

## U.S.L.B.A. GETS SERIOUS

The United States Lawn Bowling Association will initiate an aggressive public relation and marketing approach in 2010 to improve the present and insure the future of lawn bowls in America.

In actions taken at the USLBA's annual meeting (Oct. 23), national representatives agreed to commit the association's resources primarily to the services of a professional marketing firm, whose mandate is the advancement of lawn bowling's public profile and awareness.

Faced with declining membership nationally, diminishing participation in certain areas of the country, and the loss of bowling greens in favor of public and private redevelopment, the National Council, cognizant of lawn bowling's profile as a "loveable" but low profile sport and recreation, solicited proposals from marketing and public relations firms throughout the country, eventually selecting the Mortar Company of San Francisco. Details of Mortar's program will be announced shortly.

*(NOTE: Two representatives from each of USLBA's seven regional divisions make up the body of the National Council. We are the Southwest Division.)*

To financially account for the bold new venture, USLBA will suspend publication of its national magazine, Bowls USA, following the next issue. The magazine, the object of increasing publication and mailing costs, has been USLBA's (and its predecessors) primary budget commitment since it began publishing in 1961. Until a few years ago, the mag-

azine, a quarterly publication since its inception, was cut back to three issues a year to save money. The substantial funds saved on suspending the publication will be directed towards the national marketing effort.

A special committee is at work considering possibilities of how to replace the national magazine with a contemporary concept that will economically deliver the information and purposes of a timely printed magazine.

In another move to gain a financial foothold to promote the game, the National Council voted to increase USLBA annual dues to \$20, effective with 2010 dues. The new dues structure, points out USLBA president (and Laguna Beach LBC member) Izzy Forbes, equates to \$1.66 per month!

"Less than two dollars to be a welcome guest at any bowls facility in the world, if you're a traveler. Less than two bucks a month to support the activity you love for any one of a number of reasons. And, less than \$2 a month to keep

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## SO. CAL GALS SWEEP NATIONALS

Southern California's top ladies swept both events at the October U.S. National Championships played at the Long Beach greens. The annual 5-day showcase pits the country's top teams, each representing one of the USLBA's seven regional divisions in head-to-head combat.

Capturing the women's 2009 National Singles title was defending champion Rosa Gandara, of Hermosa Beach LBC. It was Rosa's fourth championship in five years, and accomplished just weeks after her recent "doubles" victory—marriage to Hermosa Beach champion Tony Baer.

The women's victorious Pairs team was Patricia Cronshaw, Santa Barbara, and Carrie Fos-

sati, Santa Ana. It was the first championship for both ladies.

On the men's side, Michael Siddall, Laguna Beach, fell a buck short of winning his third consecutive Singles title.

Other qualifying Southwest Division (So. California) competitors who did not medal this year were: Cecile Langevin—Singles and Anne Nunes & Kottia Spangler—Pairs; Phil Salt—Singles, and Gary Fischer & Howard Harris and Tony Baer & Ian Ho—Pairs.



2009 Women's National Championships Singles Champion, Rosa Gandara, Hermosa Beach, won her fourth national Singles title in five years!



2009 Women's National Pairs champs (l-r) Patricia Cronshaw, Santa Barbara and Carrie Fossati, Santa Ana.



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the game rolling for generations of enjoyment to follow.”

This will be USLBA's (and predecessors) first dues increase in a quarter century.

Comments Brian Studwell, Southwest Division treasurer: “While I’m certain that most of our SWD constituents understand the need to have a reasonable financial foundation to at least maintain the standards of the game, playing surfaces and associated activities that we enjoy year ‘round in Southern California, I’m also sure there will be the hard noses who somehow believe that lawn bowling is a birth-right; a free, constitutionally guaranteed, bible-devined gift. And, ‘who cares about lawn bowling outside the confines of my own club’?”

“One thing,” adds Studwell “everyone who plays the game agrees—tournament competitors and once-a-week

fresh-air bowlers, it’s a great sport and great people.

“No one expects a lot of bowlers to emulate Marcellus Joslyn’s million dollar foundation that promoted lawn bowls for years, comments the SWD Treasurer. “Or George Middleton’s, the Seattle bowler who made a \$100,000 grant. Or Northern California’s \$450,000 bequest by local bowler Dora Lou Swirzky. But \$20 a year isn’t even asking for pocket change!”

Southwest LBC delegates to the Saturday, January 30th men’s and womens’ annual general meetings will be briefed on all the advancements and changes. SWD bowlers are encouraged to share their thoughts with their club delegates. One and all are invited to attend and participate at these AGMs.

## DEAR DR. GOODWICK.....

### RX for more consistent excellence

**Dear Dr. Goodwick,**

I hate being a victim of other people’s bogus interpretations of the rules, so sometimes I think I should get serious and become an ump. But the thought of having my game disturbed all the time creeps me out. What is your opinion?

*Jus’ Wanna Play My Own Game*

**Dear Jus’ Wanna,**

Everyone has their games disturbed. Disturbances happen. They happen so often that one of the characteristics of ALL great bowlers is that they’re among the best at maintaining and regaining focus instantly. Training for the Canadian National team includes exercises for keeping and regaining focus. But you are certainly right: there is far more miss-information than information out there in the minds of most bowlers.

I was watching a pairs tournament recently. Two points were agreed on for Team A but two other bowls needed to be measured. Lead A thought Lead B agreed that bowl #3 was a point and kicked it to where bowls 1 & 2 were resting. Lead B objected, saying he had not agreed about #3, and that he wanted to measure it. The Skips came to the head. Skip A, after hearing the story, said “the bowl that Lead A moved shall be dead....but now please measure bowl #4.” Turned out Bowl 4 was in the count, and Team A took 3 points for that end. (From where I was, it looked clearly that Bowl 3 was in the count too.)



Unfortunately, all four of those bowlers were unaware of what the rule (28.4.1) provides for “displacement of a bowl during measuring.” It is simply to be returned to its former position by an opponent. Skip and Lead B should have conferred and, as best they could, replaced Bowl #3 to its former position. Skip A’s bogus interpretation of the rule probably cost his team a point.

Except for disputes about measurements, when players know the rules, the need for umps is significantly reduced. If there is a dispute, all play is suspended for both teams. It isn’t just the ump who is disturbed. Everyone is. Disturbances happen. You can make your mind up now to GET OVER IT!

Another example: I had a novice bowler tell me that she moved the jack during measuring and her opponents called a dead end. Horse feathers! And there’s a big difference between “moved” and “displaced.” It’s very easy to move a jack without displacing it. Law 33.4.1 says “If the jack is displaced (during measuring) an opponent should put it back to its former position.” Another “snooker” thanks to rule-ignorance.

Bowlers who know the rules don’t get snookered. And “learning to re-focus” is a simple trait to conquer. Two things that will improve your game immensely!

*ED. NOTE: Bowlers desiring to become Umpires should contact their Head Division Umpire, Kottia Spangler or Conrad Melton.*

**NEXT ISSUE COPY DEADLINE  
FEBRUARY 1 2010**

# *Musings from* THE OLD BOWLER

Marcellus Joslyn must have been nuts. Who bequeaths \$1,000,000 to lawn bowling? Charles Middleton had to be loony to set-up a \$100,000 foundation to promote lawn bowling. And Doralu Swirzky? What was she thinking when she drew up her will, leaving nearly a half-million dollars to her parks department to support senior recreation, specifically lawn bowling?

Yeah, I know. That's too heady stuff to visualize when you're probably in shock over the USLBA's raise of its annual dues to \$20. Hey! What happened to "free"! Lawn bowling's supposed to cost almost nothing.

In case you hadn't noticed, lawn bowling IS practically free.

One round of golf can cost you \$25-\$125, and up. Not including the cart.

The tab for a couple of hours of tennis is around \$15-20 at public courts, and who knows how much at private clubs.

And a movie? One motion picture, will run you \$7-9 if you're old enough, and \$3-4 bucks more if you don't make the cut.

In today's scheme of things, USLBAs new \$20 annual dues (up from \$10) equates to \$1.66 per month, for a year's membership. Or a half-cup of a Starbucks latte.

Yeah. You don't really care. You just want to know which rink, how many bowls, and am I leading, the vice, or skipping? Where does it say this requires a \$20 investment?

It doesn't. It didn't either for the aforementioned Joslyn, Middleton and Swirzky, or any of the others American bowlers through the years whose financial planning included a sizeable bequest in favor of their home lawn bowling club or the USLBA—it's Memorial Foundation or specific lawn bowling projects.

So why did they do it? Could be because the game played such a fulfilling role in their individual lives that they thought it important, even necessary to provide the where-withal to insure that others who followed them might enjoy the same experience?

For the first time since the early 1960s, when national lawn bowling leaders infused the American bowling community with a high energy effort to promote the game, today's USLBA leaders have committed to do the same.

Things today, however, are in the danger zone. Fifty years ago, before there was a women's organization, the number of men playing the game was twice today's combined total membership of male-female bowlers!

The 60s' effort inspired American women to formalize

their own representative organization. And, there was talk of lawn bowls—recognized by the International Olympic Committee—becoming a summer Olympics demonstration sport.

But "the guard" changed, as it often does. Incoming leadership was complacent with what they had inherited. Things were good.

Then times changed, too. Communities changed. Bowlers from 'here' moved 'there'. Others passed on. Leisure patterns changed. Lawn bowling? It stayed the same.

With declining membership, and faced with being the least aggressive activity on the block vying for (a) participants, and (b) municipal support for existing greens amidst the clamor for space by other groups and local activists, the USLBA decided it had to put up its dukes.

So it has finally happened. Following much prodding and a lot of research by several enthusiastic and knowledgeable lawn bowlers, the USLBA has said "enough" to the status quo. It has hired the marketing professionals at San Francisco's Mor-

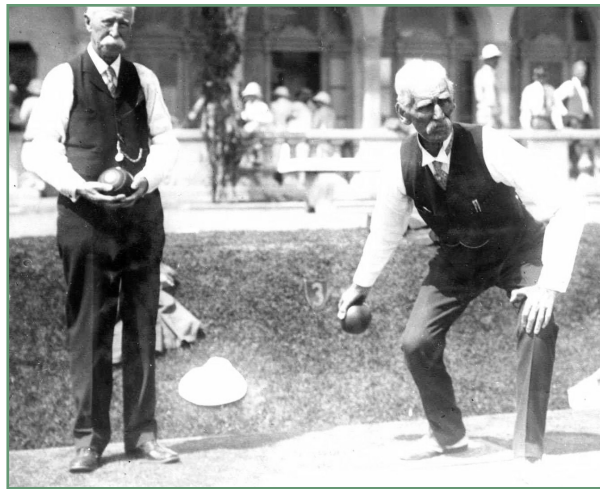
tar Agency to turn things around.

The Olympics opportunity may have come and gone, but promotion of the game of bowls is just beginning. And that bodes well for individual clubs and players at the grass roots level—a growing membership supported by a live media presence for the sport.

Making this happen costs money, but does not necessitate your personal bequest of millions or a donation of \$100,000. This would be nice, and I guarantee no one will turn you down. In the meantime, paying your national dues is a good start.

However, the USLBA will suspend publication of its largest annually budgeted item, the national magazine, for the immediate future, and redirect those funds to the new marketing program. This and your \$20 national dues can work wonders. Your dues, combined with dues of other American bowlers, will create a financial foundation that will allow USLBA to do what must be done to improve the climate of the game and insure its future.

Considering the fact that most of what happens in U.S. lawn bowling happens in Southern California, your national dues is an investment for the betterment of bowling here at home, year 'round among the palm trees and sunshine.







Somewhere in this maze of participants at the SWWD's annual 5-Star Tournament are champions from San Diego LBC: Lynda Borkum, Brenda Wright, Shirley Jacob, Robin Olson and Christine Ludwig



Oxnard's Denny Ryan, left, and John Op De Coul won the tri-club 2009 Novice League. Santa Barbara, MacKenzie Park and Oxnard rookies participated.



Newport Harbor's Charlie Herbert, holding trophy, did something no other American had ever done: win the MAP Singles gold medal at the October 2009 Michael Ashton-Phillips International tournament. Flanking Charlie are MAP Pairs champions, Thomas Mann, left, and Ian McLean, who represented Scotland.



Houdini Ho, right, presents the Lieberg Tournament trophy to Pasadena's Ted Bailey, whose LBC topped Alhambra and Santa Anita at the 2009 Lieberg tri-club triples tournament. Others Pasadenans pictured, l-r: Marc Rich, Sandy Dalzell, Robert Ramage, Tom Stowitts and David Salazar.





This heavy duty crowd of combatants posed before competing at MacKenzie Park's annual Labor Day weekend Australian Pairs tourney, won by father and son Burnoski's, Tom and Joshua.



Newport Harbor took home the 2009 Waterbury League gold medal. (L-r) Ed Quo, Jan Hargraves, Gerry Grady, Dee McSparran, Shep Shepherd, Ted Faraglia.



The SW Men's 2009 North Vet-Novice crown went to the Cambria team of JoAnne Kluck and Rob Humphrey

**DATE OF THE MEN'S AND WOMEN'S ANNUAL MEETINGS:  
SATURDAY, JANUARY 30, 10 A.M., AT SANTA ANITA**



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# TOURNAMENT RESULTS

### Vet/Novice

#### Laguna Beach

1st Gary Fischer/Clay Nolde

2nd Ivan Hyland/George Petyo

3rd Reinie Kramer/Scott Roberts

#### MacKenzie Park

1st Rob Humphrey/Joanne Kluck

2nd Eileen Morton/Tony Cunningham

3rd Rick Warren/Kelly Warren

#### Sun City

1st Cecille Longevin/Joe Ramos

2nd Boyce Stringer/Nancy Stringer

3rd Howard Harris/Jim Wyatt

### Pat Gonzales Mixed Australian Pairs

#### A Green

1st Heather Stewart/Rick Gregory

2nd Conrad Melton/Jo Mumma

3rd Ed Quo/Eva Lee

4th Jerry Grady/Sharon Grady

#### B Green

1st Carrie Fossati/Dale Lucas

2nd Albert Schmid/Gisela Schmid

3rd Steve Dowd/Theota La Donne

4th Clair Ott/Sharene Green

### 5 Man All-Star

1st San Diego LBC

Jim Olson, Steve Smith, Bill Brault,

Len Wasserman, Boyce Stringer

2nd Newport Harbor LBC

Michael Siddall, Charlie Herbert, Ed Quo,

Mert Isaacman, Joe Regan

3rd Santa Ana LBC

Lloyd Kennedy, Paul Gresbrink,

Robert Alessi, Frank Moltane, Tom Glass

### Women's 5-Star

1st San Diego LBC

Christine Ludwig, Robin Olson,

Brenda Wright, Shirley Jacob, Lynda Borkum

2nd MacKenzie Park LBC

Mary DeLisle, Eileen Morton, Lucy Jackson

Hildegard Kennedy, Beryl Hebert

3rd Laguna Beach LBC

Kim Heiser, Heather Stewart, Izzie Forbes

Dottie Parnell, Karen Wagner

4th Newport Harbor LBC

Maryna Hyland, Jan Hargraves,

Dee McSparran, Anne Nunes, Eva Lee

### Virginia Marlar 2 + 2 Rinks

#### A Green

1st Gary Fischer, Dee McSparran,  
Howard Harris, Christine Ludwig2nd Ivan Hyland, Maryna Hyland, Jim Olson,  
Robin Olson3rd Houdini Ho, Margi Rambo, Steve Dowd,  
Jean Dowd

#### B Green

1st Ted Farfaglia, Patty Lucas, Dale Lucas,  
Rita Greenberg2nd Paul Gresbrink, Angie Salgado, Ric Gregory,  
Debbie Gregory3rd Wayne Bowbeer, Bev Adams,  
Pat Del Ponte, Frank Del Ponte

### Sun City Mixed Triples

#### A Green

1st Tony Baer, Eva Lee, Ian Ho

2nd Howard Harris, Christine Ludwig,  
Lynda Borkum

3rd Bill Hiscock, Len Wasserman, Olga McCord

4th Boyce Stringer, Melanie Vizenor,  
Georgie Deno

#### B Green

1st John Ruelas, Mary Asay, Wanda Ruelas

2nd Bill Kagan, Lois Branom, Shelly Rosenberg

3rd Larry Mumma, Gail Hodgson, Jo Mumma

4th Cecile Langevin, Pat Smith, Joe Ramos

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