

The GREAT

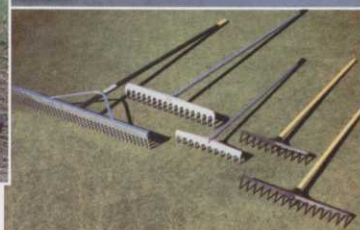
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30th June 1998



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Headland Amenity

AD
REF
512

Rain Bird has made a big impression since it flew into the British market. The company has now become a BIGGA Golden Key Supporter.

The Rain Bird has landed



When Clement and Mary LaFetra began producing the world's first impact sprinkler in Los Angeles in the 1930s they turned to Native American Indian legend for the company name.

The story goes that hundreds of years ago a terrible drought befell the land. Crops withered, watering holes dried up and for an entire generation there was no relief. Everyone but the children gave up hope of there ever being rainfall again when one day a great bird overheard the children's prayers, flew to the heavens and returned with life-giving rain.

There have been times in the recent past when Britain's greenkeepers have also prayed for rain but now that Rain Bird, for that is the company in question, has begun to make a significant impact in the British irrigation market, a reliance on natural intervention is

not always quite so vital.

The legendary Rain Bird is incorporated into the company logo and must guarantee that it wins the prize for the most romantic and appropriate company name in the industry.

Rain Bird's decision to become more involved in the British market in recent years has been followed by the company becoming a BIGGA Golden Key supporter.

"We felt that we had come a long way in the last two years. We are now becoming a recognised brand name in the UK with more and more people buying our product and we felt that we should give something back to the greenkeepers," explained Victor Jamieson, Area Manager for UK and Ireland.

"We thought the best way to do that was through BIGGA by becoming a Golden Key supporter and donating to the Education and Development Fund," he added.

Such involvement is not unique as Rain Bird was also one of the two founding sponsors of the Environmental Steward Award run with the GCSAA.

While it was the LaFetras who formed Rain Bird back in 1935, the patent for the first sprinkler, a spring-activated impact sprinkler, was awarded to their

Los Angeles neighbour, Orton Englehardt, a citrus farmer two years before.

Clement and Mary were so taken with the device, a spring-activated impact sprinkler, which was durable and distributed water further, more evenly and more efficiently than existing sprinklers that they arranged with Orton to manufacture the sprinklers in their barn. Thus Rain Bird was formed.

From day one the company focussed on the golf market - the prestigious Los Angeles Country Club was the first golf club to be fitted with its sprinklers - and it has grown to the extent that around 1500 are employed and as well as Los Angeles there are now bases and manufacturing plants in Tucson, in Arizona, and Tijuana, in Mexico. The European Headquarters in France was created 26 years ago. It is a mark of success that Rain Bird products are now used in over 130 countries.

Modifications of that original sprinkler idea was still the mainstay of the company right up until a few years ago with the development of gear driven sprinklers.

"I'd say that up until three years ago we were probably selling about 70% impact to 30% geared but since then the position has been reversed. We've been producing gear driven sprinklers for just about four years now," said Victor, who revealed that the research and development for a new gear driven





sprinkler can be as much as \$5 million.

When Rain Bird first came to the UK they had one main distributor, Rite-Rain, and it was not until three years ago that the decision to go for a larger market share in the UK resulted in a change in the set up.

"It was and is our aim to become market leader in the UK and we're not far off now - if indeed we haven't already achieved it. To that end we looked around and picked out various installers whom we thought would do a good job for us. We now have around ten companies in the UK and Ireland who install our products and three of these are large irrigation led companies, Ocmis - also a BIGGA Golden Key Supporter, MJ Abbott and Arden Lea Irrigation."

Victor is adamant that a good installer is the key to success.

"At the end of the day the irrigation equipment which we supply is only about 20% of the irrigation contract and for us to gain a good reputation we need a good product but we also need good installation and that is something with which we feel we've done very well in the UK."

Rain Bird Installers in the UK receive back-up from both Victor himself and Mark Ganning, the Midlands based Field Service Engineer, who joined the company last August having previously owned his own irrigation company.

"This back-up is reinforced by staff from Rain Bird's European Headquarters in France while I can also talk directly to the relevant engineer in the States via e-mail if we've got a problem."

Among the courses which are now equipped with Rain Bird sprinklers are, Sunningdale, Muirfield, The London Club, The Roxburghe, Mount Juliet, Killarney, Celtic Manor, Forest of Arden, Carden Park, The Brabazon Course at The Belfry as well as the new PGA course there and Ballybunion.

The Rain Bird product line includes pieces which have been designed specifically for the golf course applications with the latest Maxi Nimbus and Maxi Cirrus systems which can be coupled with weather stations for maximum efficiency and precise water application. They can also be controlled remotely from anywhere on the course while they act as an ideal measure of just how far the irrigation industry has come in the last 60 years.

"Because Rain Bird is privately owned it is far easier to communicate with the higher management as there isn't the bureaucracy other corporate companies have to deal with. It also means we don't have to deal with shareholders and can plough more money back into product development and research and that breeds success and gives us a high quality of product," said Victor.

Watching the irrigation market over the past few years Victor has noticed change.

"There are not as many courses being built now as there was in the late '80s and now 90% of our market is retrofit as many older systems become due for replacement," he said while agreeing that more clubs which would previously not have countenanced installing irrigation are now looking at it.

"The entire irrigation market in the UK is just about 20 years old and installations which were installed at the beginning are now coming to the end of their life and clubs are having to look at upgrading and taking advantage of the new technology which is available."

Of course this doesn't come cheap and Victor estimates the average cost for a tees and greens system at around £80,000.

"Tees greens and approaches comes in at around £100,000 with a full fairway system being anything up to £270,000 to £300,000."

Victor also believes that the changes in climate has also had a beneficial effect of the industry.

"In the past irrigation was used as a supplement to rainfall but now the drier summers are beginning to show up the faults in the older systems. Rain used to cover up any mistakes which had been made in the installation but you can't get away with that nowadays," said Victor, who also felt that the water

companies had cried wolf too often about water shortages and that their criticism of irrigation had therefore been devalued.

"It has made more golf clubs think about irrigation. Summers have been getting warmer while, thanks to television, there is greater expectations from members as to what their course should be like."

Looking into a crystal ball Victor sees the industry embracing more reliable and efficient products. "It is a case of trying to take the guess work out of irrigation and much of this development is achieved from feed back we receive from greenkeepers and information as to what they require."

Another look into that crystal ball would probably show that Indian Rain Bird soaring yet higher as more success comes the way of the company which took its name.

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Mark Ganning (Field Service Manager UK/Ireland) Tel: 0121 358 1883 Fax: 0121 358 1891 CompuServe: 113057,721.



Rain Bird® Golf in The United Kingdom and Ireland



Golf Course

Irrigation System

Rain Bird Golf's mission is to meet or exceed customers' expectations in the worldwide golf market with a long term commitment to profitably provide and support defectfree, environmentally sound, irrigation management products and practices. Some courses in the UK and Ireland recently installed or currently being installed with Rain Bird products are:

The Eagle™ rotors are designed specially to withstand the rigors of golf course irrigation applications



Ballybunion Golf Club
Co Kerry, Ireland

MAXI® Nimbus™ Central Control System with EAGLE™ sprinklers

The Belfry, PGA Course
West Midlands, England

Master 3 Control System with EAGLE™ sprinklers

The Belfry, Brabazon Course
West Midlands, England

MAXI® Nimbus™ Central Control System with EAGLE™ sprinklers

Carden Park Golf Club
Cheshire, England

MAXI® Nimbus™ Central Control System with EAGLE™ sprinklers

**Celtic Manor,
The Championship Course**
Gwent, Wales

MAXI® Nimbus™ Central Control System with EAGLE™ sprinklers

Coombe Hill Golf Club
Surrey, England

MAXI® Nimbus™ Central Control System with EAGLE™ sprinklers

Dale Hill Golf Club
East Sussex, England

Master 3 Control System with EAGLE™ sprinklers

**Forest of Arden Hotel,
G & C Club**
West Midlands, England

MAXI® Nimbus™ Central Control System with EAGLE™ sprinklers

The Hertfordshire G & C Club
Hertfordshire, England

Master 3 Control System with EAGLE™ sprinklers

St. Enodoc Golf Club
Cornwall, England

MAXI® Nimbus™ Central Control System with EAGLE™ sprinklers

Rain Bird® Golf in The United Kingdom and Ireland



Golf Course

Irrigation System



MAXI® Nimbus™ Central Control System designed for golf course irrigation

The Honourable Company of Edinburgh Golfers
Muirfield, Scotland

MAXI® Nimbus™ Central Control System with EAGLE™ sprinklers

Killarney Golf & Fishing Club
Co Kerry, Ireland

Master 3 and MAXI® Nimbus™ Central Control System with EAGLE™ sprinklers

The London Golf Club
Kent, England

MAXI® V Satellite Control System with 51 and 91 DR sprinklers

Merrist Wood Golf Club
Surrey, England

MAXI® Nimbus™ Central Control System with EAGLE™ sprinklers

Mount Juliet
County Kilkenny, Ireland

Master 3 Control System with 47 and 51 DR sprinklers

The Roxburghe Golf Club
Roxburghshire, Scotland

Master 3 Control System with EAGLE™ sprinklers

Royal Wimbledon Golf Club
London, England

MAXI® Nimbus™ Central Control System with EAGLE™ sprinklers

Sunningdale Golf Club
Surrey, England

MAXI® Nimbus™ Central Control System with EAGLE™ sprinklers

The Wynyard Golf Club
Cleveland, England

MAXI® Nimbus™ Central Control System with 47 DS and EAGLE™ sprinklers

**Charles Ollerenshaw, Managing Director, Golfex Ltd
explains a few home truths about the internet...**

Surf's Up

The Internet has been around for at least three decades. It was originally a way of sharing data between people in the American defence industries. The Internet only exploded into the world arena with the public release in 1992 of a new thing called the World Wide Web. The existing Internet communication structure was used to carry the new content.

A Web is a document or a folder of related documents. What makes it special is that it contains links. The author can designate key words to point (link) to other places in the document which have some relationship to the key words. When a web document is viewed on a computer screen the link words (they're actually called 'hyperlinks') are coloured and underlined to make them stand out. Pictures in a web document can also be designated as hyperlinks.

As an example, consider a paperback thriller. The book is divided into chapters which typ-

ically shift from location to location, time to time, character to character as the author tries to engage our attention and hold it to the last page.

However, we have little choice but to read the book in strict sequence from the first page to the last.

Now imagine the book is a web with hyperlinks. In Chapter Nine I read "Colonel Walnut suddenly appeared in the doorway with a niblick poised to strike", but for the life of me I cannot recall who this Colonel Walnut is, though I vaguely remember him featuring earlier in the book.

But, this book being a web, the item reads "Colonel Walnut suddenly appeared in the doorway with a niblick poised to strike". I am reading it on the screen of my computer, or on my telly, or on some new device I can read in the tub but which has computer-like point-and-click facilities. I click on the hyperlink Colonel Walnut and immediately my screen jumps to the earlier chapter and verse where this shady old reprobate was first mentioned. A mere click returns me to the point I just left. I'm too young to know what a niblick is, so I click on the niblick hyperlink, go to a Glossary at the back of the book to find out and, by another click, return to the story. The book will have hundreds of hyperlinks so I can jump around it to my heart's content - but note that these are all

internal hyperlinks, meaning that they point only to places within this document.

The external hyperlink is the bit that bootstraps our

Web (individual document) up to the World Wide Web, which is nothing but a term for the totality of all individual Webs connected to the Internet. Any document can contain hyperlinks to other places within itself (bookmarks), other pages within its own folder (roughly equivalent to the book we've been discussing) and/or any bookmark in any document in any folder on any server in any country, provided that the 'target' (as it is called) is accessible and on-line. Hyperlinks in these target documents can do the same in turn. In the Book example the niblick hyperlink was internal since the author had provided a Glossary within the book itself. In practice it is much more likely that it would have been an external hyperlink to an on-line Dictionary.

The implications of this are staggering. We have a global information resource with unlimited hyperlinking capability. No matter what you want to know, it is almost certainly there. If it's not today it will be tomorrow. Plenty of stuff you don't want to know will be there too. The statistics numb the mind. I have read that there are already more pages on the Web than there are humans on Earth; that 200,000

pages are being added every week, or was it every day.

I'm often asked "What is the Internet?" The Internet consists of servers, communications facilities and clients. There are vast numbers of computers called 'servers' which hold pages and links that people have built for commercial, personal and every other kind of motives. The clients (users, visitors or whatever you wish to call them) must have some form of computer, a piece of software called a 'browser', a device called a modem which attaches their computer to a telephone socket, and an account with an ISP (Internet Service Provider, such as BT, America On-Line, CompuServe, Dial Pipex or any number of others). In between the servers and the clients is a data-communications set up which allows server or client to stuff addressed packets of data in at one end and have them come out at the other. There is no need to bother about how it works any more than you need to understand how your digital cell-phone works.

So far we have looked at a system in which we (the users/clients) read documents, click on hyperlinks, and in every way control what the system presents to our eyes and intellects. In this mode we are still readers of books, though we exert much more control than in the old days. But when we sit on our buttocks looking at the telly we are in a completely passive mode where the system feeds everything to us. Our only controls are the channel switch, the mute button and, in extremis, the 'off' switch. These polarised extremes will merge during the next few years.

A key indicator lies in the latest 'browsers': Microsoft's Internet Explorer 4 and Netscape's Navigator 4. These browsers introduce the concept of 'channels'. What this means in essence is that I can tell my browser what types of news-feed turns me on. I personally like Formula One racing, Malt Whisky, Clay Pigeon Shooting and one or two other personal things; I detest Football with balls of whatever shape, travel programmes, and News. So I, personally, tell my browser about these dark secrets and it sees to it that items on the things I like are presented, without explicit action on my part, on my screen within seconds of me accessing the Net, while other things that my neighbour likes do not come anywhere near me.

There's clearly going to be a spill-over to television. At present there is the ludicrous situation that advertisers spend fortunes on

Channel 3 advertisements many of which are for items in which I could not possibly be interested. The TV people are going to wake up soon to this waste, and in fact they probably have but their technology does not at present allow them to do anything about it.

Without question the television broadcasts and the Internet systems will soon both be engineered to feed each individual among us exclusively with material (at least in broad categories) that we, the recipients, have told the systems we wish to receive. It's quite possible, though not certain, that computers and television sets will actually merge into a single device that can do either job. In fact the jobs we now do on computers or television sets may themselves become indistinguishable. The only thing currently holding the Internet back is the low speed of data-flow over ordinary phone lines, but this will be fixed before long. The next few years are going to be great fun.

If the Internet were only an information resource it might not have too big an impact on the way we live and work. But there is already another dimension to it. It's possible to put a database on a server, and have the server respond to a client request by querying the database and constructing a page 'on-the-fly'. This transient page returns to the client for display, but no copy is kept. It's also possible for the visitor to enter data on a form and by clicking on a button post it electronically to the server, which can update its database or do anything else it's programmed to do. Relatively recently, encryption standards have been adopted which make it safe to send credit card numbers over the Internet. So we already have all the building blocks for database-driven electronic commerce.

At present the major areas of Internet electronic commerce are books, CDs, records etc. The technology will spread to embrace every kind of goods or services which can be ordered without the buyer having to be physically present at the point of supply. A product can be viewed, read about, listened to and, with virtual reality techniques, walked through and around without leaving one's chair. There are not many goods or services where physical presence is required, though there are a few. It's inconceivable that such a major shift in personal and business commerce will not significantly alter the way we live and work.

Finally, here is a bit of general advice about getting on-line: To

access the Internet it's best to invest in a decent computer; there are, for example, plenty of not quite-leading-edge Pentium PC systems around at bargain prices and there will be more in the sales after Christmas. Get a quick machine (133MHz+) with enough memory (16MB+), a fast (33.6k) modem, decent 'true-colour' graphics (SVGA+), the biggest and best quality screen (15inch+) you can afford, and a decent sound system with headphones for the times the family don't want to be disturbed. You should have no difficulty in getting Internet Access thrown in, though you have to pay a small monthly fee after a couple of free months. Make sure that the supplier gets the whole system working before you buy. If you don't know anything about computers find someone to help you who does. Set this system up in a room where you can be alone. At first you'll be a learner-driver and will be concentrating on the clutch and the gears, but soon the mechanics will become second nature and you will not notice them. Now a strange thing happens. Though your conscious mind knows perfectly well that the Internet pages are being sent to you, in your back bedroom, from whichever server the latest hyperlink pointed to, you actually start to feel that it's you that is travelling in hyperspace. If you are in a site about climbing Everest you feel as though you're on the mountain. It can be addictive, so be warned!

**Are you making the most of your mobile phone?
For staff who work outdoors, BT's range of simple-
to-use messaging and mobile data solutions can
help you manage your calls more effectively and
respond more quickly to events throughout the day**





ADDING VALUE TO YOUR

MOBILE PHONE

Statistics show that people are relying more and more on their mobile phones in both their business and social lives - around 8.5 million people in the UK now use a mobile, approximately 14.5 per cent of the total UK population. Customers connected to the Cellnet network alone make over 10 million mobile phone calls every day, a figure that has trebled over the last six years.

The original cellular service - launched in 1985 - was based on analogue technology, but the more recent digital service is now the preferred choice for the majority of users, as it offers the additional benefits of clearer call quality, the ability to use your phone overseas, better security and access to a wide range of 'value added' network services.

Importantly also for organisations with a fixed communications budget, using digital cellular involves minimal capital outlay - unlike, for example, 'traditional' Private Mobile Radio (PMR) systems. Cellnet's is a managed network, so responsibility for development and maintenance resides with the network operator, not the customer.

By utilising the power of Cellnet's 'intelligent' network, outdoor staff can get even more practical benefits from their mobile phones. Thanks to digital technology, your mobile phone gives you the flexibility to stay in touch and get hold of vital information in many more ways than by voice communication alone.

Probably the most common headache for field staff - especially those who spend a large part of their working day out of doors - is missing important messages. A recent survey found that over a third of business people questioned spend two or more hours each week trying to get through to the right person.

The problem is, there are many times during the day when you are unable to answer your mobile - for example, when you're out on the golf course, perhaps working with machinery. At times like this, the ideal solution is to use is to use Callback, a 24-hour cellular messaging service which will answer your phone when you can't.

Callback allows you to get on with your work without having to stop and answer the phone - or worry about what you're missing. If your mobile is

switched off, engaged, out of coverage or not answered within 10 rings, Callback answers the caller (with your own personalised greeting) and records their message. The service will actually tell you when a message has been left, every time you turn your phone on.

Callback is excellent value: there is no charge for the deposit of messages, and you pay only to access your mailbox and retrieve messages. You can set up Callback today simply by dialling 1750 SEND on your handset.

Alternatively, if you do not have Callback activated, our new 1471 service allows you to find out who your last caller is. The information is stored even if the mobile is switched off, engaged or out of coverage. Another useful network service, Call Display, enables you to view a caller's identity on your handset, so you can decide whether to take a call immediately or divert it to Callback. Both of these services are available free of charge.

For field staff who require more sophisticated and flexible call management and screening functions, BT's Personal Assistant (PA) service is a unique one-number 'find me' solution that allows you to manage your calls and faxes wherever you happen to be working.



PA acts like a 'real' personal secretary. It screens your calls, takes messages and stores faxes, letting you decide where and when to print them out. When you receive a call on your personal (07060) number, the service searches for you at a number of pre-programmed contact numbers which you select. You can override these numbers at any time depending on your circumstances during the day.

There are, of course, times when urgent communication between the office and field staff is required - per-

haps to call someone in from the course for a sudden meeting, or to notify them of a visitor's arrival. BT's Short Message Service (SMS) is a very simple to use solution that is also very practical.

SMS allows text messages of up to 160 characters to be transmitted to digital mobiles direct from a PC (with modem link) or from one Cellnet-connected handset to another (if the phone is switched off, the message will be stored). With more immediacy than other forms of messaging, SMS can greatly improve the flow of information between team members. Message delivery is guaranteed, and it's highly cost-effective: sending a mobile-to-mobile SMS message costs just 10p.

These messaging and call management services give you the flexibility to stay in touch in a way that suits you. Inevitably, this greater degree of contactability can result in more productive use of time and manpower, allowing staff to get on with the job in hand instead of journeying backwards and forwards to base to check on calls or pick up new instructions.

Information where and when you need it

Because of changing work patterns, many field staff need access to more detailed information than can be obtained by voice communication alone. By linking a mobile phone to a data terminal, BT's digital Mobile Data service allows users to connect to their office IT systems and the Internet, send faxes, e-mails and SMS messages from remote locations, such as their car or hotel room, or even from the middle of a field!

To use the Mobile Data service, you need a laptop computer, digital mobile phone and PC data/fax card designed for mobile use, which plugs into the computer. Alternatively, the new PDA's (Personal Digital Assistants) and personal communicators like the Nokia 9000 are making the service even easier and more convenient to use.

Thanks to a recent technical breakthrough, Cellnet users can enjoy end-to-end, two-way digital connectivity over BT's ISDN network via Cellnet QuickConnect ISDN links. By eliminating modems, this unique facility delivers a much reduced call set-up

time (from around 30 seconds to around 5 seconds), so much less air-time per transmission is used. Faster and more economical to use than ever before, Mobile Data looks set to be the next big boom area for mobile communications.



A comprehensive International Roaming service means that BT Mobile's digital customers also have the option of using their phones when abroad, a facility that can be extremely useful when you're visiting a foreign golf course or on an overseas tour. To date, Cellnet has 'roaming' agreements with digital (GSM) networks in over 70 countries around the world, and new agreements are being negotiated all the time.

At the same time as extending its roaming service, Cellnet's heavy investment ensures its UK digital network offers top quality coverage and capacity. Cellnet aims to have

around 2,750 cells on air by Spring 1998, which represents a 60 per cent increase in cell sites over the previous year. In order to reduce to a minimum the environmental impact, around 75 per cent of Cellnet's sites are located on existing structures.

If you think you would benefit from BT's mobile solutions or would like more information on our value added cellular services, call BT on freephone 0800 99 69 97 quoting reference GGK290.

You may have oceans of cash right now, but when it comes to pensions, you'll need...

Every last drop

Do not put off starting a pension until later in life. Every five year delay can almost double the amount needed to achieve the same pension.

Everyone who pays National Insurance receives a basic State Pension. To receive a full pension you need to have paid National Insurance for 44 years out of a possible working life of 49 years. The basic state pension is £62.45 per week.

State Earnings Related Pension, known as SERPS, is paid in addition to the State Pension. The amount of SERPS depends on how much National Insurance you have paid over your working life. The more you have earned the more your SERPS benefit.

It is not possible to estimate an individual entitlement to SERPS but you can complete a DSS form BR19 which will provide you with your State Pension forecast. Forms can be obtained from the DSS. Alternatively I can provide a form if you wish to contact me.

Life, however, is never simple and if

you are a member of a company pension scheme then the SERPS entitlement is often included in your company pension. If this is the case you will not get any SERPS from the State. You can tell if your company scheme includes SERPS by comparing your wage slip with someone who is not in the company scheme. You will be paying less National Insurance.

It is also possible to have the equivalent of SERPS paid into a Personal Pension. The DSS will pay a proportion of your National Insurance contributions into your Personal Pension. This money is then invested by the Insurance Company and you will receive a pension based on the investment returns.

The Government actively encourages people to contract out of SERPS by paying incentives. The reason for this is that there is no savings pot for SERPS and National Insurance contributions being paid this week and being paid out to pensioners next week. As the population is aging, there will be a bigger proportion of



pensioners to workers in future and contributions will not be enough to pay out to pensioners.

The Government need people to take on their own responsibility for retirement. The sooner you do something about it the less it will hurt your pocket.

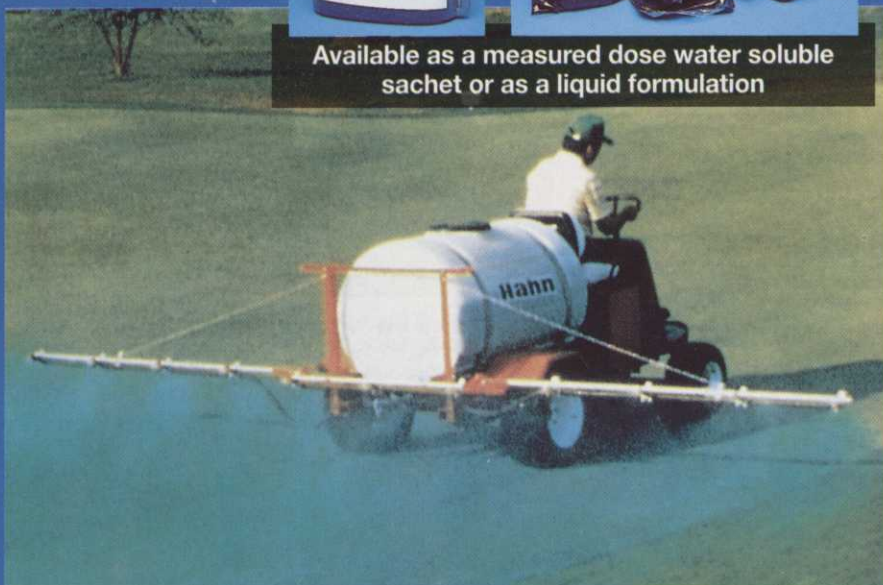
Geoff Steel is an Independent Financial Adviser with Walsh Lucas & Co and he welcomes comments from readers. His telephone number is 0800 7835132

Turf Mark Spray Pattern Indicator

- * Indicates inaccurate, overlapped and missed areas as well as highlighting blocked nozzles.
- * Mixes completely with water soluble pesticides and fertilizers without affecting efficiency.
- * Can be used with any type of spray equipment, and at any time when conditions for spraying are favourable.



Available as a measured dose water soluble sachet or as a liquid formulation



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