

BIGGA just keeps on getting bigger

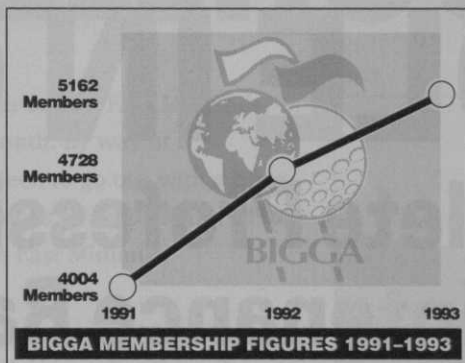
More and more greenkeepers are joining BIGGA – and the trend is being actively encouraged with the launch of the Association's biggest ever membership drive.

BIGGA membership grew by 18% during 1992 and increased by a further 9% in 1993, to stand at a record 5162 members.

"BIGGA just keeps on getting bigger," said the Association's sales and marketing manager, Bill Lynch. "Keep watching our development during 1994 because with the introduction of our biggest membership promotion to date, we'll be even BIGGA when '94 membership closes!"

Despite a growth of some 434 members in 1993, executive director Neil Thomas says there is no room for complacency: "I am delighted at our continued growth, however each year a substantial number of greenkeepers leave the industry and hence the Association. Happily each year this fall out of members is more than compensated for by our ability to enrol new members. Yet there remain many more greenkeepers to be attracted to the benefits of BIGGA and an ongoing membership drive is essential."

Golf clubs currently with no BIGGA mem-



bers in their greenkeeping staff are to be specifically targeted.

Plans for the 1994 membership drive are now in place and include the introduction of a "Refer two members" scheme. A section of each new membership application form will allow for entry of the name of a current member who is the source of referral to the Association. For every two new member referrals who subsequently become members, the nominating member will receive an entry into a prize draw. A prize of £600-worth of airline tickets

will be awarded when the draw takes place at BTME '95.

Commented Neil Thomas: "We hope that this scheme will provide an incentive for our current members to actively seek out potential new members. I suspect that almost every greenkeeper knows a fellow greenkeeper who does not belong to BIGGA and there can be no doubt that a concentrated effort by our members will result in a substantially enlarged membership."

Two recent cases highlight the merits of being a member of the Association:

- BIGGA's legal advisory service came to the aid of a member claiming unfair dismissal from his golf club. At an industrial tribunal, the Association's lawyers played their part in obtaining £15,000 compensation for the BIGGA member.
- The Association's insurers paid out £5,000 to the family of a BIGGA member, following his untimely death. A personal accident policy forms part of the membership package.

For details of the 1994 membership benefits, see Pages 23-29. A post-paid membership enquiry card is opposite Page 2.

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