



# Coast to Coast



## CANADIAN 5 PIN BOWLERS' ASSOCIATION

28th Edition—September 2006

### C5PBA President's Message

The *Canadian 5 Pin Bowlers' Association* would like to welcome everyone back to another season. I would like to thank all those who attended this years annual General Meeting in Winnipeg. All the items which were on the agenda were completed with the utmost dignity and diligence. I am very proud of the team which is currently in place and the amount of work that is completed. GREAT JOB to everyone.

Elections were held for two (2) positions at the AGM. Returning once again for another term of two years is:

1<sup>st</sup> Vice-President.....Mr. Mel Osmond of Newfoundland/Labrador

Corporate Secretary/Treasurer.....Mr. Don MacIver of Alberta

I would like to thank the *Communication Committee* for an excellent job this past season. The articles which were published in the *Coast to Coast* newsletter were excellent and well appreciated. I would suggest all the Provinces make a valid effort to get articles in on a monthly basis.

The next Bowling Federation of Canada meeting will be held in Calgary on October 20 - 22. Watch for further information and developments from this meeting.

From all the C5PBA Executive and staff we wish all the best in your upcoming bowling season.

Terry McLeod  
President

### NFLD/LABRADOR



We held our AGM on September 16th and Bev Dowden was re-elected as our Treasurer and Clyde Osmond from Clarendville will replace Harold March as our 1<sup>st</sup> Vice President. Junior Pinksen was approved as our new Technical Director replacing Fred Hawco, who had previously indicated he would not be returning. Fred will continue to assist when necessary. We also approved Joe Noseworthy, President of our Deer Lake 6-lane house, to meet with our non-members to let them know what we are about and why their Association feels the NL5PBA is excellent for their members. Joe will also be working with our current members to assist them in recruiting new bowlers. The meeting was very productive and only lasted 5 hours!

While we do not have any new Zones yet, a representative was there from a 12-lane house in the central part of the Island. She does expect to become a member this year and enter most of our tournaments.

We had our first 450 of the new season – Jerry Ryan rolled it at Holiday Lanes, St. John's on Friday night.

Have a great season!

Mel Osmond  
President

# Alberta



## Greetings from Alberta

We just received our first snowfall warning for the weekend, so that must mean that a new season of bowling has arrived. The Alberta 5 Pin Bowlers had their AGM on September 8, 2006. Our new executive is as follows:

President – Annette Bruneau  
1<sup>st</sup> Vice – Mark Shipka  
2<sup>nd</sup> Vice – Eric Anderson  
Treasurer – Maria Wood  
Tournament Liaison – Shelley Struthers  
Secretary – Julie Kind  
Past President – Terry MacLeod

Thank you to Don MacIver for his years of service as Treasurer to the A5 board. I am sure that he will continue with the Canadian 5 for a number of years to come.

Amelia Danielson has retired from our board after more than 15 years of service to the Alberta 5. I would like to personally thank Amelia for her patience (with me) and dedication to our board. She will be missed for both her knowledge and her straightforward attitude. Again, Thank You Amelia. Good Luck and Good Bowling,

Annette Bruneau  
Alberta

## A Vote For 5 Pin

CBC is hard at work on a documentary special intended for broadcast in early 2007 that will celebrate the inventive achievements of Canada. One of the categories is Sports, and 5 Pin Bowling has been selected as a possible contributor. To place your vote for our sport just go to:

[www.cbc.ca/inventions](http://www.cbc.ca/inventions)

Your vote could help decide the outcome. So do it now, put in a vote for 5 Pin Bowling!



# Manitoba



Well, here we go again. Another season is upon us and things are moving along at a steady pace. Our executive remains intact this year for the third year in a row:

President: Len Isleifson (Brandon)  
1st Vice : Sylvia Swaenepoel (Carberry)  
2nd Vice: Al Lightfoot (Portage la Prairie)  
Treasurer: Geoff McMullan (Winnipeg)  
Tournament Dir: Marilyn McMullan (Winnipeg)  
Asst. Tournament Dir: Tim Hooper (Winnipeg)  
KHP/Marketing: Ken Wilson (Carman)  
Web Site/Public Relations: Grant Szapak (Wpg) Bingo  
Co-Ordinator: Karen Armstrong (Wpg)

Unfortunately we have two vacant positions with the Secretary/Advisory & Constitution being assumed by current board directors.

Manitoba is looking forward to hosting the Inter-Provincial Challenge in 2007 and we would certainly encourage all of our Provinces to participate. Keep the ball rolling.

Len Isleifson  
Manitoba

# Southern Ontario



Things are starting to heat up in Southern Ontario. Leagues have already started and the tournament schedule is just around the corner. Nov. is always a busy month with our Association Executive Tournament being bowled on the 4<sup>th</sup> in Hamilton. Our annual Hall of Fame Dinner will take place the same weekend with Anne Depew & Harold Stoddart being inducted in the Builders Div., Bob Gignac, Cas Holick and Brian Kaye in the Players Div., and Earl Gallagher will be honored in the Legends Div, Former Hall of Fame members Theda Procher and Doris Luke will become Duel Inductees going into the Builders Div. November 10<sup>th</sup> will see our 2005 winners leave for an exciting holiday to the Dominican Republic. Later in November our youth bowlers will be qualifying for our Youth Challenge Zone teams while our Open bowlers will begin their twenty game zone roll-off. We wish all bowlers in Canada the best of luck this year and make sure you log on to: [www.cbc.ca/inventions](http://www.cbc.ca/inventions) and vote for 5-pin bowling.

Dave Post  
O5PBA President

# The Lure of Newfoundland and Labrador

Nestled into the northeast corner of North America, [Newfoundland and Labrador](#) offers a leisurely Old World pace, modern conveniences and a unique spirit. It is one of the best-kept vacation secrets on the continent. The air is clean, the people are friendly and the vistas -- well, you'll just have to see for yourself.

It is the cradle of civilization in North America. It is the region where [Viking](#) adventurers landed in Anno Domini One Thousand and One and named the newly discovered country Markland, or Land of Forest. It is the New Founde Isle of John Cabot who sailed westward from Bristol, England in 1497 and made his landfall at Cape [Bonavista](#). It has the proud honour of ranking as the first of Britain's overseas colonies, for John Cabot set up the flag of England here and took possession in the name of his sovereign, King Henry VII.

On the fifth of August, 1583, Sir Humphrey Gilbert reaffirmed this right of British ownership when he claimed the island in the name of Queen Elizabeth I, and on the King's Beach in the harbour of [St. John's](#) set up the first colonial government of Britain overseas.

Here, too, in more modern times, were wrought some of the greatest accomplishments of science. In the year, 1866, the "Great Eastern", a wonder ship of her day, landed at Heart's Content the first successful trans-Atlantic cable. At Cabot Tower on [Signal Hill](#), St. John's, Guglielmo Marconi received the first wireless signals across the Atlantic on December 12, 1901. From Lester's Field in St. John's the intrepid airmen Alcock and Brown took off for the first non-stop flight from America to Europe on June 14, 1919.

In cosmopolitan St. John's you can walk out of a fine restaurant and down the oldest street in North America to the harbour where sailors from around the globe still congregate. It's not like the rough-and-tumble days of pirates and adventurers, but it's still a lively seaport. Downtown St. John's has some of the best [night-life](#) anywhere. There's music for every taste, from a harpist in a hotel restaurant, to jazz, rock and traditional, toe-tapping jigs and reels. It's like a permanent Mardi Gras without the excesses. Art galleries, theatres, the [Newfoundland Museum](#) and a fine wine cellar are just a few of the attractions. From atop Signal Hill, where Marconi ushered in the modern era of communications, the ancient city stretches out before you. Brightly-coloured houses ramble up a hill topped by a cathedral. Ships move in and out of the harbour. Off to the south is Cape Spear, the most easterly point in North America and a must-see spot for any visitor. The older part of town is criss-crossed by narrow alleyways that have been used for hundreds of years. Every summer cadets in period costume re-enact colonial-era military manoeuvres on [Signal Hill National Historic Site](#).

Outside St. John's the richness and diversity of the landscape is captivating. Just 30 miles from the capital city in the Witless Bay Ecological reserve, you can take a cruise to see [whales](#), millions of seabirds and, in late spring and early summer, icebergs. On the southern tip of the Avalon Peninsula you'll find the Cape St. Mary's Ecological Reserve where thousands of gannets, murres and other seabirds nest to raise their young. This is the most spectacular - and most accessible seabird colony in the province. It's just a 10-minute walk along the clifftops from the lighthouse and new interpretation centre.

The names of communities and geographical features attest to Newfoundlanders' sense of humour. You'll laugh all the way from Bumble Bee Bight to Ha Ha Bay to Chase Me Further Pond. At Heart's Content you'll find just that, plus the cable station from where telegraph messages traversed the first Trans-Atlantic cable.

It's on Newfoundland's west coast that you will find our Gros Morne National Park, designated a UNESCO World Heritage Site because of its unique geology. Here you will find the Tablelands, flat butte-like structures that wouldn't be out of place in the American badlands. This is the northern extension of the Appalachian Mountains and some of the oldest rocks on the planet. Thrust high above sea level when huge geological plates collided, the Tablelands are unique in a park where there's a new natural wonder around every corner.

At the tip of the Great Northern Peninsula is one of the most famous places in the world and our second UNESCO World Heritage Site: [L'Anse aux Meadows](#) where the Vikings lived 1,000 years ago. Their sod hut village has been reconstructed and an interpretation centre helps visitors discover a long-lost world.

*Taken from the Newfoundland and Labrador, Department of Tourism, Culture and Recreation website.*

## Developing a Focused, Disciplined, Marketing Plan

In the latest issue of Marketing Magazine, Ajay Sirsi, an associate professor at the Schulich School of Business at York University, outlined the keys to developing a focused, disciplined, marketing plan. Does bowling have one? Does the Canadian 5 Pin Bowlers' Association have one? Does your bowling association have one? Let's see.

First, we all have a passion for bowling, I have one and you have one. But passion alone is not a marketing plan. If it was, we would have sponsors for every program on our calendar. A good marketing plan has three main sections.

- a) An external analysis of markets, customers, segments and competitors.
- b) An internal analysis that identifies marketplace opportunities and threats. Coupled with our strengths and weaknesses, this analysis will lead to the identification of a key set of issues.
- c) Strategies and tactics to address key issues
- d) Expected outcomes for the business.

Explaining further, Mr. Sirsi stated that, if you want to develop strong marketing plans, there are some common pitfalls to avoid.

1. Do not feed the data monster: Focus on the "so what" of data and not on the data itself. Collecting data is easy, but thinking about the implications of the facts is hard. Spend a lot of time thinking about the key issues the marketing plan must address.
2. Do not develop encyclopedic marketing plans: Thick marketing plans sit on someone's shelf and gather dust. If you follow that suggestion, your marketing plans will be concise and hard-hitting.
3. Do not state the obvious: We know the state of the industry. We need to talk about strategies and develop ones that are innovative. What are you planning to do in this environment?
4. Do not do a SWOT: (strengths-weaknesses-opportunities-threats) analysis, but do an OTSW analysis (opportunities-threats-strengths-weaknesses). If you start with your strengths and weaknesses, you immediately close your mind and your thinking turns inward. By first thinking about opportunities and threats facing our industry, we start to think from the outside in. Also, as opportunities and threats are typically external, such thinking enables you to first develop an unconstrained view of your world. You can then impose the constraints by thinking about your strengths and weaknesses.

In summation, it was also stated that in developing and implementing marketing plans, you will face resistance. People have comfort zones and don't want to be forced out of them. To overcome this resistance, try the following:

- a) Start small, but start now. The first plan might be only a couple of pages, but the seeds of strategic thinking will be sown.
- b) Be able to measure the development of the plan to determine successes and/or failures.
- c) We need to understand the need for a plan, we need to think strategically. As in all sports, the best teams develop discipline by repeating the same drills.
- d) Strategic planning needs to become a habit and this process of developing and implementing plans will not go away. Remember, failure to plan is a plan for failure.

**Walter Heeney**  
**MBAOC**

