

# CTF Annual Meeting



## BOWL CANADA REPORT

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NOVEMBER, 2016

It's an honour and pleasure to send greetings and best wishes to the Canadian tenpin community gathered in Calgary for CTF's Annual Meeting of Members. On behalf of over 300 Bowl Canada member proprietors I submit the following report to bring you up to date on happenings at Bowl Canada and I welcome any questions you may have.

Bowl Canada continues to move into new territory in many ways. Our all new Bowl Canada Cup replaced the National Classified Bowling Championship this past season and the inaugural championship was a great success. The national was conducted as a joint event, combining both the Bowl Canada Cup and the Bowling World Cup nationals into one event we called the "Canada Cups" Championship. We thank the great people at Leisure Lanes in Oshawa, Ontario for hosting this all-new national this past summer and making its participants and guests feel welcome. As we do at all Bowl Canada nationals now, we live-streamed a few pairs of lanes so guests back home could watch the action throughout the weekend. Congrats go out to our first-ever national champions in the Bowl Canada cup.... Team Town N Country Lanes, Vancouver, BC. Special Congrats also to our World Cup Canadian Champions; Canmore, Alberta's Felicia Wong and Granby, Quebec's David Simard. They, along with coach Tye Rose, recently returned from the World Cup in Shanghai, China where Felicia finished an impressive 16<sup>th</sup> and David narrowly missed the Stepladder placing 5<sup>th</sup>. Very impressive finishes for Canada in a field of over 80 nations!

Also new this year... Youth Bowl Canada has seen a facelift with an update to our awards system as we replaced the tired cresting program with new Swag Tags. These have been incredibly well accepted, and we expect to continue and even grow this new awards model in coming years. All Swag Tags are English on one side and French on the other, and many of the Swags are customized for the respective games of bowling (tenpin shaped cut-outs, etc.).

Further on YBC, this year we've made a number of tools available to youth leagues for easy, turn-key enhancements to the program such as the YBC In-House Calendar, which comes pre-populated with information for the league to customize at will. We've also added a selection of what we call "Fun Dayz" to the calendar and have included downloadable and customizable posters, etc. with the aim of suggesting to leagues that they adopt a strategy of ensuring leagues are FUN and providing them with the tools to make "fun" easy and a priority.

Additionally, we continue to implement the concepts of Long Term Athlete Development (LTAD) into our youth program. With our YBC National Championships having implemented an age requirement of 8 years and up, we are launching an LTAD-friendly event for youngsters 7 and under to offer them participation in an event of their own. The event is called the "Super 7 Skillz Series", and sees the 7 and unders participate in a local Zone championship that is structured more as a fun jamboree than a traditional "tournament". We are rolling this out now and hope to have some successful events run across Canada before the season's end.

Lastly on youth bowling, your President Brian McMaster has indicated a desire to renew discussions on youth bowling between CTF and Bowl Canada. Do we need 2 separate programs for this demographic? I would think most, if not all, of us would say no to that. Can we find a way to reduce the duplication of effort each of our organizations commits to each and every year? The answer has to be "Of course!". The question is not "can we...?" but rather "Do we really want to...?". We've had two committees between our organizations try these discussions in the past to no avail, but as we have said we are always open to any discussions aimed at bettering the conditions of bowling in Canada. I will therefore be working with your President on these renewed talks and perhaps we can come to a different result this time around.

Regardless of where discussions on our youth programs lead, Bowl Canada is keenly aware that our sport is not as well set up as it should be for longevity. Youth is only part of the picture. The organizations that serve the bowling community as a whole in Canada are not being proactive in adapting to the changes that come our way, and as partners in the Bowling Federation of Canada, it's important that we all recognize that Sport Canada funding can be taken away at any time. All 3 BFC member groups, CTF, Bowl Canada and the Canadian Fivepin Bowlers Association, are better positioned for long-term stability by working together, eliminating redundancies, and streamlining efforts and operations. Bowl Canada proposed a committee to discuss the possible unification of all three organizations several years ago and at this time we are still open to such an opportunity and encourage the tenpin community to consider the possibilities with us.

As evidenced by Bowl Canada's contribution of \$10,000 to CTF for the AMP program acquisition and development, we share in creating successes now, and support each other when needed. We can go a lot further and strengthen bowling in Canada if we work towards a revised support structure for our sport. We're ready to begin when, and if, you are.

Lastly.... Before signing off I'd like to invite your President to join us at our Annual Meeting this coming June. We'll be joining up with our American counterparts for Bowl Expo in Nashville, Tennessee and we're looking forward to all Bowl Expo has to offer.

In closing I wish you all successful, positive and productive business sessions.