



## Coming up Roses

One of the UK's emerging sporting venues is predicting a significantly more streamlined and cost-effective maintenance regime after taking delivery of new John Deere equipment.

The Rose Bowl in Southampton, home of Hampshire Cricket, has agreed a five-year preferred supplier deal with John Deere at the start of the year, which will enable The Rose Bowl to update its machinery fleet as it now moves towards gaining Test Match status in 2011, and complete a new 18-hole golf course over the next three years.

"We wanted a deal that would suit the dual needs of the club, both for the cricket and the growing golf requirement," said Grounds Manager Nigel Gray.

"The preferred supplier deal means that we can augment our current fleet with the latest

machines, giving us vital flexibility as the turf maintenance aspect here continues to grow."

Latest machines to be delivered are an 8800 TerrainCut rotary mower and an 8700 PrecisionCut fairway mower, supplied by local dealer New Forest Farm Machinery.

The 8700 is shared with the parkland golf course next door, where newly appointed Course Manager, Julian Covey, and assistants Ian Reeves and Joe Weston also use the 8800 on the semi-rough.

Under the golf club's membership requirements, the aim is to have at least nine holes always fully operational, so the coming years will require a fine balancing act between new holes being constructed and coming into play and existing holes being decommissioned.



## Etesia Dealer Day Success

An Etesia dealer day held at the company's new premises in Shenington, Oxfordshire, brought together over 50 dealers to discuss such topics as the company move, the current economic climate, dealer development, training on the new Pellenc lithium battery powered range of products, and how to increase sales and enhance communication across the group.

The day provided the ideal opportunity to promote the advances and innovative technology from the company with the launch of a new electric Bahia MEE, the world's first rotary mower with integrated collector to be powered by electricity, and which will be available to buy in 2011.

Following a hog roast lunch the guests were split into four groups which then toured the new facilities including separate training centres for Pellenc and Etesia machines.

"The dealer day was a great success and followed a successful press day we held the previous day", commented Les Malin, Etesia UK's GM.

Photograph shows Richard Denny (Centre) with Patrick Vives (Left) and Les Malin (Right) of Etesia gave a truly mesmerizing presentation to dealers on selling in challenging times.

## DEALERS REVITALISED BY INSPIRATIONAL TALK

The Etesia dealer day, featured above-right, also provided the ideal opportunity to revitalise dealers' thoughts in the current uncertain economic climate with a presentation from Richard Denny - Business Growth Specialist and Inspirational Business Speaker.

"In today's challenging market place and climate, we need to be more pro-active if we are going to win more business", commented Richard.

"We have all been here before. This is life. To win we have to have product knowledge and skills, but above all else we need the right attitude. Without this we can never hope to succeed. We can achieve anything in life if we really want to and selling today is all about relationships and getting on with people. People buy people and modern day selling is about asking the right questions and not talking about yourself."



## Boom to the Future

Castle Stuart Golf Links, in Inverness, is using a New Holland Boomer 3050 compact tractor to help shape the future of golf in the Highlands of Scotland.

Supplied by Elgin-based New Holland Groundcare dealer Ravenhill, the four wheel drive (4WD) Boomer 3050 is one of the first to enter operation in the UK featuring continuously variable transmission

Chris Haspell, Course Manager at Castle Stuart, which opened in July 2009, said:

"We selected the Boomer as it's the most versatile compact tractor in its class"

All Boomer 3000 series models feature New Holland's factory-fitted cab, with its slim pillars and 360-degree visibility.

Chris added: "In addition to the cab, one of the most popular features on the Boomer is the EasyDrive transmission.

"The greenkeepers absolutely love it."

In addition to working around the current 18-hole championship course, the Boomer's workload is set to increase as Castle Stuart Golf Links progresses with the next stage of its development which will see a nine-hole par three course added later this year.



## GREENCAST MOBILE PHONE SCREENS

Greenkeepers, students and agronomists now have the chance to win an iPod Touch, by visiting the GreenCast

Mobile website and completing a short questionnaire.

The GreenCast Mobile initiative, which is currently in a pilot phase, is looking to make some of the information from the website - [www.greencast.co.uk](http://www.greencast.co.uk) - more accessible and easier to use as part of everyday turf management activities. The service is designed to work with iPhone, BlackBerry and web-enabled smart phones.

To take part in the project, log on to the GreenCast website and enter a mobile phone number on a designated webpage. An automated text message will be sent direct to the phone, giving a one-click link to the mobile website.

Services already available on the mobile website include a popular quick reference five-day weather summary, detailed illustrated local weather information and disease identification guides, along with links for the products that provide a solution and advice on how to use them.

All participants will be entered into the free prize draw with the chance to win an iPod Touch. The survey can be accessed direct at:

[www.zoomerang.com/Survey/WEB22B7WGL6VSA](http://www.zoomerang.com/Survey/WEB22B7WGL6VSA)

## What's your number?

*Our regular and random profile of an industry figure continues with this month's lucky number...*

### Carol Borthwick of Elmwood College

**Name:** Carol Borthwick  
**Company:** Elmwood College  
**Position:** Director of International, Golf and Student Services



**How long in the industry?**  
28 years with Elmwood College.

#### How did you get into it?

Started in the horticultural Department of Elmwood when greenkeepers were taught the same curriculum as the horti students. Worked with other Colleges to help set up greenkeeper specific qualifications (late 80s.) We ran the first Full time NC Greenkeeping course in 1990.

#### What other jobs have you done?

I worked in a garden centre, a wholesale plant nursery. At Elmwood I worked at Ladybank GC and Gleneagles, and as a lecturer and then management of the greenkeeping, golf curriculum areas, and the Colleges 18 hole Golf Course Facility.

#### What do you like about your current job?

Never a dull moment! Working directly in the student support area across the College is great as I feel I can begin to make a contribution to the student experience.

#### What changes have you seen in the industry?

The main area which has been a real pleasure to see and be involved in is the professionalising of the Greenkeeping Industry. Elmwood was a key driver in the development of the Greenkeeping profession with a range of courses being developed full and part time including the Higher National Diploma in Golf Course Management. I was also part of the original work group that wrote the black book and more recently the development of the European Greenkeeping Education Standards.

#### What do you like to do in your spare time?

When I get any (!) I try to keep up my golf although over the years that has suffered particularly. I also love walking the dog and doing a bit of running and cycling. I also enjoy some nice meals out with my partner.

#### Where do you see yourself in 10 years time?

I will be in the latter years of full time employment (recession and public spending review allowing!) Hopefully, however, I will still be of use to the education and/or golf industry in some way!

#### Who do you consider best friends in the industry?

I have made a huge number of friends across the whole golf industry not only in the UK but also internationally, but it is always the Greenkeeping Industry friendships that I remember most affectionately.

#### What do you consider to be your lucky number?

12

*Carol has picked Richard Campey*