

Southwest Lawn Bowls Association
Annual General Meeting Minutes
Saturday, February 3, 2007

Prior to the meeting, President Isaacman Appointed Bob Hauerwaas, (Chairman), and Jim Miller, both of Santa Anita BGC, to serve as the Inspectors of Election Committee.

At 10:01 AM President Isaacman opened the meeting.

Executive Board Members Present:

President Mert Isaacman
Vice President Howard Harris
Treasurer Brian Studwell,
Secretary Conrad Melton
Councilor Sam De Lisle
Central District Representative Gary Jones
Citrus District Representative Bob Hill
Coast District Alternative Representative Peter White
North District Representative Ron Zenone
South District Representative Bill Timms
West District Representative Bill Wolff
West District Alternate Representative Joe Siegman

Executive Board Members Not Attending

Central District Alternate Representative Marinko Tudor; Coast District Representative Tom Hargraves; North District Alternate Representative Monte Newsome; Orange District Representative Ray Feldherr; Orange District Alt. Representative John McRoberts; South District Alt. Representative Floyd Murphy

Chairmen of Standing Committees Present:

Instruction Committee: Conrad Melton
Tournament Committee: Howard Harris
Yearbook and Directory of Clubs Committee: Clair Ott

The Flag salute was led by President Isaacman.

In Memoriam: Secretary Melton read the names of SWLBA members who passed away during 2006. Thereafter, a moment of silence was held in their honor.

Role Call and Introductions of Executive Board (EB) members were made by the Secretary.

Inspectors of Election Committee: Chairman Bob Hauerwaas reported that 58 Delegates were in attendance, representing 26 of the Association's twenty-eight Clubs. The only unrepresented Clubs were Redlands, and Santa Maria. A quorum was declared present.

Minutes of the 2006 AGM (published in the 2007 AGM booklet) were Moved/Seconded (Ott, Olson) and Approved as presented.

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Agenda: Moved/Seconded (Ott Zenone) to suspend the standardized agenda (as specified in the By-laws,) and adopt the agenda proposed in the AGM booklet. Passed.

President's Report: President Isaacman stated that his report for last year was published on pages eight and nine of the AGM Book. He briefly mentioned some of the highlights listed there. He concluded his remarks by stating that he had found it to be a great personal pleasure to have worked with the members of the Executive Board during the past year.

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Treasurer's Report: Treasurer Brian Studwell stated that pages 10-16 in the AGM Book constitute the Treasurer's report. He added that according to "Generally Accepted Accounting Standards" (GAAP) the \$5,000 earmarked by the EB for the future marketing projects could not be transferred on the books since it's already our funds, but it is available to the Marketing Committee when they are ready to use it. The question was asked, "why did the Southwest Women's Division (SWWD) under-fund their share of *The Green Jack*?" It was explained that when *TGJ* was originally discussed, it was proposed to the SWWD as a joint project of our two organizations. The SWWD wanted to know what their share would cost. It was estimated that their share would probably be in the neighborhood of \$500. As things turned out, their per capita share (of 42%) was more than the earlier estimated \$500, but for two years they refused to pay any more than \$500. It was then reported that the SWWD does not wish to participate in *TGJ* during 2007. Reasons why include their belief that "Green Jack-type information" should be put on a website. Moved and seconded (Power, Olson) to accept and approve all the treasurer's reports.

Councilor: Councilor Sam De Lisle introduced himself and explained about the Councilor's duty to represent the SWLBA at the Annual meeting of the USLBA Council. He reported that SWWD member Ann Barber had been elected to the Hall of Fame. He also stated that Gene Goodwin was searching diligently to find his own replacement as editor of *BOWLS, USA*. He went over the issues covered in his report on pages 17-18. He also urged members to join the Golden Bias Club, a "booster" organization that provides financial support for members of Team USA and others representing the USA in international competition. At that point Brian Studwell, who had become USLBA Treasurer on January first, stated that they reduced their budget by half for the international players, but are still

projected to be about \$11,000 in the red for 2007 as they were for 2006. Brian also stated that the SWLBA will likely convert to an *Excel* operating system in the future, in order to match the National's bookkeeping.

Sam mentioned that during the 1990s, proponents for combining American Lawn Bowls Association (ALBA) and American Women's Lawn Bowls Association (AWLBA) claimed amalgamation would solve bowling's declining membership. They were, obviously, wishing, not thinking.

Mert said he was unhappy that the USLBA doesn't have a marketing program. He wondered if it might be appropriate to send them a letter including those sentiments. Sam stated that he has been asking for USLBA support for the Michael Ashton-Phillips International Challenge for two years, but they have not provided any positive response. Further discussion of a possible letter to USLBA was tabled to the EB meeting to be held later that day.

AARP EXPO: Joe Siegman reported about the success of the Expo. He handed around some photos of our booth and staff. The project was generously supported by donations from SWD members. The committee of volunteers who worked the Booth numbered over a hundred members, and every one was terrific. We were able to get the names and addresses of 811 people who came by and rolled a bowl. Most live in Southern California. That disk is available to clubs who want to follow up with those leads. Joe went on to discuss the efforts that were made at the time and which will continue, in seeking sponsors for bowling tournaments and related activities. Thanks to truly superior fund-raising efforts, the AARP-EXPO project was a profound financial success. Our expenses were something over fourteen thousand dollars and our income was something over twenty-three thousand dollars. The excess has been placed into the marketing account for future projects.

The question of "results" arose again, and it was explained that our primary objective was not to sign up new bowlers. We wanted more exposure for the sport, we wanted to provide an opportunity for bowlers, regardless of gender, to work together for the benefit of bowls, and we wanted to identify some prospects for future recruitment. Mert acknowledged that even though the SWWD officially refused to support the project in any way, fully half of the steering committee was made up of women, half of the contributors were women, and half of the volunteers were women.

Newport Delegate Charley Hebert asked about follow up operations. Joe replied that the planning committee did not fully develop plans and operations for follow up. This was due to the complexity of the basic project requirements and our collective inexperience with a project of that magnitude. When we realized our negligence in that area, we decided to wait until spring, when the weather would be

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more supportive for recruitment. It was again noted that every club may simply ask for leads by zip code, and initiate recruitment activities at their own convenience. In fact, it was noted, follow up should be the responsibility of the Clubs.

In appreciation for their efforts at the Expo, President Isaacman presented beautiful custom made watches, with a bowl and jack on its face, to: Joe Siegman, Bill Wolff, Brian Studwell, Conrad Melton, Phil Luth, Howard Harris, Jim Gill, Jan Hargraves, Tom Hargraves, Ed Mandler, Linda Jahraus, and Dee McSparran.

Membership and Public Relations Committee: Stan Bloom stated that his committee's operations were waiting for clarification of its budget and committee members. He stated that he wants to focus on marketing and expressed his hope that they could develop a major tournament with significant prize money and sponsors.

Jim Olson stated that the Clubs need direction, perhaps in the form of a manual, on how to promote the game to Lyons Clubs, Rotary Clubs, etc.

It was reported that Coronado has budgeted \$400,000 for installation of a new artificial green at the site where the former natural green had been located.

Mert announced that the Mayor of Irvine has him to give a presentation to the city council regarding the possible installation of a green in Irvine's great park.

Brian Studwell stated that following the success of the AARP Expo, he had secured a contribution from a bank of \$2,500.00 for the National Open. He also said that he hoped he would be able to get it increased to \$5,000.

The "Fear of whites" that seems to exist among young people was brought up for discussion. Bottom line is that what bowlers wear is a decision made by each Club individually except for Division sponsored tournaments where team colors are not only allowed but encouraged.

Ed Mandler, from Cambria, proposed that each person make it his personal objective to bring in one new member each year. He thought that the Clubs could provide incentives such as a free membership for the following year. He also thought that the Division could offer incentives. He stated that he was angry that there are no Clubs in either the San Fernando Valley or Las Vegas.

Stan discussed things that the Clubs could do to make the game more attractive to 50-year olds. Greens that are more "user friendly" in terms of their hours of availability are at the top of the list. Leagues, special events and "social" amenities need to be increased during weekends to make bowling more attractive.

It was reported that two new kids programs have been developed for "juniors." Don Hollingsworth reported that Redlands' children's program is in need of more volunteers to keep it running. Alan Power spoke briefly about Santa Monica's recruitment program that had been developed and guided to outstanding success by Dave Lambert. Youngsters are very keen about the leagues on Sunday.

The Groves has developed a weekend program for children at their green. Charley Herbert asked who to contact at Santa Monica to take advantage of what they've learned. He also stated that they have had magnificent success by making their greens open and available to the members 24/7.

The "bowling carpet" made by Henselite that had been used during the AARP EXPO was offered to the Division for purchase for \$600.00 which is half of list price. The small bowls to use with it are also available for \$145, also 50% off list. It was moved and seconded (Harris, Olson) to buy them and make them available for promotional use by the clubs. Passed (10-1-1). The Carpet will be offered to the Northeast Division for use at the 2008 AARP EXPO if they wish. Don Gray of Hemet asked if those

materials would be available for Club's use at local fairs? The answer is yes, both the carpet and the experience we gained during its use are available to every SWD Club. To use it, Clubs should contact Membership and Public Relations Committee Chairman Stan Bloom. It was noted that Simon Meyerowitz was planning to use the carpet during a promotional event on the Queen Mary during the weekend of February 17-18, and that Simon had generously agreed to store it for the rest of the year.

Membership Directory: Yearbook and Directory of Clubs Committee Chairman Clair Ott stated that CDs on SWD Organization and Membership Booklets will be available for purchase at \$5.00 each. He has order slips that people should fill out and give him if they want to order something today.

Better Communication Committee: Howard Harris reported that the purpose of the Committee is to try to prevent or resolve misunderstanding between SWLBA and SWWD about issues of mutual importance. The Committee had its first meeting in December. They decided at that meeting that the Southwest Open will be held at Santa Anita for both genders. He stated that there are three more meetings scheduled for later in the year.

A member asked, "What is their problem?" Jim Olson stated that he has heard that the comments that come up at their meetings are "[the men] decide to do stuff and then ask them for money." They find this extremely emotionally upsetting. The counter-point is that for the past several years, the SWWD has not produced any ideas or projects for the betterment of bowls and asked us to participate. It was also noted that they officially refused to support the AARP EXPO.

Bill Wolff observed that amalgamation works at every club, and asked why won't it work at the Division level? For one thing, our organizational structures differ: the women don't even have an executive board while our EB meets six times a year. They have three general membership meetings each year inviting two delegates from every Club, but we only have one and we invite three. For years the women have stated, "the men just want our money." And that argument is still being used even though they have far less in their bank accounts than we have.

Their next argument is "if the women join the men they will be outnumbered and lose all control." The fact is, NOBODY wants our organization to control all, or even most of the women's activities. Even so, there are some activities and issues that we mutually share and are critical to both organizations, recruitment and retention being at the foundation. Even on that issue, there are reports that the SWWD budget for 2007 has set aside NO funds to support either of those life-generating activities, apparently believing their organization has no obligation to provide any leadership or assistance to the Clubs from whom they collect dues. Bottom line: expect no changes for the foreseeable future.