



MARKETING MANAGER APPOINTED

Bernhard's has appointed Sarah Lashbrooke as its new Marketing Communications Manager.

A graduate with a background in both marketing communications and customer relationships, Sarah brings a wide variety of knowledge and experience with many parallels to the golf and turf industry, trade associations and key relationships.

"We are very much looking forward to Sarah joining the team. We feel Sarah will be an excellent fit with Bernhard and the industry," said Peter Wood, Chief Operating Officer.

Service Makes the Difference at Aldeburgh

A range of new John Deere golf course equipment has been supplied to Aldeburgh Golf Club in Suffolk by local dealer Tomlinson Groundcare.

The latest package deal brings the total Deere fleet at Aldeburgh to 25 machines.

Mark Broughton MG has been Course Manager for nearly 13 years at Aldeburgh, "There was a desperate need for investment in new machinery when I arrived, so over the years we've managed to build up a first-class fleet, and now replace machines on a rolling programme."

The newest 2500E hybrid greens mower

means that two are now used on the greens, one on the tees and one older 2500A model for other work.

"It's nice to have one of these mowers permanently dedicated to the 'bits and pieces' jobs," said Mark.

"At Aldeburgh we don't use groomers on any of the greens triple mowers. This is because the grass here is predominantly made up of slow growing fescues, and we don't want to knock hell out of them. Minimising disturbance and heights of cut generally no lower than 5mm are important features of our greens maintenance programme."

Blade Runner

A single set of Toro EdgeMax blades has clocked up 1,800 hours of cutting time before being changed earlier this season.

Stuart Hall, Workshop Manager at Bedfordshire's John O'Gaunt Golf Club, finally changed his bottom blades earlier this spring after four seasons of faultless cutting with his Toro Reelmaster 5610-D fairway mower, which comes fitted with EdgeMax blades as standard.

"We only changed the blades because we wanted a slightly more aggressive angle of cut come the new growing season," says Stuart, who is responsible for machinery maintenance at the 36-hole course.

"If it hadn't been for that, they could have lasted a bit longer. It's amazing to think that, with recommended grinding, they've done a whole four seasons - I'm very impressed with them."





MAJOR CONTRACT FOR SPEEDCUT

Speedcut Contractors is carrying out one of the biggest football pitches construction jobs in London, developing a five hectare site for Kidbrooke Playing Fields in Greenwich.

The Kidbrooke site is home to Long Lane Junior Football Club – the largest junior football club in London and one of the largest in Britain.

It has more than 30 teams from boys (under sevens) and girls (under 10s) to senior teams for men and women.

The new pitches project was a challenge for Speedcut because of varying levels on the undulating

ground but staff used their laser-guided Caterpillar D6 to create level pitches.

After stripping topsoil, regrading the subsoil and laser levelling to FA-accepted gradients, the Speedcut team installed a complete primary drainage system after replacing the topsoil and cultivating.

More than 2,000 tonnes of sand was then applied to the surface to ameliorate the topsoil.

“The dry weather has been a problem because there is currently no irrigation on the site,” said Speedcut Contracts Manager, Kevin Smith.



A Lifetime with the Bernhard Group

Chris Whiting, production electrician at the Bernhard factory, retired at the end of April. Joining Atterton and Ellis in 1962 as an apprentice, Chris tells of how he was called “boy” when he started, and for at least the following 20 years! Chris, pictured above left with Stephen Bernhard, now retires under the title of “pensioner”.

Celebrating his retirement with a party at the local Haverhill Golf Club, Chris was given a fond farewell from the whole of the current staff, as well as best wishes from overseas and past colleagues he worked with over his lifetime of service.

What's your number?

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

Name:
Neil Thompson

Company:
Border Sports Services Ltd

Position:
Director

How long have you been in the industry?
10 Years

How did you get into it?
Having just got married in 2000, I wanted a more secure future and my dad (who started the business over 18 years ago) was wanting to lighten the workload a bit.

What other jobs have you done?
I have always worked in a sales orientated environment, my last job was selling furniture, before that I worked for an Agricultural Merchant.

What do you like about your current job?
The variety of people you meet and the challenges that are presented on a daily basis, and the satisfaction of finding a solution to them.

What changes have you seen during your time in the industry?
Most recently that people are becoming much more price conscious, and are looking for value for money, with tightening budgets. Something we always try to provide.

What do you do in your spare time?
Play golf, follow football and the British Touring Car Championship.

Where do you see yourself in 10 year's time?
Still providing our customers with the level of service they require, and growing the business.

Who do you consider to be your best friends in the industry?
I am fortunate to have met and dealt with many customers and suppliers over the last 10 years, and count quite a few as good friends.

What do you consider to be your lucky number?
30, my birthday!

Pick a number
30

Neil has picked Paul Moreton of British Seed Houses