

BTME Exceeds Expectations

British turf show kicks off 2012 trade shows with a 40% spike in attendance

HARROGATE, ENGLAND — It was the 25th anniversary of the first BIGGA Turf Management Expo, and it was done right.

A total of 8,386 visitors attended BTME over the three days of the show in late January. That figure represents



The 2012 BIGGA Turf Management Expo drew a large crowd.

a 39.3 percent increase over last year, when 6,018 attended, and a 42.5 percent increase over 2010, the last time the show filled four halls.

Every other year the “big three” — that is, Toro, John Deere and Jacobsen — don’t attend the show. This was an “on” year for the big three, and their presence alone enables the event to stretch from three halls to four.

“The beauty of this show is it’s a very small town situation,” said Howard Storey, product marketing manager for John Deere Golf. “There’s a great atmosphere, a great buzz, even though the economic situation in the golf business is particularly tough. We’re very sociable people, and it’s a great event to meet people.”

John Deere was celebrating the unveiling of its new warranty, PowerGard. The warranty can be bought on any Deere machine new or old, and

can extend a warranty by up to five years. The program is available both in the U.K. and the U.S.

Jacobsen, meanwhile, debuted its refreshed Eclipse2 walking greens-mower (see page 40 for information) as well as a three-wheel drive unit for the Jacobsen Eclipse 322. See both machines at the Golf Industry Show.

Next year’s BTME will be held from Jan. 20th-24th in Harrogate.

Golddom at the GIS



Come see your friends at *Golddom* at the Golf Industry Show! We’ll be running all over the convention during the week, but we’ll each commit to one hour at the booth if you’d like to come see us.

And we hope you do come see us. Stop by booth 1424 and say hello!

Wednesday, Feb. 29th

10 a.m.	Seth Jones
11 a.m.	Beth Geraci
1 p.m.	Clark Throssell
2 p.m.	Anthony Williams
3 p.m.	Joel Jackson
4 p.m.	Matt Hendren
TBD	Presentation of the Herb Graffis Business Person of the Year Award to Paul Chojnacky

Thursday, March 1st

11 a.m.	Seth Jones
1 p.m.	Beth Geraci
2 p.m.	Clark Throssell
3 p.m.	Matt Hendren

Schedule is subject to change. Visit the Golddom Daily the week of the show for the most up-to-date schedule.

U.S. Group Cracking Down on Counterfeits

The U.S. Golf Manufacturers Anti-Counterfeiting Working Group announced it seized more than 95,000 counterfeit golf products in 2011, nearly four times the amount seized in the previous year. The significant increase demonstrates the group’s improved ability to cooperate with law enforcement agencies globally to identify and eliminate counterfeit operations. The Golf Group also took considerable legal actions against counterfeiters in China and the U.S., including successfully securing a court order to shut down a number of websites allegedly selling counterfeit clubs.

“The Golf Group remains committed to shutting down as many counterfeit operations as it possibly can,” said

Don Reino, Vice President of Legal Operations for Cleveland Golf.

The Golf Group ended 2011 with two raids, one in Shanghai and one in Huizhou City, which led to the confiscation of more than 7,000 fake clubs and over 8,000 combined counterfeit golf products. During the raid in Huizhou City, the Golf Group worked with local law enforcement to raid an operation resulting in more than 7,000 counterfeit golf products being seized at a total value of more than \$100,000. Four days later in Shanghai, another site was raided of more than 1,000 fake products.

The group launched the website www.keeppgolffreal.com in July 2011. It has received thousands of hits and visitors from around the world.