Firstly, a welcome back to Marie who returns to the office having taken maternity leave following the birth of her daughter, Jessica, in August. I am sure that by the time you read this Rachael, in our Membership Department, will have given birth to her second child, which is due at the beginning of March. I hope all has gone well for her and that the new arrival is as much a model baby as her first.

Now on to an issue that is a cause of concern. Having just returned from the GCSAA Show, in Orlando, where Superintendents queue up to enter all-day seminars that start at 8am, I was disappointed to learn that the take-up for our own conference in March has been poor to say the least. With only a handful of registered delegates we have had no option but to cancel the event. It seems that we have failed to provide what our senior members are looking for in terms of education and serious thought must be given to our provision of education in the future.

There are going to be those who say: "I told you so", however, the Board and Staff arranged this event following criticism of the 2004 Conference at Harrogate. It would be helpful to have some feedback from Course Managers as to why they have voted with their feet. Is it the cost, the timing, the venue, or the subject matter? Or is it just apathy? I would welcome your views and in the meanwhile we will try to rearrange use of the facilities at Staverton Park for a later date, by which time we hopefully will have devised a seemingly more attractive programme.

The fact that there has been virtually no support is very disturbing and is becoming a worrying feature of so much of what we do these days. I am well aware that the pressure is increasing at many golf clubs, however those who say that they get little for their subscription may well be proved right if trends continue.

Sponsorship is becoming harder and harder to obtain and since a great many golf clubs, and some members, do not seem to be able to grasp the concept of Continuing Professional Development, and the true cost of providing such education, then there is only one eventual outcome. A reduction in services to members.

An enthusiastic management team at Headquarters has just experienced its first taste of failure and it is not good for morale, especially as it comes so soon after a very successful event at Harrogate. It goes against my nature to be pessimistic and I, and my fellow members of staff, will continue to strive to provide the appropriate benefits for both members and golf clubs, while working with other bodies in the industry to progress the 'lot' of the greenkeeper.

Perhaps in some ways we are trying to move too quickly for some, however, as the Chairman has written in his column, times are changing and we must be pro-active rather than re-active. With this in mind the Board will be involving a wider range of people in Board sub-committees than has been the case in the past.

This will enable the Association to benefit from the wealth of skill available in order to help shape the future. Whatever your background, if you feel that you have something to offer then I would be pleased to hear from you and I emphasise that this need not be a permanent commitment and can be on an ad hoc basis.

On a more positive note, my colleagues and I at Headquarters look forward to meeting many of you in 2005 as the new golf season slowly emerges from winter. While in Orlando I had a series of very worthwhile meetings with other related bodies from around the world, in particular Europe and America. There is an increasing willingness and a great need to work together and I am sure that 2005 will see much progress in this direction.

John Pemberton