of Club Car's extensive distribution network, the two companies will promote the use of solar energy to commercial and golf accounts all around the world.

SolarDrive designs and engineers vehicle canopies made with solar cells capable of capturing and transferring the sun's energy to electric-powered vehicles, including golf cars and utility vehicles.

The solar canopies transfer from 180 to 360 watts of energy to a vehicle's battery system, resulting in considerable additional range between charges in typical applications.

Club Car said it expects the initial adoption by users that are challenged to make it through demanding usage applications on a single electrical charge.

What's more, Club Car says the availability of solar energy in an easy-to-install application may encourage facilities now operating gas-powered fleets to switch to electric vehicles.