

# John Deere get to grips with greenkeeping



John Deere dealers from across Europe have been brushing up on their greenkeeping skills and knowledge at Morley Hayes GC in Derbyshire

**The company's Golf Ready training programme for 2014 has involved over 200 participants from six countries – France, Germany, Italy and Spain, in addition to the UK and Ireland.**

The dealership staff, along with key John Deere turfcare personnel from the US and Europe, have been spending most of May and June taking over responsibility for the daily maintenance of the nine-hole The Tower course at the Midlands non-member complex.

Morley Hayes is also home to the East Midlands Golf Academy, and features the championship length Manor Course and a 17-bay all-weather floodlit driving range.

Weekly groups of dealer salesmen, golf and turf specialists and service technicians have been effectively simulating what a greenkeeping team would be doing on the course each day, alongside detailed product training on John Deere's new greens, fairway and rough mowers (pictured right) and new pedestrian aerators for 2014, which have their public launch in July (see separate panel).

Each day starts at 7am, and involves a mix of practical indoor and outdoor training on the course maintenance equipment (pictured B), including machine set up, optimisation and operating procedures, safety requirements and product sales challenges.

In addition, an agronomy management presentation and a review of cultural practices plus a course walk are conducted with each group by experienced consultant (and BIGGA's first Master Greenkeeper) Laurence Pithie of Turf Master One Ltd.

Finally, after each mowing assignment has been completed, the dealers have to wash down the machines in the yard before reviewing the day's activities.

"The Golf Ready programme gives us all the opportunity to look at the fundamentals of product operation and servicing, as well as introduce the new season's products and do hands-on training in a real-life situation," says John Deere



**JOHN DEERE**

Look out for more exciting news from BIGGA and John Deere in the July issue of Greenkeeper International – a new collaboration that will likely see one lucky member from each BIGGA region getting the opportunity of a lifetime in 2015... watch this space!

**MAIN:** Group with latest model Pro Gator utility vehicle.

**RIGHT:** New rough mower

**BOTTOM RIGHT:** 2500E Hybrid electric greens mower.



Limited's turf division manager Chris Meacock.

"It also means our dealers can really understand and appreciate the full range and importance of the greenkeeper's roles and responsibilities, and the critical role they play in the successful management of any golf club. We're very grateful to the management and greenkeeping staff at Morley Hayes for providing us with the facilities and support to deliver this type of training.

"John Deere continues to be fully committed to our established nationwide dealership network, in order to sell and support the full professional golf & turf product range to customers and deliver a

first-class service – this year's Golf Ready programme has proved to be a very effective and valuable way to reinforce the dealer's existing expertise and knowledge."



## On the road again

John Deere's new and improved mowers and aerators for 2014 can be seen at around 17 golf course locations throughout Great Britain, Northern Ireland and the Republic of Ireland from early July onwards.

Details and venues were still being finalised as Greenkeeper International went to press, but free places at each John Deere Golf Roadshow 2014 event should be booked in advance by contacting your local John Deere professional golf & turf dealer, or the company on Freephone 0800 085 2522.

Visitors will be able to hear about and operate the company's latest machines, including brand new and improved mowers for greens, tees and surrounds, fairways, roughs and semi-roughs, as well as two new pedestrian aerators that have been redesigned from the ground up.

Also on show will be the latest hybrid electric technology E-Cut mowers and John Deere's unique Quick Adjust (QA) cutting units, which are designed to produce a higher quality finish on golf courses and other sports and amenity turf areas.

The QA cutting units feature a unique Speed Link system for extremely quick height of cut adjustment (pictured D). This technology effectively allows the reels on an entire fleet to be accurately set in the time it previously took to adjust the height of cut on just one mower, so allowing significant savings to be made in both time and operating costs.