



Coast to Coast



CANADIAN 5 PIN BOWLERS' ASSOCIATION

17th Edition – February 2005

C5PBA Presidents Message

I expect most everyone is as busy as beavers. It's that time in the season that most Zone, Regional, and Provincial rounds are taking place. I would once again like to recognize all the volunteers for the time and commitment to this National sport. This is that special time in the year that the volunteer moves to the front of the line and are the ones in the special spot light.

They are the best!! I believe the Ontario 5 Pin Bowlers' Association are busily preparing for the upcoming Youth Challenge National Championship. The hosting centre will once again be the Sherwood Lanes in Hamilton. Many of our former C5PBA National Championships have been hosted by this supporting centre. I would like to take the opportunity to thank the Proprietor and staff of Sherwood Lanes for a number of wonderful times in the past and we are looking forward to another visit during the weekend of March 17 – 20, 2005. I would like to take the time too also recognize Sheila Carr in our office. Sheila's work load at this time of the year has to be extreme. Sheila co-ordinates and organizes all the final touches for each of our National events. Preparation is a key word that comes to mind and is definitely used a lot at this time of year. Well, in summarizing I would like to wish everyone the best of luck in qualifying for the upcoming events and hope to see some of you in Hamilton.

Terry McLeod

Northwest Territories

The outside temperatures are brutal but the bowling lanes have been hot. Our Youth Challenge team is practicing for the Nationals and they are looking forward to the trip to Hamilton. One Interprovincial team from Yellowknife is in place and the one from Hay River will be formed at the roll-off next week. Everyone is excited about the trip to Saskatoon. The High Low Doubles Territorial round was held on Feb. 20th and they are preparing for the Nationals in Gatineau. Our Territorial Open Championships were held on the weekend of Feb. 11th in Hay River, and it was exciting to watch Mike Penkala battle his son Andrew for the singles spot in the stepladder. Mike came through after defeating Andrew twice, but watch out for this father/son competition in future years. While Debbie Euchner gave Kim Bailey a run, defeating her first with a 316 in the stepladder, Kim kept her spot on the second match, and joins Mike as our Singles competitor. Inducted into our Hall of Fame on Feb. 13th, Debbie Euchner joins Helena Haener, Mike Haener, Mike Penkala, Mary Linn, and Len Klause. Congratulations to Debbie, a most deserving recipient.

Mary Linn



Newfoundland & Labrador

Things continue to go well on our Provincial bowling scene. All Zones are now finished their Open roll-offs and are preparing for the Provincials running March 16th to 19th. We had another 450! Scott Thurston achieved this milestone on Jan. 26th, along with his 1121 triple. Our Provincial Hi-Low tournament will be in Stephenville on Feb. 26th. Our largest sponsor, Molsons, continues to be tremendous in helping our Association. We are very thankful for their support!

Mel Osmond

Ontario

Tournaments are in full swing here in Ontario. This past weekend we crowned our 2005 Youth Challenge winners. These young bowlers are looking forward to meeting future stars from the other Provinces and Territories in Hamilton in March. The host committee for the 2005 Youth Challenge Nationals are putting the final touches on what we hope will be another successful event. Hamilton will also be playing host on Feb. 26th to the Provincial round of the Hi-Low Doubles and the League Executive tournaments. The League rounds of our \$10,000.00 Shootout have now been completed and these winners are looking forward to the Zone rounds later this month for a chance to compete at the Provincials in May. It's been a very busy 2005 so far.

Dave Post
President O5PBA

Manitoba

February 26 will see the Hi-Lo Zone champions gather in Brandon at Thunderbird Bowl with hopes of advancing to Gatineau in the spring. As last years National Champions have recently returned all tanned up from their southern trip, the inspiration for a Manitoba team to repeat will definitely be in the air. Qualifying for the 220 Inter-Provincial Challenge is underway with Provincials just around the corner. March 6th, 2005 will have the zone qualifiers meeting in Minnedosa and Neepawa. Everyone will be vying for a spot on the National contingent of 2 teams going to Saskatoon. The KHP campaign is also in full swing in all the Zones so a big thank you goes out to all our supporters who give so generously and to everyone who is volunteering to help raise these funds.

Yours in Bowling,

Len Isleifson
President, M5PBA

Nova Scotia

Hi from snow covered Nova Scotia. We held our Provincial Youth Challenge tournament in January and our young competitors are anxiously waiting for the Nationals. Our Hi-Lo doubles have been held, congratulation to Greg Mahar and Wayne Comeau the Provincial Champions, also looking forward to attending the Nationals. Our two teams attending the POA Inter Provincial in Saskatoon are looking forward to displaying their skills. Some interest is being shown from several candlepin bowlers to join our association for next season, so hopefully this will increase our membership base for next year.

Barbara Comeau

"ARE WE THERE YET?"

By Walter Heeney

Every successful company need a sales program which includes Awareness, Marketing, Promotion and Advertising. How close are we to achieving a successful program?

AWARENESS

Awareness involves that bowling is visible in the community with a presence that begins in the bowling centre and has a ripple effect that reaches the school system, both elementary and high school and has a weekly presence in the local and national newspapers.

As well, bowling would be used as a vehicle for several major fundraisers that are strategically placed throughout the calendar year and this fundraising process will open doors to the corporate world and enable our sport to meet new people and grow new partnerships.

Awareness is achieved when companies contact the bowling industry and ask us to put a program together that involve the bowling world and their company.

MARKETING

Marketing involves the presentation of bowling to the corporate community as an active sport and recreation with all sectors of society male and female participating both male and female and covering all age groups.

PROMOTION

As stated under Marketing, bowling is an active sport with equal male and female participants and all age groups participating. As such, we can also promote bowling to special interest groups, both challenged and able-bodied, and especially to birthday parties which entertain two million youth, age 5-15, each year.

ADVERTISING

We want to encourage companies to advertise using bowling as a background (e.g. Seal Mattress). As well, the proprietor should do newspaper advertising and participate in group radio advertising programs. ☺

*Walter Heeney,
Special Projects Manager,
Master Bowlers' Association of Ontario*

Quebec

We had a very exciting weekend Feb. 5-6, as we held our Open Provincials. It played out to the very last game to determine the single bowlers and a few bowlers were able to play that big game to move into a position on one of the teams. Our Single bowlers are Bruno Cécyré and Hélène Godmaire. They will also be playing on the Men's and Ladies teams. The Men's team also includes Eric Villeneuve, Stéphane Lafortune, René Duguay, Sylvian Bercier, Steven Goulet and Coach Luc Duguay. The ladies team also includes Céline Renaud, Lynn Allard, Isabelle Savard, Christine Ryan, Marie-Josée Thibault and Coach Gaetan Coté.

Quebec - Continued

The bowlers on the mix team are Guillaume Séguin, Guy Lafrenière, Maurice Girouard, Nathalie Parent, Julie Bellefeuille, Natalie Trudel, and Coach Daniel Lamarche. All of the zone rounds for the Hi-Low doubles are completed and Provincials will be held Mar. 5 & 6. That is all for now.

Natalie Trudel
Vice president

P.S. For all of you who were complaining about the cold weather when you were here in Ottawa for the SAGM, I just wanted to let you know that it has been nice and mild for most of February.