A SAD GOODBYE

Unfortunately Membership Services Assistant, Gemma Lee, has decided to leave BIGGA for Portakabin in York, where she will be working in Human Resources. She will be missed in the Membership Department and I am sure you will all miss her too as she has proved to be an irreplaceable part of the BIGGA team.

I would like to thank Gemma for all the help she has given me over the past few months and wish her all the best in her new job.

Brad Anderson, who normally works on reception, will be filling in for Gemma for the time being.

Vanessa Depré

RINGING RENEWALS

If you would like a quick renewal you can give us a ring and renew over the phone with your credit/debit card.

01347 833800

COMPETITION UPDATE

You may remember that last month I mentioned a competition we won concerning membership. This is what the Membership Development Awards said about BIGGA:

Retention Award - Runner Up
British and International Golf Greenkeepers’ Association (BIGGA)

The entry shows BIGGA as an association that is genuinely concerned for its members and understands what they want from their organisation.

They took a series of measures to improve renewals to increase retention.

The key highlights of the BIGGA campaign:
• The campaign was research driven.
• Various hurdles were identified and removed to make it easier to respond, including removing the need for Greenkeepers to stamp the name of their golf course on the renewal form, instant renewal of all those members on the direct debit scheme and the introduction of a new one instalment payment option.
• It was a people oriented campaign; renewal reminders were written in a friendly tone.
• They identified unemployed members as vulnerable, and made special provision to help them. This gives the Association a caring image of an organisation whose members matter.
• They made good use of a striking creative theme and image on the outer envelope and letterhead.
• To promote membership benefits, the renewals pack was revised and included benefit sheets and a brochure, and the website was updated with more information on member benefits.

NEW MEMBERS

BIGGA welcomes the following new members this month:

SCOTTISH REGION
Thomas Adams, Central
Russell Aird, West
Kenneth Ambrose, West
Fraser Anderson, East
David Baird, Ayrshire
Kieran Coll, Central
Graham Copland, Central
Jamie Duncan, Ayrshire
Sue Glen, East
Jack Glen, West
Alan Jack, West
Gary Kilday, Central
Brian Logue, West
Andrew Marshall, West
Clark Mccarron, West
Raymond Pernis, Central
George Taggart, Ayrshire

NORTHERN REGION
Stephen Gardner, Northern
Matthew Hotliegh, North West
Charles Land, North Wales
Kerry Shotton, North East
James Talbot, North West
Daniel Trench, North West
Christopher Westwood, North West

MIDLAND REGION
Roger Jennings, Berks/ Bucks & Oxon
John Meade, Midland
Christopher Nunin, Berks/ Bucks & Oxon
Matthew Turner, Midland
Sebastian Welsh, Berks/ Bucks & Oxon
Luke Wilson, East Midland
Craig Wyatt, East Midland

SOUTH EAST
Decebal Ahdroic, Surrey
Neil Baker, Surrey
Stuart Bedford, Surrey
Tim Buckely, Surrey
Richard Buick, Sussex
Jimmy Butler, Surrey
Simon Campbell, Surrey

Paul Hewitt, East Anglia
Ashleigh Latzer, East Anglia
Daniel Norworthy, Surrey
Jonathan Novis, Sussex
Clive Smith, Surrey

SOUTH WEST & WALES
Thomas Baker, South Coast
Alan Benson, Devon & Cornwall
Steven Bishop, South West
Jason Chidley, Devon & Cornwall
Vincent Harris, South Wales
Adam Mitchell, Devon & Cornwall
Lauchan Morrison, South Coast
William Paul, Devon & Cornwall
Darren Pearce, South Coast
David Perkins, South Coast
Luke Pound, South West
Peter Williams, South West

INTERNATIONAL MEMBERS
Brian Barnes, N Ireland
Skeen Nic Olsen, Denmark
Manfred Sakowski, Germany
Mathias Stumm, Germany
Doug Meyer, Canada

ASSOCIATE MEMBERS
Peter Easton, Central Scotland
Paul Rolfe, Midland
Ian Rugglesstone, South West

CORPORATE MEMBERS
David Howells, North West
Mark Hunt, East Midlands
Iain Richardson, Berks/ Bucks & Oxon
James Watson, Surrey

E & D FUND
Simon Barnaby, South East
Andrew Janman, Devon & Cornwall