

# ETME 2

## REVIEW

If the success or failure of exhibitions and trade shows is based solely on attendance and their continuance based on their recognition as an essential market place, then ETME 2 was the former.

Official attendance was announced as 4,062 which proved to be a significant increase over the first show. Despite inclement weather with gales lashing the South and snow drifting into Northern areas, the trade were generally happy with the turnout.

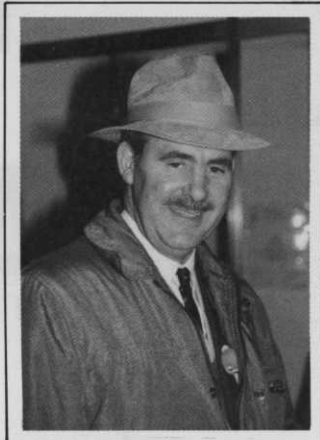
Many companies expressed satisfaction with the level of enquiries and the quality of audience. Indeed more than several also participated in the social programme including the magically cold mystery tour which preceded the medieval banquet within the fortified walls of old York City.

The standard of exhibit presentation was noticeably professional and consistently good. And, now that the Association has taken over ownership of the exhibition from George Wright, there is increased confidence in its future. Preliminary indications are that interest from Europe and possibly the US, there will be a marked increase in demand for space next January. Indeed hall C has been earmarked.

The green/tee area sponsored by Inturf and ICI Advanced Turf Systems added colour and interest to Hall B. Michael Bonallack, Secretary to the Royal and Ancient golf club in opening the exhibition confirmed further substantial support for the Association which we understand will be substantial. His speech paid generous tribute to the hard work of Neil Thomas, the Association's Executive Director, and the tremendous progress of the past 3 years. The exhibition also marked the occasion of the launch of the R & A and Nature Conservancy Council backed publication *On Course Conservation* provided by The Golf Course Wildlife Trust.

H.R. Fell and Son, known as Lindum Turf, also announced a major deal to sponsor the new *Greenkeeping Yearbook* to be launched at The Open in July as well as a major contract awarded to supply turf to the 1991 National Garden Festival at Swansea.

Many new products were on show and as many will confirm there were some very prominent and exciting buyers and visitors at the show including Mr "Metrocentre" John Hall, John, who has planning per-



Eric Hughes . . . on safari.

mission for at least three golf courses at Wynyard Hall and one overseas, was very impressed with the show. "I like to see and hear for myself" he said.

Michael Williams of The Daily Telegraph, who along with other major scribes, is now a firm supporter of BIGGA and The Greenkeepers, was a speaker at the seminar sessions. He too was impressed with the show and subsequently penned a superb article - DT - drawing further attention to the need for improved wages, status and standards of golf course management. Michael in fact has also contributed his comments about "The Way Forward" (published next month exclusively in *Greenkeeping Management*).

Over to you in 1991 Debbie!



Michael Bonallack and BIGGA Chairman Paddy McCarron on Golf Course Wildlife Trust Stand.

Enquiries about the 1991 show should be addressed to Debbie Savage, Exhibition Manager, BIGGA HQ, Aldwork Manor, Aldwark, Alne, York YO6 2NF. Tel. 03473 581/2.

### UP PERISCOPE

PRIZE for joker of the show must surely go to Inturf's Derek Edwards.

Derek, who sponsored the putting green and tee areas in Hall B, spotted a golden opportunity for the installation of a retractable pin.

On the first day, John Shildrick of the National Turfgrass Council was observed scratching his head as the pin complete with flag disappeared down the cup. Next day Dr Peter Haynes was vic-



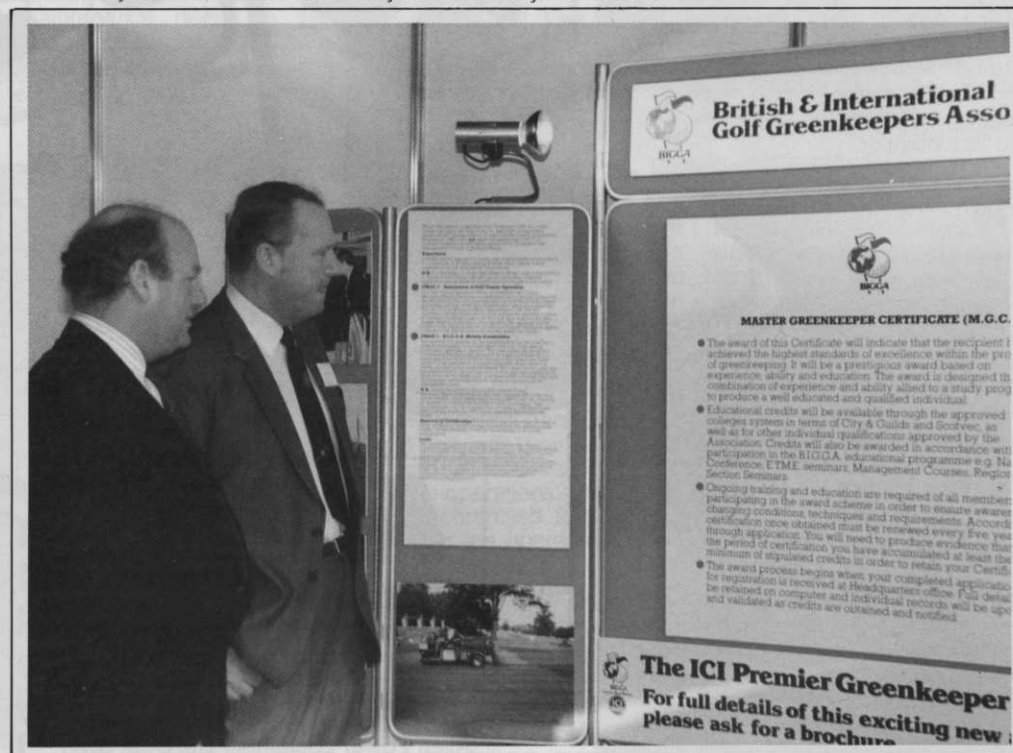
Derek Edwards and that retractable pin!

timised tool!

Some lesser mortals were complimenting Derek on marketing a new periscopic pneumatic pin while others were trying to purchase a potential terrific practical joke.

Derek, pictured above, explained to GM that the "secret" was simple. 'We put our little man in the basement, using the electrical conduit hole, to control all the fun', said Derek, barely unable to disguise yet another laugh.

Commenting on the show, Derek said, 'Inturf were very happy with the show and impressed with the presentation of the surrounding stands, including BIGGA, the International Golfers Club, Greenkeeping Management and The Golf Course Wildlife Trust.



Michael Bonallack and BIGGA Vice-Chairman Ivor Scoones study the Master Greenkeeper Certificate stand.