



## Charity Celebrations

Wiedenmann UK's 20th Anniversary charity Terra Spike has found a home at Ombersley.

In September at Saltex, David Rae, Wiedenmann UK's Managing Director launched a charity auction among Wiedenmann dealers to recognise that the fledgling company he started as a 24 year-old had come of age.

Donating a one-off version of Wiedenmann's newest and fastest selling aerator - painted the 20th anniversary 'colour' platinum - was his way of 'giving something back'.

The bespoke Terra Spike GXi8 HD was 'won' initially by dealer T H White of Redditch. Alun Wright, T H White Key Accounts Sales Manager, said:

"From the outset T H White was keen to be involved. Even when times are tight, charity can't be forgotten."

The Redditch team then found a buyer in the Dowty family who head up Ombersley GC just outside Kidderminster.

Andrew Halfpenny, Course Manager at Ombersley said:

"We were looking for a deep fast aerator that would perform on greens and tees yet still suited our fairways. Guided by T H White's, Simon Bingham, we had established that the Wiedenmann GXi8 HD was the one. Nothing matched it for speed or versatility.

"After Saltex I read in the trade press about the platinum machine and it struck a chord. Uncannily Wiedenmann UK was launched within the same time frame as Ombersley.

"It made me wonder... Within a matter of a few weeks the sale had happened and all the pieces just fitted naturally."

The benefiting charities are Cancer Research UK and The Multiple Sclerosis Society who will both share a donation in excess of £20,000. Representatives of both attended a special presentation event at the Worcestershire club.

## What's your number?

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

**Name:** Andy Cole  
**Company:** STRI Ltd  
**Position:** Head of Stadia Services



**How long have you been in the industry?** Twenty five years

**How did you get into it?**  
I was lucky. Graduated from Leeds University in 1986, where STRI had a research programme and noticed an advertisement for a trainee agronomist.

**What other jobs have you done?**  
During my university days the usual restaurant and bar work and had two summers working in a market garden- nothing turf related at all.

**What do you like about your current job?**  
The variety of the work is exciting and working at the top level with FIFA and UEFA. I get a lot of satisfaction working as part of a team to deliver a project.

**What changes have you seen during your time in the industry?**  
Training and education have improved immensely in the last 25 years. The industry has become professional and greenkeepers are generally more respected for their knowledge and expertise.

**What do you like to do in your spare time?**  
I am a keen golfer and during the last four years my wife and I enjoy ballroom dancing - Strictly Come Dancing has a lot to answer for!

**Where do you see yourself in 10 years time?**  
If the last 20 years are measure I want to continue enjoying the work I do and sharing my experiences across the globe.

**Who do you consider to be your best friends in the industry?**  
I have so many friends in the industry it would be impossible to single out one individual.

**What do you consider to be your lucky number?** 7

## GREEN TECHNOLOGY ROADSHOW

Etesia UK will shortly be hitting the road, after announcing the dates of their first road show since 2006, with an emphasis on all things green.

The 2012 Green Technology Show series kicks off on Tuesday, March 27, at Merrist Wood College.

Planned as a hands-on, arrive and drive event for all new and existing Etesia and Pellenc customers, the road show will then move on to Edge Hill University, Lancashire on Thursday, March 29, with further dates to be arranged for later in the year.

"Previous road shows we've held have been highly successful and extremely well attended," said Les Malin, Etesia UK's General Manager.

Anyone keen to come along should contact their local dealer to book a place, or alternatively, you can register your interest by visiting [www.etesia.co.uk/roadshow](http://www.etesia.co.uk/roadshow).

## What's YOUR number?

*If you are an industry figure and would like to appear in this column - or at least be in with a chance of being pulled out of the hat - get in touch with Scott...*

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