

Big is beautiful!

One thing which has been really pleasing has been to see how many new members have been listed by Sections in the Around the Green notes recently. Now there are always new members around this time of year but it would appear that this year there does seem to be more than usual.

Of course this is only of lasting benefit to the Association as a whole if those existing members haven't, or don't, become lapsed and the overall membership figure continues to rise.

Everything that happens within BIGGA is for the ultimate benefit of the member, whether directly or indirectly, and the more members we have the easier it is to persuade companies to become involved with the Association.

It is because BIGGA's membership has grown so quickly - at roughly 6500 it is arguably the largest member's Association within the golf industry - that it is as successful as it is... and it is successful. Think of BTME, think of the extensive education programme, think of the long list of member's benefits, think of this magazine.

A figure of 6500 isn't at all bad, an educated estimate says that there are around 13,000 greenkeepers in the country, and there are professional Associations up and down the length of the country which would give their eye teeth for 50% take up by those eligible to join.

However, wouldn't it be great if we could get much closer to saturation coverage and to do that it is a case of shouting loudly about how so much better it is to be a member than not.

I'm a member of two professional bodies, the British Association of Communicators in Business and the Association of Golf Writers, and proud to be so, but I can tell you that neither of them offer nearly as many benefits as BIGGA. That's because neither of them have the numbers and therefore the muscle to persuade companies to give special deals.

However, I must admit that I'm not exactly sure of the benefits either of them do offer. I know that I get reduced AA membership and a legal Helpline with one while I get access to every golf tournament in Europe, with the other. I'm sure there are others that I don't know about.

It might well be the same for many of you with BIGGA. I'll bet there are many things available of which you are unaware. For instance do you know that you can have a proportion of training course fees paid for you if you are having to pay them yourself or that free legal representation can be arranged for you in certain employment related issues. The small print in each case is minimal so there isn't always a catch and there have been quite a few satisfied customers so far.

They have learned the benefits of being a BIGGA member and these are also available for every other member or potential member in the country.

Let's keep growing!

Editor: Scott MacCallum

Greenkeeper

INTERNATIONAL

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