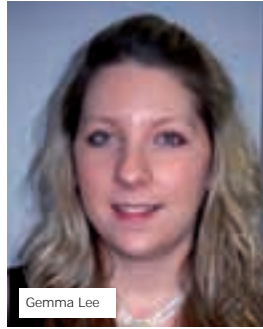


## A SAD GOODBYE

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.



Gemma Lee

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



Brad Anderson

## 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.



## 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 Perrins, Central  
George Taggart, Ayrshire

Paul Hewitt, East Anglia  
Ashleigh Latter, East Anglia  
Daniel Norsworthy, 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  
Lauchlan Morrison, South Coast  
William Paull, Devon & Cornwall  
Darren Pearce, South Coast  
David Perkins, South Coast  
Luke Pound, South West  
Peter Williams, South West

### INTERNATIONAL MEMBERS

Brian Barnes, N Ireland  
Steen Nic Olsen, Denmark  
Manfred Sakowski, Germany  
Matthias Stumm, Germany  
Doug Meyer, Canada

### ASSOCIATE MEMBERS

Peter Easton, Central Scotland  
Paul Rolfe, Midland  
Ian Hugglestone, 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

### NORTHERN REGION

Stephen Gardner, Northern  
Matthew Hollgh, North West  
Charles Land, North Wales  
Kerry Shotton, North East  
James Talbot, North West  
Daniel Tench, North West  
Christopher Westwood, North West

### MIDLAND REGION

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

### SOUTH EAST

Decebal Ahdrohic, Surrey  
Neil Baker, Surrey  
Stuart Bedford, Surrey  
Tim Buckley, Surrey  
Richard Buick, Sussex  
Jimmy Butler, Surrey  
Simon Campbell, Surrey



Lee Dunn, Director of MYPEC, visited BIGGA HQ to present Sales Manager, Rosie Hancher and Membership Services Assistant, Gemma Lee, with the departments Runner-Up award.