



December 26, 2018

Presidents Message:

Greetings Lawn Bowlers:

Hoping this news update finds you all healthy and happy. This will be my last President's message so I would like to recap some of the things that are going on and some of the accomplishments achieved this year and thank the people that helped make things happen.

First I would like to thank the entire Executive Board including Sean McMorris our current Vice President, Gary Barnes our current Secretary Tom Hargraves our current Treasurer and Charlie Herbert our current Councilor, as well as the District Representatives that participated actively through out the year. These gentlemen deserve great credit for volunteering their valuable time to help keep the SWLBA going and moving in the right direction.

One of the goals of the board was to develop a better working relationship with the Women's Division. Scott Roberts set that as his main goal when he became President of the SWLBA and we took over the goal when I became President. I think between Scott, the board and the Ladies we have succeeded. We enjoyed an excellent working relationship last year with Cheri Cabot, the women's Past President and this year with Kottia Spangler, the current Women's President. We have communicated regularly about the many issues that effect both our Divisions and we have

always managed to see eye to eye. There was a big push from Bowls USA to get us to merge our two divisions, and although that may be a worthy goal for the future we jointly chose to not merge at this time, but rather work to improve our communications and work jointly on projects of mutual interest. We now have a very good working relationship. One reason for not merging is that the divisions utilize different governing rules. The men have an Executive Board and District Representatives that decide issues of importance and the women have an Executive Board, but they have representatives from every club who participate in the voting process. In short we now get along very well and when we need to show a united front, we do just that. I would like to thank Cheri Cabot, Kottia Spangler and Scott Roberts along with our respective Executive Boards for helping make that happen.

We have also been successful, thanks to Gary Barnes in creating a public forum for general discussion of bowling topics. Gary has been one of the most helpful people to the Southwest and to me personally. Not only did he take on the job of Secretary, but he also stepped up when we suggested creating a filming committee. The objective being to video important games then upload them to You Tube. If done right it is our belief that we can use the power of the Internet to introduce thousands of people to our sport. The Board & Reps smartly voted to allocate \$3,000 to buy filming equipment to help make that goal a reality. Gary has been very hard at work getting the bugs out to make this project a big success. We really appreciate the work he has put in and we should all give him a pat on the back or a big thumbs up the next time you see him. It's not just a matter of researching and buying the right equipment, which he did, it also involves numerous hours of filming, uploading, editing and finding effective ways to capture the action. Gary could use some help with this committee, anyone interested in being part of the filming committee, please contact Gary. We especially need people to help with the actual filming. Thank you Gary for all that you have done for the Southwest.

We also now have a Facebook page thanks to "Rocky" aka Richard Parkhurst. Whenever you want to share anything about bowls you can do so on our Facebook page. This is a nice supplement to our web site. Thanks again Rocky.

Speaking of Websites, we have by far the best web-master ever in Jim Semanek. When we need something posted Jim is right there efficiently and intelligently getting the job done. He is to be complimented for how well he runs our web site. The web site is something we take for granted, but it takes a lot of hard work. Jim has been performing the task to perfection. In addition to this he serves as a District Representative. Thanks Jim for consistently doing a superb job.

Howard Horowitz is also to be complimented and thanked for creating a pamphlet for the Southwest which was so good Bowls USA asked permission to copy and adapt it so it could be used Nationwide. Pursuant to Bowls USA's request Howard agreed and he also helped design a generic copy for use around the country. We printed a new batch so if your club wants some just let Howard know. Howard also recently helped create the shirts for our California National Champions and assisted in creating the brochures for the NAC. Both of which turned out great. Thank you Howard for all your hard work.

Bowls USA approached us to see if the Southwest could find a suitable venue for the North American Challenge (NAC). The NAC is a Team USA event that pits 20 of Canada's finest against 20 of our best players. We asked Bob Gervase, President of Laguna Woods if LW would host the games as they currently have the best greens in the USA. Bob got approval for us and was very helpful in lining up volunteers at the club and arranging meals for the players amongst many other things to make the NAC a big success.

Our next job was to line up the numerous volunteers that are necessary to put on such an important International Event. We needed volunteers to be Chairperson, Treasurer, get the banquet room and a location for the cocktail party and line up entertainment, a tournament director, someone to publish the brochure with players bios and other important information, a fund raiser, someone to organize lunches and the food for the banquet and pick a host hotel. There were many things to be done.

One of the first calls made was to Phil Luth. Phil has to receive special mention here, despite his preference to remain anonymous. Phil and his wife generously donated \$1,000 to help with the many expenses, volunteered to rent a van and pick up players from the airport and shuttle them around. In addition Phil volunteered to get the three ladies that sang the National Anthem at the National Playdowns at Newport, to appear for the NAC. That was a terrific start and Phil and his wife deserve a really big thank you from all of us.

Bob Gervase and I are residents of Laguna Woods as a result we were able to rent out rooms for the Banquet and Cocktail party for less than \$100, so we were able to save a lot of money on that aspect. The rooms turned out to be perfect for the events.

When we contacted Ed Quo he immediately volunteered to help by being the tournament director, assisting the Chair Person and finding us a bagpiper for the opening ceremony. Thank you Ed for stepping up. Cheers!

Lou Cohen volunteered to raise money and sponsors. Thanks Lou!

Tony Head volunteered to be the treasurer for the event and handle getting people paid. Thanks Tony!

That was a good start but most of all we needed someone to take on the most important job of being the Chairperson. We asked Melanie Vizenor and without hesitation she volunteered. There is a lot that goes into planning and executing a major event like the NAC. We got her started but there was a ton of work to be done. Getting photos of the players and bios for the brochure that needed to be created, finding a host hotel, gathering funds from sponsors, getting markers, organizational meetings and much more. I think everyone agrees that Melanie did an outstanding job of recruiting additional volunteers, meeting with representatives at Laguna Woods, getting the brochure organized with the help of Howard Horowitz and others, coordinating with the Canadian officials and seeing to it that the games proceeded flawlessly in every respect. Thank you Melanie for a

truly great job and for being willing to work the many hours that it took to achieve the successful result you achieved.

Of course, I would be remiss if I were not to thank all of Team USA, men and women for an outstanding performance and results. **For the first time in history the Men and Women of Team USA swept the tournament winning all seven trophies.**

Frank Souza asked us to inquire if Laguna Woods would host the 2019 Professional Bowlers Association (PBA) games. Once again Bob Gervase and the new President, Al De Santis, both agreed. The new greens at LWLBC cost about \$550,000 to install and I think everyone agrees that they are superb. We encourage all of you to sign up for the PBA. You can play one event or all four. It's a fantastic experience that could lead to winning \$60,000 in England if you are the winner. See our website or the Bowls USA website for details, including applications.

Last year we wrote about an idea where we invited Bowls USA to be part of a project that would communicate important information about bowls to all the members of Congress, and to Mayors and Governors thru-out the USA. The goal of the project being to educate those leaders about our sport and hopefully stimulate them to help us promote Bowls. Despite trying very hard we were not able to do that project with Bowls USA. In light of that we decided to create a similar project, but one that only involved California.

One day at the SMLBC, the President announced that the City of Santa Monica had instructed the Director of Parks & Recreation to increase the Public's use of the parks by 5% and for the recreation department to help in any way they could to accomplish that goal. We were told this meant the City would help promote bowls by advertising our existence and persuading people to join in the fun.

This information gave us an idea of how to finally get this project going. We concluded that we probably bit off more than we could chew by trying to get Bowls USA to work on a Nationwide project with us, but we could

achieve the same goal, albeit limited, by **directing our letter to all the Mayors in California.**

Sean McMorris, Gary Barnes, Art Roberts and Michael Halberstadt volunteered to gather many of the email addresses and names of Mayors to push the project along and Giulia Gallo gathered the rest. We put together a new letter, one limited to just our State's leaders.

We are now pleased to say that this new letter has recently been emailed to many of California's Mayors along with all the helpful and informative attachments. We will post a copy of the letter and attachments to the Southwest web site for your review in the near future.

Our hope is that by educating the decision makers we can move them to action and at the very least raise our profile. The next time they think about shutting down a park hopefully they will think twice and maybe instead of tearing it apart invest funds to make it new again. If we are very fortunate, Cities that don't have lawn bowling might even build a green so their citizens can enjoy the sport. Alternatively the hope is that the Mayors will help in directing their citizens to our current parks so that we can improve our membership numbers.

If this works in the Southwest we can once again share our project with Bowls USA. They in turn can share it with the other Divisions and if interested they can utilize our approach to promote bowls in their respective Divisions. So it can still potentially be a project that succeeds Nationwide.

One thing I've learned, as President is that in order to get work accomplished you need people that are willing to put in the time. It many times ends up being the same people over and over that volunteer. Those people are few and far between and not appreciated as much as they should be. To try to fix this lack of people power I suggested at the last board meeting that we hire an administrative assistant part time. On a close vote the Board agreed. We placed our ad on the Southwest web site and filled the position. The first call was from Giulia Gallo, a lawn bowler presently out of the Berkeley area. Giulia got the job and thanks to Giulia

we were able to work together very effectively to get our letters out to many of the Mayors in California and we continue to send out more every week. There are over 400 mayors so it's a big job. The plan is to contact every Mayor in California. Giulia has been simply brilliant in helping get this project accomplished. Whether to have a paid administrative assistant or not has now been tested and we believe that being able to have someone who is committed for a certain number of hours every month to getting things accomplished is a great step forward for the Southwest. When Giulia sent me her resume it was notable for the fact she has a PhD. She's obviously way over qualified for the position but her love of bowls is why she stepped up. Thanks Giulia, it has been great working with you and you are a great administrator. The next President is lucky to have such a nice person to work with.

One of the attachments sent to the Mayors is a letter of endorsement from AARP. We asked Anne Nunes to volunteer to see if she could get a letter of support from AARP. Anne unselfishly stepped up and said yes. It took over a year of Anne communicating with AARP and finally AARP agreed. Thank you so much Anne for persevering and succeeding. The letter will be posted to the Southwest website in the near future.

In other important news last year Jim Olson and this year Mert Isaacman were recommended by the SWLBA to be inducted into the Hall of Fame. Both men from the SW were accepted by Bowls USA and are now members of the Hall of Fame. Congratulations to Jim and Mert for a great accomplishment. Their induction was based on a history of serving and promoting bowls and based on numerous outstanding tournament results both on and off Team USA.

There were many other projects and other volunteers. This President's message is a bit long so I will just say thank you to everyone else that volunteered time. I apologize for not naming you; just know that your willingness to help bowls is much appreciated.

It is now time for new people to take leadership roles on the Executive Board as President, Vice President, Secretary, Treasurer, Councilor, District

Representative, or at the Club level, Club President, Vice President, Board Member or some other important position.

I encourage all of you to step up and take on the challenge of bringing bowls into the 21<sup>st</sup> Century, utilizing the Internet, AI, multi media, word of mouth and all the other tools available to us. Put your individual talents to good use. We will only succeed if we are each willing to help contribute a little bit to grow the sport we love. ***“Team” means Together Everyone Achieves More.*** Please become part of the team and help us achieve more.

Finally, we were able to build a new green at our home in Lancaster this year. Anyone interested in trying it out give me a call at 310-780-6927. You are all very welcome. Come share a beer, a laugh and a good game of bowls.

Thank you for having faith in me to lead our organization over the last two years. I wish the best to everyone; especially those that volunteer to help us promote bowls in the USA. Remember: ***“If we all do a little a lot can be accomplished”.***

All the best and Happy Holidays,

Phil Dunn  
President SWLBA



