

August 1, 2017

Dear Southwest Members:

This is an update regarding how we are progressing and a thank you to many who have volunteered their time to promote bowls.

FACEBOOK: First of all we have a new Facebook page, thanks to Richard Parkhurst (aka “Rocky”). Please feel free to post your photos and stories. The link is <http://facebook.com/swbowls>. Thank you Rocky, I know you spent many hours working out the kinks; your hard work to get this site up and running is very much appreciated.

FORUM PAGE: We also have a forum page where you can go to discuss any topic you like that is bowls related, including selling and buying bowls. A big thank you to Gary Barnes, who, like Rocky spent a lot of time figuring out how to outsmart the hackers and other nefarious characters in bringing this site to fruition. The link to the forum page is

<http://www.lawnbowlingworld.com/>.

Please see the attached memo below from Gary that explains how to gain access to the forum. Hopefully soon there will be a link from our main website that you can simply click on. Jim Semanak and Gary are working on that. In the mean time direct any questions you have regarding the Forum Page to Gary Barnes. Gdayton@mac.com.

WEBMASTER JIM SEMANEK: Jim deserves a shout out! He does a great job with keeping our web page up and recently helped put together an email list of all members so we can communicate what’s going on efficiently. Jim is always there willing to help and bottom line does a great job for us. Thank you Jim.

SPONSORSHIP COMMITTEE: Our Sponsorship committee is in full swing thanks to Keno Shaw and Joe Siegman. Keno is a born salesman and put forth a great effort for the Singles Play-downs at Santa

Anita to garner numerous sponsors for the event. He raised a \$1,000 from Matt Denny's and obtained coupons and discounts from many other donors. As a result all the players walked away with coupons for significant discounts at various establishments in Arcadia and the prize money of the tournament was enhanced by \$500. More importantly we were able to make a donation to Saint Jude Children's Research Hospital in the amount of \$300. The other \$200 was given to the club to help cover expenses. Our goal is to get bowls out there in the public eye in a positive way.

The following businesses donated the following to the Singles Play-downs:

1. Matt Denny's \$1000.00 from Matt McSweeny
2. Starbucks coffee Christian Bueno
3. BJ's \$25.00 Gift Certificate Jack Fish
4. Black Angus \$25.00 Gift Certificate
5. Robeks Free Smoothies Robert Kenz
6. Chipotle Buy 1 get 1 free Christian Garcia
7. Mt Lowe Brewing Co. \$25.00 Gift Certificate Mike Reiling
8. Rods Grill Buy 2 get 1 free
9. Wood Ranch (2) Free entries menu Ricky Rufatt
10. Cheesecake Factory \$25.00 Gift Certificate Ian Ginther
11. 99 cent store free water Jose Duarte
12. Denny's Free Breakfast GC Ema Shuton
13. Paris Baguette Discount coupons Ken

14. Hyper Coffee 10% off
15. Courtyard Marriott Room Discount Tara Gadsby
16. Pacific Plate Brewing Co \$25.00 GC Stephan Kooshian
17. Olive Garden \$25.00 Gift Certificate Daniel Navarro
18. Chocolat Discount massages Marisela

Thanks to Keno all these business supported us, so **if you live in Arcadia or visit there, please support these businesses** and let them know we appreciate their help. If you do the next time we visit them and ask for support they will be there for us. Thank you to all who have done this and to all those who will support these businesses in the future.

And again a giant Thank you to Keno for doing a great job of helping our Sponsorship Committee succeed.

MAJOR SPONSOR DRIVE: Joe, Keno and myself met the other day at Beverly Hills LBC to figure out what we can do to promote bowls in the Southwest in a significant way. We came up with the idea of attempting to obtain a major sponsor for a major tournament. We're talking \$5000 to \$50,000. The problem we face is what do we have to offer a sponsor like Nike or Adidas and of course the complications of creating a whole new tournament. We created a long list of things we could offer, maybe the most importance of which would be to name the tournament after the company. Other things might be free advertising on our web site, Facebook page, in the Bowls USA newsletter, and to spread the word in all our clubs and thru World Bowls. If you have any ideas for what we could offer a major sponsor please share them with us as we want the presentation to be as effective as possible. **In addition if you have any ideas of sponsors you think might step up please let us know.**

We also thought that starting off with an already successful tournament would be the most viable way to go. This, of course, is all in the

elementary stages and many people need to agree before it can get off the ground; the idea would be to rename the SW Open to the e.g., “**Nike California International Open**”. If we can get a sponsor to donate a large amount of money, the club, the players, the company and the SWLBA all would benefit. If the prize money is large enough we believe it would entice players from all over the World to join in the fun. We would also like to donate more money to a worthy charity to help the charity and further improve our public image.

Of course this is all a pipe dream if we don't get the sponsor. At our last board meeting on July 27th the Men's Division approved the concept. Next will be to get the permission of the ladies and Santa Anita. I spoke with Cheri Cabot, President of the Women's Division and she likes the idea and will talk with the ladies about it. Steve Dowd is going to run it by his board to see if they will agree. If everyone approves then the real work begins for Joe and Keno. Thanks Keno and Joe for all your hard work and willingness to invest your time to help the SWLBA and all it's members. Incidentally the U.S. Open just got Budweiser as a sponsor, so if we get the green light, we will be asking Budweiser if they are interested. Hopefully everyone will agree to pursue the project and if so, we will do our best to move it forward.

OPEN HOUSE INFORMATION: I don't have the final numbers of all the clubs for new member sign ups as a result of the Open Houses and would request that the Presidents of each club send me the number of new bowlers signed up as a result of the Open Houses so I can share that information with membership.

There is one club, however, for which I have the numbers, and that I would like to compliment. That club is Laguna Beach. Wendy Dilda the President and her loyal associates did a great job on the open house and sent me the following information which I'm quoting:

“Here are the membership numbers you asked for:

March 1st we had

196 members

Between March 1 and Open House 10 new members

Open House 51 new members

New members since Open House 34

Our total to date is 291 members

Each month we hold a "Mini Open House" meaning we take all the calls re membership and ask them to come for the introductory lesson, orientation, and application. Often these are held on Saturdays. We have found holding them while our Social Bowls are going on gives the club an active, energetic vibe. This month with all the tournaments we are holding one on Tuesday July 18th at 6 p.m. We have 5 firm reservations and we expect several more. The inquiries re membership continue to roll in. Our rates are prorated.

After joining we highly recommend each member take 3 more lessons. These are given by Heather Stewart, Wendy Dilda, Fred Robles, Jim Lyons (all certified coaches) with occasional help from other members when needed. We give anywhere from ten to 20+ lessons a week. We follow the Bowls USA suggested format with some adaptations depending on the students' abilities. They also have the option of playing Social Bowls. Most are taking advantage of the lessons offered. Once a new member has taken 3 lessons and/or social bowls they receive their key to LBLBC.

We have also initiated a mentorship program with mild success. Most new members do not feel the need but we will continue to offer this assistance. We are finding increasing participation and better bowling. This weekend at our LBLBC Pairs Competition 4 new bowlers joined the games! We are hopeful that the combination of these efforts will result in better retention. Time will tell. Meanwhile we are a busy group.

Thanks again,

Wendy

Pres. LBLBC”

Thank you Wendy and to all your members for doing a fantastic job running LBLBC, I especially like the monthly mini Open Houses.

There is no reason we should limit the Open House concept to once a year. Lessons, mentorship, mini open houses are all great ideas that will lead to continued success. I encourage all the clubs to hold more than one open house a year and if you are as industrious as LBLBC one a month would be excellent and surely lead to many new members.

I've been told that Coronado has a mini open house every Thursday night. Speaking of Coronado, our very own Bill Hiscock did such a great job helping get the artificial green and clubhouse built at Coronado that the City put up a plaque in his honor. He also received a letter from the SWLBA congratulating him and declaring him a “Bowling Diplomat and Legend”. Bill is in his 90s and can still beat most of the bowlers out there. Well done Bill, we appreciate all that you have done for the sport. If you have not had the chance yet to bowl at Coronado you should try to get there, it is a beautiful club and green. I've been told it cost 5 million to build the whole facility.

Also recommended is that each club have someone in charge of contacting the **local newspapers** in your area and letting them know whenever you have an important tournament or other noteworthy event. The idea is to get us known by as many people as possible. In addition Nextdoor.com is another great way to communicate with your neighbors about what is going on at your club. Like the newspapers it's free and only takes a few minutes of a volunteer's time. Please appoint someone to take charge of Nextdoor.com and to be the newspaper liaison. Every little thing we do to get bowls recognized as an important sport increases our chances of attracting new bowlers. In that vein if anyone has a great idea they would like to share, please send it to me and we will run with it.

One of the reasons I'm pushing these various marketing methods is because I just received the membership numbers from Dee McSparren and the numbers are not what we would like to see. We need to be proactive in obtaining new members and that includes everyone and most importantly at the club level. So please work hard to help us grow our numbers.

We have set in motion what I call the **“Major Project”**. The plan is to get new greens built and to get bowls into high school and college physical education programs and at the very least to get Bowls known to government officials who have the power to allocate funds and achieve our goals. The plan is to communicate to every Mayor, Governor and Congressperson in the USA the importance of bowls to the USA and encouraging our elected officials to build new greens and get bowls into High Schools and Colleges as a physical education alternative. Right now we have located the emails for every Governor and Congressperson in the USA. We are still looking for a list of the Mayors' emails. If you have access to such an email list please let me know.

The plan and presentation has several aspects to it. One part is to create a short video on bowls, which shows young and all ages playing bowls and explains a little about the sport. Our SWLBA Councilor Charlie Herbert volunteered to create the video. At our last meeting Charlie indicated the video should be finished by this Wednesday, so it should now be complete. At a prior meeting he showed us what he had created at that point which was very good. Thank you Charlie for stepping up and not only helping create this great video but for all your hard work as our Councilor for the SWLBA.

The second part of the presentation is to have an in depth article that will enlighten our politicians how great bowls is, it's history, how its played, the countries involved, etc. Essentially an in depth introduction to bowls that can be read by members of the Government to give them a positive introduction to bowls and an article that would answer all their questions about Bowls. Including, but not limited to, how greens are built, how

the game is played, the many countries involved and it's impressive history. I was working on drafting such a document but fortunately found just such an article that was already written by the World Bowls organization with the assistance of Australia. This is a great article with color photos that was created with our goals in mind and fits our purpose perfectly. See article attached.

The third step is to create a brief, one page document that sets forth a summary of the benefits of building a bowling green and promoting Bowls. See attached below.

The fourth part of the presentation is a color slide show that was prepared by True Draw Bowls that shows the building of a green from start to finish. Thank you True Draw for your help in creating the slide show and for giving us permission to use it.

The fifth part of the presentation is a petition with hopefully thousands of signatures signed by bowlers from across the USA and the World. The petition is to encourage the building of new greens and getting bowls into the school system as a physical education alternative. Sean McMorris was nice enough to step up and draft the petition. We encourage all our members to **please go to the petition site and please sign the petition.**

<http://www.thepetitionsite.com/takeaction/151/482/182/?cid=headerClick2>.

We need to get thousands of signatures and it all starts with our members going to the petition site and signing your support. In fact please sign the petition and then share the petition with all your Facebook and other friends. Ask them to click on the link to help support bowls. We just started it so we only have a few signatures, with your help we will get many more.

The sixth part of the presentation is to have letters from various sponsors of large organizations endorsing our goal to get more greens built and

bowls into our schools and colleges. Anne Nunes put her hand up to help us try to get AARP as a sponsor. She is working hard on this project. Thank you Ann, I know it's not easy, we appreciate your help and know you can do it. If any of you can get us letters of approval of the project from other Sponsors please do so, it would be very much appreciated. In addition if any of you know of anyone that we can call who has contacts within organizations like AARP, the Teachers Union or other important organizations please share those with us.

The final part of the presentation is to draft a letter of introduction that would be sent to the politicians or others that are interested in promoting bowls along with the Article, Benefits Summary, Slide Show, Video, Petition and Sponsorship letters. A copy of the rough draft is attached below. Your comments and critiques are welcome. The better the letter the more likely the people in power will look at our presentation and help us move forward.

We felt that to make this truly have a chance we should have the signatures of every President of every Division in the USA sign the letter along with the President of Bowls USA.

I presented this plan to Bowls USA about two months ago and received approval and thanks for coming up with the plan. Bowls USA requested I draft the letter of introduction, which I did. I sent that to Bowls USA about two months ago and asked them to make any changes to improve the letter and the Summary of Benefits one page letter. See email attached below. We are now waiting for Bowls USA to do that and get the Presidents of every Division to agree to sign the letter and put their contact information so that politicians in their part of the USA will have someone to contact for follow up. Bowls USA a couple of days ago appointed Scott Roberts to act as a liaison between the SWLBA and Bowls USA in regard to this project and other matters, so I'm hoping that things will now start moving rapidly and that we will gain Bowls USA's assistance in moving this project forward.

The goal of this project is four fold. One we might get lucky and someone might actually like the idea of getting bowls into the schools and colleges or 2, might also like the idea of building a new green or hopefully greens. The third goal is simply to get our sport out there in the public eye so that it is recognized. With probably fewer than 5,000 bowlers in a country of over 322 million we have a long way to go to be recognized and understood. Why not start with our politicians and those that can actually help us make progress. The fourth goal is to use this information to save existing greens. Recently Art Roberts used the Benefit Summary and the World Bowls Article to stimulate Camarillo to build a green. He reported that the documents were very helpful. Thank you Art for all your hard work in pushing that project, we are all rooting for your success.

There's more to report but this letter is already too long so I'll sign off for now. Remember we all got into this sport to have fun, so don't forget its just a game, enjoy it and enjoy all the great friends that make it the wonderful sport it is.

If we all do a little, a lot can happen. Thank you to all of you who have done a little and a lot.

Cheers!

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[Hiscock Commendation Letter.docx](#)

[Instructions for using the SWDivision Forum.docx](#)

[LETTER TO CONGRESS.docx](#)

[SUMMARY OF BENEFITS OF INTRODUCING LAWN BOWLING.docx](#)

[WorldBowlsIntroductionToLawnBowls.pdf](#)

