

John Deere to Reign at The Open, The Walker Cup and The Solheim Cup

John Deere and its dealers Godfreys, Alpha Plus Groundcare and Dublin Grass Machinery are the exclusive suppliers of golf course maintenance equipment in 2011 to The Open Championship at Royal St George's, The Walker Cup at Royal Aberdeen and The Solheim Cup at Killeen Castle, which will also host The AIB Ladies Irish Open again this year.



NEW ENVIRONMENTALLY FRIENDLY SOIL IMPROVER

Ultra Soil Solutions Ltd has added GYP-FLO liquid gypsum to its range of environmentally friendly soil improvers.

Used for rapid improvement of clay soils, improving poor soil structure, increasing nutrient and moisture availability and increasing calcium levels in root zones, GYP-FLO has undergone many years of trials prior to its availability in the UK.

It improves soil structure leading to better drainage during the winter, saving money and improving sports turf performance. It also improves water holding capacity during dry weather, which reduces hardness and cracking of compacted soils, minimises water usage and encourages root and plant growth.

GYP-FLO can also be used in soil injection systems such as used with the GWAZAE Deep Probe Aeration process. The high availability of calcium has proved highly effective at flocculating the soil and ensuring the decompacting action of air injection remains beneficial for longer.

For more information visit www.ultimateagri.com.au

On Course with Biodiversity

British Wild Flower Plants' 'Golf Guide to Wild Flowers' is now available to download.

MD and owner Linda Laxton has drawn on her 25 years experience of growing nothing but native species, to guide Turf Managers interested in preserving wildlife towards biodiversity.

From simply planting wild flowers in the rough to creating a natural grey water filtering system the guide pinpoints areas that can become important wildlife habitats just by changing the planting.

Filled with such gems as 'don't forget that Holly and Ivy planted together will provide vital food for the Holly Blue Butterfly' and 'the larvae of the Champion Moth that lives in the Red Champion's seed heads is a valuable food source for Blue Tits' the Golf Guide to



Wild Flowers, although written primarily for Greenkeepers is also relevant to anybody in charge of a green open space.

To download the guide visit www.wildflowers.co.uk



One Brand for New Venture

Following the merger of the manufacturers Tunnissen and Saalen Industrie within the S.E.E Group, the two companies have joined forces under one brand: TS INDUSTRIE.

The new brand TS INDUSTRIE™ hopes to develop their products with an emphasis on environmental preoccupations: to put green waste to good use.

With the new wood chippers and multi-vegetation chipper, tree and branch lumber will no longer be considered as 'waste' and can be put to good use through modern techniques such as mulching, composting and fuel for heating.

TS Industrie™ products are distributed in the UK exclusively by Eric Hunter Ltd.

For further information, please contact Eric Hunter Ltd on 01628 778 644 or visit www.erichunter.co.uk

BOOKITEE: THE WORLD'S FIRST FREE TO USE AND MOBILE ENABLED ON-LINE BOOKING AND TEE-TIME MANAGEMENT SYSTEM

With mobile devices becoming the medium for digital commerce and recent research suggesting over 70% of on-line tee-time bookings are made outside of office hours, it pays to incorporate a mobile enabled booking system at your club.

Bookitee is a new player on the booking system market which promises increased revenues, member retention rates and analysis and reporting tools. It features Multi-lingual iPhone, Android and Blackberry compatibility with additional Facebook integration.

Designed by a golfer for golfers, Andrew Mackintosh, Bookitee's founder explains:

"As a keen golfer in the UK, I couldn't help notice the continual declining demand for memberships of our courses. I wanted to create an on-line booking system, to really help struggling golf clubs attract visitors, introduce new types of membership options and increase the satisfaction of current members so clubs not only stay alive, but thrive.

Bookitee, has an inventive payment structure, including a version entirely free to golf clubs, by utilising an ad-funded approach where we display discrete promotions on the booking system."

For more information and details on Bookitee's risk free evaluation process for clubs as well as a free newsletter, '10 Steps To Use Facebook To Increase Your Clubs Revenue And Service.'

For more information www.bookitee.com

What's your number?

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

Name: Charmian Robinson

Company: ABR Publicity

Position: Press and Public Relations Consultant

How long have you been in the industry?

I have been a PR Professional in Agriculture for eight years and 12 years in Sports and Amenity



How did you get into it?

By pretending to be experienced, applying and getting a job as a Publicity Officer for a machinery importer and then finding out I was actually pretty good at it!

What other jobs have you done?

After studying for an HND in Marketing and Business I au paired, waitressed, clerked, researched – you name it I seem to have done it, until I discovered this wonderful 'Outdoor Industry' and have been a part of it ever since.

What do you like about your current job?

I love being able to combine working from home with visiting a lot of different places and meeting a wide variety of people.

What changes have you seen during your time in the industry?

The biggest changes have been in the way we communicate the information to the press. It's changing ever more quickly now in ways we couldn't have imagined even ten years ago.

What do you like to do in your spare time?

Cooking, gardening and riding a tandem so I can chat and look at the view while my partner gets fitter.

Where do you see yourself in 10 years time?

Still writing but maybe having a little more time to travel and see some of the wilder places in the world.

Who do you consider to be your best friends in the industry?

I have been privileged to be able to count many of the clients I have worked for as friends. Having been through some tough times there are people in the industry who have shown me true friendship. They already know who they are so I won't name them.

What do you consider to be your lucky number?

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Pick a number 22

You've selected Neil Thompson from Border Sports