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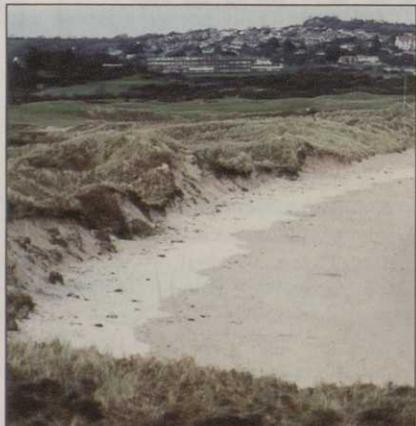
■ The next edition of *Greenkeeper International* should be with you by February 15 - complete with report and pictures from BTME

**JANUARY 1997**

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Cedric Gough, winner of the Miracle Professional Premier Greenkeeper of the Year award  
Picture by Keith Meadley

**WIN £50 CASH IN OUR BUYER'S GUIDE COMPETITION: TURN TO PAGE 81**

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International

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Counting down the days to BTME 97: If you need more details, call the BTME Hotline today on 01347 838581

# Making my Mark in the rumour mill

**A**fter a successful run of 36 consecutive months Neil Thomas has decided to take a break from his BIGGA in Focus article. I'd like to thank Neil for his contributions over the last three years and look forward to including the regular forays into the magazine which he has promised me on issues about which he feels particularly strongly.

I have no intention of following Neil's format but felt the chance to offer up a few "MacCallumisms" via an Editor's column was just too good to miss.

May I begin by wishing you all the very best for the new year – a year which sees BIGGA reaching double figures. I had considered using the "Showbiz" good luck line "Break a Leg" but in light of the new Health and Safety legislation I would probably be sued for inciting recklessness.

At the tail end of last year I was part of the BIGGA Road Shows which appeared at both Sketchley Grange and Cannington College and had the chance to speak about my role as Editor of your magazine. I described how the magazine is put together and was able to answer some of the often-voiced criticisms – too many adverts, not enough colour etc.

We all found it an extremely rewarding exercise because, with a chance to speak directly to members, we were able to give an insight into what we actually do on a day-to-day basis. We were also able to allay some of the misconceptions which people have about BIGGA Headquarters – that there is an army of people working on every aspect of BIGGA business and that staff have whims administered to by hand picked Geisha Girls paid for out of membership funds.

An exaggeration, I

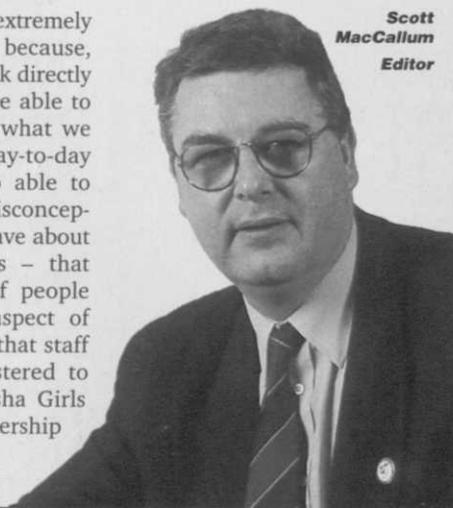
can regretfully assure you. A genuine example, however, is how people who visit Aldwark Manor are shocked by the cramped nature of the offices. They had assumed, or been told, that staff worked in the building which is actually Aldwark Manor Hotel.

The industry, presumably because it is small and close knit, is certainly prone to rumour, and extended games of "Chinese Whispers".

Even I, in the relatively short time I've been with BIGGA, have had a starring role in one such rumour. I learned, third, or perhaps even fourth hand, that I'd left the Association and was working in Germany! Unfortunately I didn't learn how well I was supposed to be doing. Perhaps it was a case of "Auf Wiedersehen Pet" ... but I'm afraid I wouldn't make much of a brickie!

The true story is always available from those at the centre of the rumour and the key to avoiding such cases, however amusing, is just to give a call. People are more than happy to provide the facts to allow you to pass informed judgment and opinion and not just add more spice to the rumour mill.

Scott  
MacCallum  
Editor



The recent high winds in the north east of England caused mayhem at Matfen Hall. Winds of over 90 miles per hour caused severe damage and one of the casualties was a oak tree which was over 200 years old on the 13th hole. Also the 4th and 7th holes were hit with large branches breaking off.

## Private health plan offers advantages to BIGGA members

Thirty five million people bought a pair of glasses last year. Nearly 30 million people went to the dentist and had to pay for their treatment. Seven million people will go to hospital this year for more than one night and 24 million will go as an out-patient for day surgery.

That's nearly 100 million people Westfield could help. And they are not the only people. Westfield Health Scheme provides 18 benefits covering many aspects of health care.

Even with the NHS much of today's health care has to be paid for, sight tests, glasses and contact lenses can be very expensive. The cost of dental treatment has risen significantly over the last year. Many of us now play hard and work hard, the incidence of sporting injuries rise every year and often result in physiotherapy, osteopathy or chiropractic treatment. Many people are turning to treatments such as acupuncture instead of traditional therapies. The cost of a new addition to the family can put a severe strain on the family budget.

Contributors to Westfield are secure in the knowledge that they have the cover to help pay for these often unexpected medical expenses. For just 65p, £1.20,

£1.80 or £2.50 per week you too could enjoy the peace of mind that membership of Westfield brings.

In particular, please note that Westfield will waive the initial waiting period for BIGGA members (except for pregnancy related claims).

Take time out to read the brochure in this month's edition of *Greenkeeper International*.

## Ransomes' profits up

Ransomes has announced worldwide sales of £186.4 million for the latest 12 month period. It marks a rise from £180.2m from the similar period in 1995. Pre-tax profits advanced from £9.2 million to £12.8.

Ransomes' commercial division, which includes Ransomes, Cushman and Ryan, increased sales and maintained margins, a goal achieved by a tight cost control and improved efficiencies resulting from better manufacturing practices.

Operating profits for the division were £20.8m on sales of £143.1m.

# Scots get set for conference

The Scottish Region will hold its highly successful annual one day Conference in the Isle of Skye Hotel, Perth, on Tuesday, March 4.

The Region has brought together a group of speakers to cover some of the most topical subjects being dealt with by greenkeepers at the moment.

From Dumfries and County GC, the immediate Past Captain, Derek Ross, will try to bridge the divide between the committee and the greenkeeper.

Carol Borthwick, of Elmwood College, will look at training and

education towards 2000.

Possibly the best educated greenkeeper in Scotland, Ian McMillan, Balbirnie Park, with a different slant on the history of greenkeeping. Note the word different.

From the deep south, but a Scotsman at heart, Billy McMillan, Wildwood Country Club, will emphasize the need to keep greenkeeping simple.

More and more courses are waking up to the fact that trees can be an asset, whether by new planting or by spending more

money and time on caring for those already there. Andrew Vaughan, of Eamonn Wall and Co will encourage people "to see the wood from the trees".

Disease! That awful word. After 1996, one of the worst remembered in Scotland, any advice we can get on the subject is welcome and one of the country's leading experts, Dr Brian Clifford, of the Aberystwyth Sports Turf Research Association, will give advice on this dreaded subject.

As we get nearer the year 2000,

many more courses will reach or have passed their centenary and with the realisation that many greens built 100 years ago are not standing up to today's wear and tear Dr James Snow, the National Director of the USGA Green Section, will talk about the search for the perfect green construction and possibly how greenkeepers in Scotland can change their greens to stand up to the next 100 years.

It should be a great day and application forms will be sent out later this month.



To mark the sale of the 1000th Toro Greensmaster sold by the Toro dealers in Scotland, A M Russell Ltd a presentation was held at Scotsturf '96. The Edinburgh-based firm has been selling Toro for nearly 30 years and brought together one of the first Greensmasters it had supplied, to Sandyhills Golf Club, Glasgow along with the 1000th new Greensmaster, a

## Russells hit their 1000th

3200-D, purchased by one of the premier courses in Scotland, Hags Castle Golf Club in Glasgow. Hags Castle and Toro representatives pictured at the champagne celebration are (from

left to right) John Gray, Deputy Course Manager, sitting on the 1000th machine; William Kelly, First Assistant; Robert McLerie, Course Manager; Graham Dale, Managing Director of Toro UK distributors Lely UK; Alistair McRobert, A M Russell's Area Manager, and Brian Goudie, Managing Director, of A M Russell Ltd; and John MacIntyre, Assistant Greenkeeper.

## Mill Ride boost for greenkeeping



Mill Ride Golf Club in Ascot has become the first individual golf club in the country to make a donation to BIGGA's Education and Development Fund. The Club, at

which Master Greenkeeper and former Premier Greenkeeper of the Year Gordon Irvine, pictured, is General Manager, has donated £1,000 to the Fund.

"We are absolutely delighted that Mill Ride has made this extremely generous donation," said Neil Thomas, BIGGA's Executive Director.

"In making the donation it

shows that the club recognises the importance of greenkeeper education and the benefits that it brings in ensuring that golf courses are maintained to the highest possible standard.

"On behalf of everyone who will ultimately benefit from this donation may I thank the Directors of Mill Ride for their generosity."

## The need for a club stamp explained

Many of you have been ringing Aldwark to ask why, if your club does not pay your subscription, you still need your renewal form to be stamped by your club. The need for a stamp was introduced partly at the request of sections and partly as a result of problems that had occurred in 1996. The necessity for the club stamp is to protect our greenkeeper members from non greenkeepers who would seek, by deception or omission, to obtain a membership card simply to play golf. While all new members are now referred to the section, it would not be possible from an administrative point of view to refer all renewing members to the section. The club stamp was deemed to be the easiest way to verify employment.

If the club does not have a stamp, a letterhead or compliments slip signed by the Club Secretary or General Manager will be accepted. Any member experiencing a particular difficulty in having his or her form stamped, should write to Janet Adamson at Aldwark Manor.

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# Trade gears up for 1997

■ **Ransomes** has made two new appointments within its commercial sales division serving professional grass and turf machinery dealers, customers and end-users throughout the United Kingdom.

Paul Gardiner has been appointed Area Sales Manager with responsibility for the south and south-west of England and all of Wales.

Technically experienced with a sound engineering background, Paul will be assisted on dealer and customer visits, when necessary, by Ransomes' Southern Area Demonstrator, Mark Poppleton.

The second new Ransomes appointment is Michael Stewart, who joins the company as northern area demonstrator.

Based near Hexham, Northumberland, Michael trained as a greenkeeper before starting his own grass-cutting contract business.

■ There's a new sales team for **SISIS**. Following the retirement of Sales Director Arthur Harrison, Ian Camp has been appointed General Sales Manager with overall responsibility for world-wide sales. Ian is widely known to SISIS customers throughout the UK and overseas and his global sales experience pre-dates his SISIS years, now into double figures.

Keith Vertigan has been appointed UK Sales Manager supported by the 15-strong, SISIS direct sales force. Keith has been Northern Regional Manager for five years following a period in charge of SISIS in Scotland. He has been with SISIS for 25 years during which time he has covered most parts of the UK as well as representing the Company at overseas events.

David Harrison has been appointed Export Sales Manager. David has 20 year's service with SISIS and has already travelled



Paul Gardiner, left and Michael Stewart of Ransomes



The SISIS team: Peter McGuckian, David Harrison, Ian Camp and Keith Vertigan

the world extensively as Sales Demonstrator, prior to which he exploited his artistic talents by producing SISIS Operating Manual drawings.

Peter McGuckian as Sales Office Manager, remains responsible for the day-to-day organisation of the Sales Office, ensuring the provision of essential back-up and administration, increasingly utilising the technological advances expected by customers of today and tomorrow.

■ **Mommersteeg International** has restructured its amenity and sports grass seeds sales team and strengthened the operation with the appointment of Mark Rayner.

Mark joins the company as amenity seeds specialist responsible for the north west of England, the West Midlands and Wales.

The amenity team at Mommersteeg is headed by Phil Davies, who will be responsible for business in Scotland and Northern

Ireland and the development of distributor business throughout the United Kingdom. Based in North Wales, Phil will also be looking at new product development and expanding Mommersteeg's technical advice service.



Mark Rayner, pictured, joins Mommersteeg with a good knowledge of the company, as he spent six years with Stewart & Co Seedsmen, the Mommersteeg distributor for Scotland and the Borders.

Mark said: "It is a very exciting time to join Mommersteeg."

Speaking about the restructuring of the company's amenity team, John Akers, Commercial Manager Mommersteeg International said: "Our sales in this sector have grown well over the last few years and we are looking to develop further business, across all market areas."

■ Johnsons Seeds has created a new senior position – Head of Procurement – as part of its strategy to drive the business forward into the 21st century.



David Adsley, has been appointed to this position. David joins from Seliotape

where he has worked for 21 years.

David trained as a Technical Buyer. During his career he has held a variety of production management and purchasing management posts.

David describes his new role as a pivotal organisational function, "Procurement is about purchasing but more importantly it carries all aspects of purchasing and materials. It's also about supply into the production environment but it is also about supply into the sales environment."

■ Jay Dobson, Programme Manager and Lecturer in Turfgrass Science and Management at Myerscough College, will join PSD Agronomy on 1 February



as a consultant Agronomist. Jay has lectured widely throughout the UK,

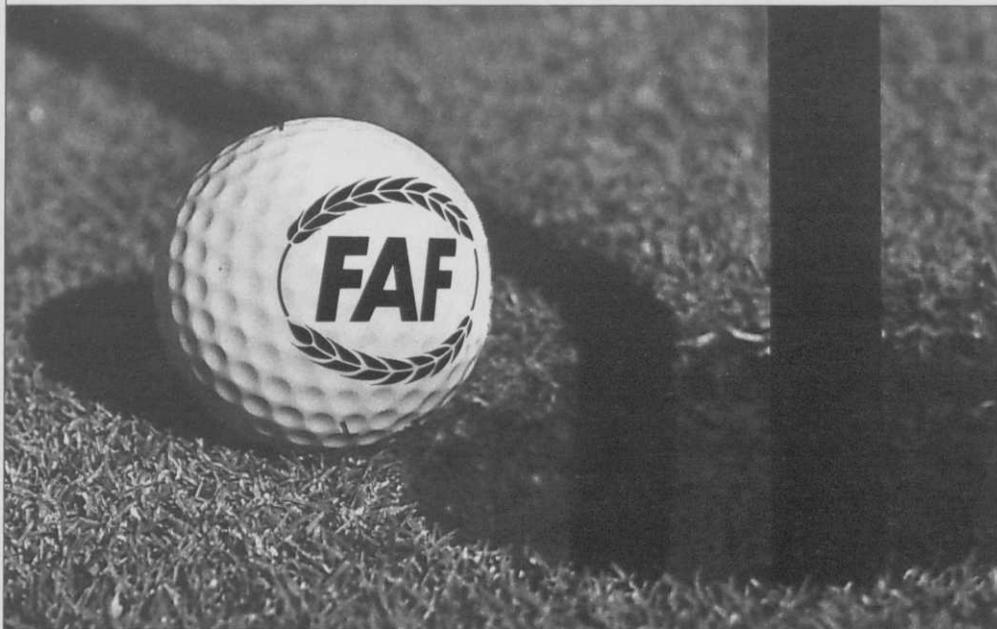
including a spell at Langside College in Glasgow, and takes with him a broad range of knowledge and experience of the golf industry where he has been involved in the construction, maintenance and management of new and existing facilities as well as research into a broad range of turfgrass related topics.

Following an initial period of acclimatisation within PSD, Jay is looking to develop the services that they offer to a wider market place particularly in the West of Scotland.

He will be dividing his time between his home base in Glasgow and the Head Offices in Preston.

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AD REF 126

# Education at BTME will be strongest yet

Welcome to a new year, Sami and I would like to wish all readers a very happy, prosperous and educational New Year.

We will soon be totally involved in preparations for the National Education Conference, Workshops, BTME seminars and the joint STRI/BIGGA Chairmen of Green/Secretaries Course all of which are seeing an increase in popularity for 1997. There are some places left for those who have not already booked but to make sure of YOUR place, give us a call at headquarters.

Bookings will be accepted for the BTME Seminars, on the day, but we cannot guarantee that places will be available. This year's education provision at BTME is the largest ever. Take the chance to improve your knowledge and skills in a wide variety of subjects.

Master Greenkeeper credits and BASIS CPD points will be awarded for all events, ask for details at the Conference and BTME Seminar reception. Remember that improved education and training leads to improved status for greenkeepers and improved golf courses for golfers.

## BIGGA Lending Library

The Lending library now has over 400 books, with new titles constantly being added and all section secretaries have been sent an updated library list and application forms.

You may borrow a maximum of two books at a time for up to six weeks simply by writing to Ald-



## Education Update

BY KEN RICHARDSON

wark Manor or by sending in an application form. Books, in stock, are dispatched by return of post and we ask that you return them within the six week period. Therefore, the only cost to you is return postage. If you prefer, callers at Aldwark Manor may also borrow books.

## Regional Supervisory Management Courses

Plans are being developed for this Autumn's Regional Supervisory Management Courses and, following the success of last year's courses, demand for places is expected to be very high.

Don't forget, these courses are available to all greenkeepers and are designed to prepare them for supervisory and management posts. Once again, thanks to the contributors to our Education and Development Fund, we will be able to keep the cost of these courses, for BIGGA members, to approximately one tenth of the commercial rate for similar courses.

There are seven places still left on the Essential Management Skills course, at Gateshead, on 10/11 February 1997. This course is offered at the very low cost of £50, so make sure of your place by 'phoning now or by speaking to a member of staff at BTME.

## Toro wins quality standard accolade for manufacturing

The Toro Company has achieved ISO 9000 certification for its commercial business and a component parts manufacturing facility. In 1995 Toro became the first full-line irrigation and commercial equipment manufacturer to obtain ISO 9000 designations.

ISO 9000 is a formalised set of quality definitions and standards developed by the International Organisation for Standardisation. A certified company has identified and documented processes that address all elements of the ISO 9000 standard that its facility or operation is pursuing. Once certification is achieved, the company is audited every six months to assure continued compliance.

"Toro holds itself up to the worldwide standard and makes it," said Greg Holaham, Total Quality Manager for the commercial business.

"The ISO certification is an important indication to our

customers that our quality processes are world class and that we are committed to continuous improvement."

## A record quarter for John Deere

Deere & Company has announced record fourth quarter worldwide net income of \$173.9 million for the quarter ended October 31, an increase of 15% compared with 1995 fourth quarter net income of \$150.6 million.

Deere & Company Chairman and Chief Executive Officer Hans W Becherer said:

"Both the fourth quarter and the full year results represent new company earnings records. The company's operating margins remain strong as our focus on continuous improvement and growth is having a positive impact throughout our businesses."

## (mis)adventures of Gordon the Greenkeeper



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English Law: 01206 867775 Scottish Law: 0141 332 2887

Yet another benefit of  
BIGGA membership



Doug Smith, Course Manager at Thorpe Hall GC, Essex, could be forgiven for looking a little bit bleary eyed of a morning. He has just become a dad for the second time when Keri Samantha entered the world weighing seven pounds three ounces on November 15. Keri is a sister for Jena who is nearly three.

## FACT: EXPRESS DUAL GRINDING SYSTEM IS SIMPLE!

**New Miracle Professional Premier Greenkeeper of the Year Cedric Gough talks with Scott MacCallum about the award, what it means to him and about his 24 years at Broadway Golf Club.**

# BROADWAY STAR HEADS FOR VEGAS

There are many who say that to avoid becoming stale you should always be looking forward, aiming high and trying to better yourself. You often hear the view that you must move on to give yourself a fresh challenge.

Cedric Gough has always looked forward, aimed high and continued to better himself as a greenkeeper but has not felt the need to move on to do so having remained at the same golf club for 24 years.

Cedric Gough, Course Manager at Broadway Golf Club, is the new Miracle Professional Premier Greenkeeper of the Year and the rewards which loyalty and continuity bring have been enjoyed both by Cedric and the golf club.

As his Chairman of Green and Immediate Past Captain, Bob Crockford, says, "You only have to go out on to the course and there is 24 years of Cedric - steady improvement every year. He does a great job and everyone appreciates what he and his team does.

"We have always known that Cedric was extremely good. He has pursued a regime of turf care now for 24 years often with a lot of criticism because golfers don't like their greens being interfered with but he has stuck to his guns and as a result we have an excellent course," explained Bob.

Broadway Golf Club is not the easiest to manage. Perched on a hill 900 feet above sea level you can see for miles but the downside is that it is exposed to the north east wind and as Cedric explained, "It is like having a links course inland... plus the extra frost."

"We have very little soil and we are on Cotswold Brash so what soil there is tends to be clay or at least very heavy. Some holes are all clay, some are a combination and others are more natural so we have to have different management techniques for each area of the course."

Cedric was nominated for the Miracle Professional Premier Greenkeeper of the Year Award by the Secretary/Manager of Broadway, Brian Carnie.

"I remember Brian saying, 'I just hope you go on and win it' and thinking I'm not going to say anything but that's just pie in the sky. I thought it was a bit out of my league.

"Having said that the rest of the team and I often say that we couldn't get the course looking



**Yes! Cedric Gough, centre, celebrates with his team back at his club**

any better with the resources we have if The Open was being held over it," explained Cedric.

"When it was announced that I'd won I was just flabbergasted, because there were some very good greenkeepers in the final. It is one of the greatest things ever to have happened to me."

Cedric wins a trip to the GCSAA Conference and Show in Las Vegas in February while his team receives a cheque for £500.

The initial course visit was performed by Midland Regional Chairman Antony Bindley and 1994 Premier Greenkeeper, David Walden, to whom Cedric also gives credit for entering the competition.

"Although I didn't know David before he came on the course visit he did inspire me when he talked at Harrogate about the award and urged greenkeepers to enter and have a go."

Cedric has an excellent young team at Broadway of Jamie Blake,

Roger Ashby, Martin Jeffs and greenkeeper/mechanic Major Rathbone.

There is no First Assistant at the club as Cedric operates a system whereby all the assistants are equal.

"They are all of a similar standard and strong in different areas so we took a vote and it was decided that I wouldn't promote one to First Assistant. When I'm away I'm happy that I have three heads working instead of one. We find it works very well at Broadway."

One of the elements of Cedric's work which helped clinch the title for him was the tidiness and cleanliness of both the golf course, the maintenance facility and all the machinery.

"There was one tractor which Cedric said was six years old, but looked brand new, and the dirt from underneath the wheel rims had even been cleaned," said Richard Minton, who together

with Pat Murphy undertook the second course visits.

"I like to look after the machinery," said Cedric. "After all, it doesn't come cheap."

Cedric grew up in Bridgnorth and spent much of his childhood helping his father who worked on the local cricket pitch as a volunteer. "It seemed a natural development to go into greenkeeping," he explained.

He began at the nine hole Bridgnorth course and, although he got some help from the local pro, was virtually the only member of the greenstaff. After three years he moved to a First Assistant's job at Ross on Wye, before arriving at Broadway as Head Greenkeeper in 1972. His job title changed to Course Manager in 1989.

"The secret at Broadway is to let the grass get to the mower rather than the mower to the grass - be patient and keep that little bit of extra grass on. It does mean that we have to cut more often, sometimes the tees have to be cut every day."

Travelling up to Aldwark Manor for the final on a Sunday afternoon meant that Cedric missed his first Wolves home game for five years and he was more than disappointed that he missed a fine 3-0 win over Manchester City.

He is Wolves daft and posed the question "Given the option of becoming Premier Greenkeeper or watching Steve Bull score the winner in the Cup Final at Wembley which would you choose?" came up with the answer, "I'd be Premier Greenkeeper, but if it were a case of Steve Bull scoring the goal that took us into the Premiership, that's different."