

MASTER BOWLERS' ASSOCIATION OF ONTARIO

PRESIDENT'S REPORT

This report allows us to reflect on this past year and to highlight the initiatives that the board has undertaken. In response to the concern by our membership to try and get our Annual report into your hands prior to the Master Bantam event and the zone meetings, each member will receive a copy of this summary note with copies of the full annual report being made available by February 1st, 2010 on the website, through the zone delegate or at the Master Bantam event itself.

In the summer, we hired Dave Johnson as our Director of Operations on a one-year contract and thank him for his efforts since coming on board, January 2009. In the office, he has worked to streamline our databases in order to provide us with timely information that can easily be updated. He has also worked diligently with Brenda Walters in overseeing our finances in order to review where we need to improve revenues and cut costs.

In July, the board met to review our previous goals set in 2002 and review where we need to look for the future. We have been very fortunate to have held our membership numbers over the last two years but we understand that we need to look to the future. At this time, we have agreed to concentrate on the following items:

Membership . we have been reviewing our membership categories and whether tweaks or changes are appropriate at this time. We have agreed to continue to support our membership as teaching, tournament and senior members as well as unaffiliated masters along with the YBC rookies. We also plan to look at reviewing the coaching course and the integral part of the masters in helping to deliver that to the community.

For promotion, we continue to investigate new ways to promote the association but will also continue with the poster, the bowling school, our annual Bursary tournament that is supported in part through the Bill Boettger fund and the rookie tour as avenues for promotion.

Liaison . In the bowling industry, the MBO is dependent in a number of ways on the other bowling organizations and therefore, it is imperative that we keep the lines of communication open with the other bowling groups. Although there has been no formal liaison sessions this past bowling season, Dave and I continue to try and bring the groups to the table to discuss the challenges that face all of us.

Tournaments – This year, we have trialed opening the tournament division events to a non-master to expose them to the association. The non-members may participate once every 3 years. There will be no ring awarded to non-members. At the time of print, we have not yet had anyone take advantage of this opportunity but we are hopeful that we will have participants in the one-day event at Cambridge.

Operations –The board and office are committed to looking at ways to reduce costs and this past September, Dave was able to negotiate a reduced rate for credit card charges. Also, as he orders supplies, he is looking to gain better pricing with ordering the needed items for the season at one time. He is also looking to provide a variety of items for resale and to replenish stock as required.

The website continues to be our main form of communication and Dave and Board Member Kelly Martin continue to work on it to optimize its function.

The board is also looking at other possible fundraising initiatives and will liaise with other provinces on some of their fundraising efforts such as their bud and spud night. The Pro Am and the Year End Elimination Draw remain key fundraising initiatives for our association and I strongly encourage all masters to participate in purchasing an Elimination Year End ticket and in selling Pro Am tickets either through an individual kit, a zone kit or a bowling centre kit. This past year, we offered incentives for prize sellers such as a year's free membership and shirts. Unfortunately, we have not been able to secure a coupon sponsor as we did last year for this event but we continue to pursue options for this.

As we look to next season, the impact of the HST awaits us and this will likely result in an increase in our tournament fees next season. We will be seeking input from our membership at the zone meetings as well as through the AGM.

Tournaments: Our association requires a number of key players in order to roll out its various tournaments and programs. Our Tournament Committee with Kelly Martin as chair, has developed a tournament schedule for this season that allows us to meet our sponsors and membership needs. While we have also looked to plan for the future, we are limited by the development of the bowling calendar by the other bowling organizations as it cannot be completed until after the various bowling conventions in late June and early July. We continue to liaise with our Quebec counterparts in the hopes of having a combined tournament event for the schedule for next season.

Henry Fehr, our Tournament Director has assisted with the ongoing delivery of the tournaments. Our Zone Delegates are an integral part of our association and each board member is linked with a zone delegate to support them as they bring our voice to the field. We pride ourselves that our events are run in a professional fashion and this begins with the work of Dave in the office and continues with the various tournament staff we utilize throughout the season. Our programs would not be as strong without these individuals and we are grateful for their efforts on behalf of the MBO.

Our Master Youth events continue to struggle in some areas due to the decline in the YBC membership. Therefore, in order to try and sustain our memberships and provide an opportunity for as many youth bowlers to participate as possible, we are changing the Master Junior event and the Master Bantam event to a fall Master Youth event and a spring Master Youth event. It is hoped that by expanding the qualification across both groups will allow us to retain our membership as well as provide an opportunity for as many YBCers to participate as possible. Further information will be detailed later in this report.

Our Senior division, the Rookie Tour and the Master Senior events continue to be well attended and our Years of Service Program continues to roll out as we update our database.

Sponsorship: Our sponsors continue to be one of the key supporters of our game and we wish to thank Sidney L. Morris Financial who is the sole sponsor of our Seniors Tour; Jeff Chaplin of Jeffrey Allan and Associates Inc. who provides our jewellery and awards; Nith Valley Construction continued to sponsor our first Tournament Division event held at Waterloo

Lanes; Echo Bowl for their sponsorship of the Western Ontario Event; Sandi Dickson and Bradford Bowl for sponsorship of our association with the seniors event to be held at Bradford as well as the tournament division; Phipps Bowling and Softroll are into their second year as a sponsor for our Master Bantam and Master Junior events and we thank Steve Phipps for becoming involved in our program; Parkway Bowl for their sponsorship of the Bursary Tournament and our future members; Special Olympics Ontario, Anna Swartzman and ShoppersqDrug Mart for our Special Olympics and MBO event, Sanders Pro Distributing who provide us with a pair of Dexter Shoes each year.

Individual Sponsors are also much appreciated and we would like to acknowledge Code 4R (Judy Begley and Tim O'Hara), Bresser Construction Management Limited (Phil Winter), Elite Door and Industrial (Steve Konopelky), Phil Erwood - Allstate Insurance - Bill Keily Agent and Brent Armstrong - Scarboro Mazda

This past season we partnered again with the Down Syndrome Association of Ontario through both of our Master youth events. In the Master Junior event, we raised \$1718.24 and we look forward to further participation at the Master Bantam zone roll offs in February. Bowling Sales of Canada added their support through gift certificates to the top fundraisers during the Down Syndrome Family days held in Ontario. We would like to thank all the zones that participated in this fundraiser.

Walter Heeney continues to support our association through promotion and solicitation of sponsorship dollars but it has been difficult in these economic times as companies are minimizing their sponsorship dollars in order to meet the bottom line. There also has been fewer opportunities to promote 5 Pin bowling with other organizations.

Year End: In order to bring the association together and properly congratulate and recognize our past champions and national contingent members, we are re-introducing the year-end banquet. Many participants go out for dinner with friends the Saturday night of the year-end and then rush back for the awards presentation. It is hoped that providing a convenient avenue to meet as a group at a reasonable price for a three-course meal, will entice members to sit down to a meal together and enjoy the awards presentation.

I would like to thank everyone for their support, their feedback and their ongoing contributions to our association. The association can only be as strong as its members and on behalf of the board we thank you for the interest you take.

Good luck to everyone in the remaining events this season and I look forward to seeing everyone at the AGM.

Yours in Bowling,

Brenda Pankoff
President