

President's Report Highlights for 2017-18

We've had another busy and productive year. I've been honored and proud to serve as your president the past three years.

At the end of last year, USBC (National) announced an Association Leadership Academy where two representatives from associations are invited (at no cost to the local association) to travel to headquarters in Arlington, TX, for two days to tour the facilities and participate in an association networking workshop. Our association was selected in the very first group of forty associations. Don Rippeto and Maggie Wolfe attended and thought it was a very worthwhile workshop provided by national.

Our association also utilized free design and low-cost production from national of the welcome banners we added this year. One hangs on the north wall of the lanes at Town & Country, and the second was designed as a table banner for various uses, such as tournament registrations. Thanks to Dot McKenzie for her donation to offset the cost of the wall banner.

In late 2017, Don Rippeto, Sandy Ashlock and I attended an afternoon workshop in Fulton led by George Lambert, USBC Midwest Regional Manager, on how to set up and best utilize Mail Chimp, which is a free mass emailing program.

1. Membership continues to decline, by approximately 10% each year for the past two years. We had a total of 600 adults and 68 youth this year. Many adults bowl in multiple leagues.
2. Donations from you, the bowlers:
 - In October, the Narci Trass Bowl for the Cure tournament generated proceeds of \$660, which was sent to the local chapter of the Susan G. Komen Foundation.
 - BVL collections the week of Veteran's Day totaled \$924.10.
3. Tournaments
 - City Tournament – Our city tournament participation continues to be disappointing. New ideas are considered every year to help improve our participation but we haven't found the magic format yet. Any suggestions are welcome!
 - Open: 11 teams, 32 doubles, 60 singles
 - Women: 4 teams, 11 doubles, 22 singles
 - Youth: 2 teams, 4 doubles, 9 singles

After lineage costs, all funds from the entry fee are paid back 100% in the prize fund. The association's only profit from conducting the tournament is from brackets, which netted \$305 this year.

- Our association hosted the MO USBC Women's Championship Tournament from March 10-April 15, 2018. Town & Country hosted Doubles/Singles, and we selected Moberly USBC (Memory Lanes) as our partner for the Team event. It was highly successful, which wouldn't have been possible without the loyal dedication of our board, and the many willing volunteers of our association. As a result of your labor, \$11,468 has been added to our treasury to continue to help support the work of your association. This revenue was the result of selling shirts and towels, running brackets, and raffles of 50/50 and a lottery board containing \$50 worth of scratcher tickets.
- We have also submitted our interest in hosting future state tournaments as follows:
 - a) 2020 Senior Open and Senior Women's
 - b) 2020 Missouri State Youth Championship
 - c) 2020 Pepsi Youth Championships

Contracts have been awarded for 2018-19 tournaments and none will be held in Columbia.

4. Our support of High School Bowling, first started in 2010-11, continued into its eighth year. Battle High School again placed first in our district (composed of Columbia, Fulton, Jefferson City and Moberly), and will be representing us at the State finals in St. Joseph over Memorial Day weekend. Watch our website and Facebook for the results. Hickman High School participated the second year in the Mid America High School Tournament in St. Charles. Many thanks to our coaches who volunteer many hours of their free time for team practice and Sunday competitions for about five months:
 - Battle High School – John Youngblood and Jazmyn Youngblood
 - Hickman High School – Casey Creason and Josh Johnson
5. Our Board of Directors scholarship committee revised our Youth Scholarships Application and policies/procedures and distributed applications much earlier this year in hopes of acquiring many more applications for the Male and Female Youth Bowler of the Year and accompanying \$250 scholarship (which is deposited in the winner's SMART account). We are committed to increase interest in applying for our scholarships and to continue supporting our youth in this and other ways.

One of our youth bowlers, Collin Walsh, has been selected to receive the \$1,000 Carolyn Gilbert Male Scholarship for Higher Education by the Missouri State USBC. He will receive the award at the annual MOUSBC Showcase at the Capitol Plaza Hotel in Jefferson City on June 2, 2018.

6. We continued to utilize Mail Chimp, by sending out City Tournament announcements and entry forms and Annual General Membership Meeting notice. Email addresses are acquired from the USBC membership card filled out in the fall. This service can be

sorted in many different ways, including by league. The recipient has the option to "opt out" but we hope our members will appreciate being kept informed. Our goal is to keep bowlers informed of important dates and events, without it being perceived as "junk mail." If you are interested in utilizing this capability for your league, please contact our association manager (Don Rippeto).

Other technologies that we continue to use to keep our membership informed are:

- Website (www.ColumbiaUSBC.com)
- Facebook (Columbia USBC)
- Twitter (@COMOUSBC)

I've served continuously on the WIBC and USBC boards since 2004. I've enjoyed the work and only hope our association continues to grow and prosper. I've made so many more friends from serving in this capacity – many more than if I'd just bowled in leagues, and for that I'll always be thankful. I want to thank each and every board member, past and present, that I've had the honor to serve with; and I will continue to help and support our association in any way I can. In closing, I especially want to remember one of our bowlers, and past board member, that we lost this year, Randy Kioh.

Respectfully submitted,



Beverly Blackwell
President