

BETWEEN BOWLS

<http://www.reginalawnbowlingclub.ca>

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April 2021

I Fought the Lawn and the Lawn Won **NOT!**

Garth has been busy all winter dreaming about the greens. He's got lots of ideas planned for this season and with Brady's help, this dynamic duo are going to get our greens in tip-top shape running faster than ever. John has been tinkering with the equipment and everything is ready to go. Brandon will fix more sprinklers as soon as the water lines unthaw. Make sure to wave to Garth, Brady, Brandon and John when you see them! Or better yet – give'em a thumbs up!



Adam & (well, not eve)

Hopefully starting in May, our summer student working inside the clubhouse will be **Adam Preston**. Adam is a University of Regina student, majoring in biology. Adam is eager to learn our sport, help with group bookings, stock the fridge with pop and water, fill up the snack cart, do some light housekeeping duties, and help outside with Doug. Adam will be tasked with promoting our club to corporate groups – hopefully we'll see more new bowlers trying our sport.

Please say HI to Adam when you see him and please introduce yourself when you are at the club.

Membership Renewal Day

Sunday, April 25, 2021
1:00 pm – 3:00 pm

After a long winter, we are anxious to meet back at the Bowls Club, renew our membership and renew our friendships. Renewal Day is a new initiative spurred on by the Strategic Planning Committee, the Orientation Committee and supported by the Board of Directors.

Renewal Day is an opportunity for members to meet the Board of Directors – bring your questions and ask them in our “*Toward the Board*” segment; find out everything there is to know about the Strategic Planning Committee and the Orientation Committee; have a word with our Greens Keeper; hear about Bowls Buddy's; find out about the great leagues we are going to offer this season, learn more about volunteer opportunities; get a tour of the RLBC Computer and specifically, how SignUpGenius works; see the new RLBC logo in full color. We will be at the clubhouse between 1:00 pm and 3:00 pm. Coffee and snacks will be served.

We'll be on hand to take your membership application and you can organize your locker. Bring your bowls – can't have a roll-up, but you can store them in your locker, ready for Opening Day.



SOME COVID RESTRICTIONS MAY APPLY.

Can't make Renewal Day? No problem. You can always drop off your membership in the mail box at the Club or mail it to the post office box listed on the application form.

Did you hear the one about the Easter Bunny who sat on a bee? It's a tender tail.



CONGRATULATIONS JEAN RONEY

SASK SPORT VOLUNTEER RECOGNITION AWARD - 2020



JEAN
RONEY

Congratulations to Jean Roney on receiving the 2020 Sask Sport Volunteer Recognition Award. Jean was nominated by Bowls Sask for her service to the sport of bowls. “We are so proud and thankful for the 10 volunteers and coaches announced as recipients of the 2020 Sask Sports Awards” said Angella Pinay, Chair of the Sask Sport and Sask Lotteries Board of Directors. “These individuals have worked tirelessly for our amateur sport communities for many years. Without dedicated volunteers...Saskatchewan communities wouldn’t have the opportunity to participate in organized sports. The accomplishments they each have achieved are incredible. Sport has the power to connect us and give us a sense of belonging. These recipients have helped contributed to that and for that we thank you.”

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=WB4I77JU29Q](https://www.youtube.com/watch?v=WB4I77JU29Q)

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=UIJTW8OPQYY](https://www.youtube.com/watch?v=UIJTW8OPQYY)

JEAN RONEY

Nominated by Bowls Saskatchewan

An accomplished lawn bowling athlete, nationally certified umpire and long-serving community and national coach, Jean Roney has dedicated a lifetime of volunteering. A member of the Bowls Saskatchewan Board of Directors for 31 years, Jean has held many positions and often more than one at a time. Her work on committees expanded to Bowls Canada Boulingrin as a member and chairperson of the National Officiating Committee, National Awards Committee and High Performance Program. A nationally certified umpire since 1997, she has been head umpire for senior national championships, youth national championships and was responsible for the assignment and training of umpires in the province. As a coach, Jean has helped the sport grow—running Learn to Bowl sessions—and she was the Team Coach for the U18 and U25 teams who attended Canadian Championships in 2019. She has also attended World Bowls, Eight Nations Competition, the Commonwealth Games and the Asia Pacific Games as a coach or manager for Team Canada.

Recipients were selected by a Sask Sport awards committee.

GRANT GREATNESS!

Hooray for Horizon's. More importantly, **Hooray for Karen!** We were notified in early March that we were successful with our New Horizons Grant application. The grant will be spent on new colored bowls for the club – some coaching bowls and some regular sets, in various sizes and colors. We are **super-duper** excited! We are Easter-egg-cited! We've been doing the happy dance for weeks!



REMOVING TARPS

We require a group of individuals who don't mind some heavy lifting, to help remove the tarps from all 4 greens. Experience folding laundry would be a definite asset, as the tarps are folded neatly and put away for the summer. Interested? Available? Watch for an email requesting your help. Did we lose you at 'laundry'?

UP ON THE ROOF . . . DOWN BY THE GREENS, YEAH!

Sponsorship Success! D & R Roofing (dandroofinginc.ca) has agreed to sponsor the Regina Lawn Bowling Club by way of providing new shingles to the roof of the large equipment shed, by Green D. They will re-roof the shed, and their sponsorship includes free labour as well. As you probably know, the shed was in desperate need of new shingles and Janet Watson has been working tirelessly all winter to find a sponsor. Doug Normand will work with the rep from D & R Roofing to get the project completed. Hop Hop Horray!



Thank U Janet Watson!



BLACK BOWLS – BLACK HOLE

BROWN BOWLS – BROWN SOLE

So now that we have a bunch of colored bowls arriving at the club -- what on earth are we going to do with our old black and brown bowls? Well . . . we are going to donate some of them to Waskesiu. Why? Waskesiu is in the process of building an outdoor lawn bowling green with help from Parks Canada as it is in the Prince Albert National Park. The new green will only have four rinks so play will only be in One Direction (not the boy band). The organization has other start up costs and one of them is to secure bowls so visitors to the park can play. Bowls Sask has been assisting this group with some of their start up costs with the hope that they can become another club under the Bowls Sask

umbrella which would provide another zone for lawn bowling. This would be good in the eyes of Sask Sport which provides various funding to Bowls Sask which in turn trickles down to the various member clubs through various grants. And what will we do with the other sets? With the expansion of B Cubed in a few years, hopefully we will need extra sets to accommodate full capacity at the RLBC.

STRATEGIC PLANNING COMMITTEE

The Strategic Planning Committee provided members with a synopsis of the hard work that the Committee has accomplished over the winter months (distributed in March). The Committee met once a month and tackled so many issues (well, if the Rider's aren't playing, some tackling had to be done in Regina). The RLBC Board wants to thank Judy Whiting, Doug Normand, Heather Hanoski, Mike Higgens, Brandon Watson and Lois Kos who served on the Committee. The Board would also like to thank the members who contacted Judy with their feedback and comments ~ it was valuable information that helped keep the Committee focused and on track. The RLBC fully supported the work of the Strategic Planning Committee and voted overwhelmingly to adopt all recommendations. So, it's on!

ORIENTATION COMMITTEE

The Orientation Committee was never dis-oriented! They had a clear vision – and they accomplished a lot in a very short period of time. Bowls Buddy's, an Orientation In-Person Tour, New Member Manual, New Member Brochure, and Revamping the Coaching Lessons ~ these areas were the focus of this committee. The RLBC Board wants to thank Judy Whiting, Doug Normand, Janet Watson, Lois Kos and Jordan Kos for putting the strategy together. The plan, which was supported by the RLBC Board, will be implemented in the 2021 season with the focus on new member integration into our club and long term member retention. All the documents that the Committee has prepared will be distributed to the membership very soon ~~ so watch your inbox!

RLBC BOARD MEETING

The Board met in March and had a full Agenda. Here are some of the highlights ~ with more information to follow when the minutes are approved and distributed.

- 📅 The Heritage Regina Cultural Trailway plaque has been installed at the club, just outside the main gate. Have a look next time you're at the club.
- 📅 A Survey will be sent asking members about what types of social events they would like offered in 2021. Watch out for the Survey and make sure your voice is heard!
- 📅 No Canadian Nationals, therefore, No Provincial Playdowns. But, Bowls Sask may have some surprise tournaments they will introduce. Can't wait to hear the details.
- 📅 City will be on site to look at the drainage and perhaps we might be able to sign the Agreement! Scary stuff – then we truly will be on our own.
- 📅 The President's letter is coming your way soon. Check your inbox.
- 📅 Received the New Horizon's Grant – new bowls are ordered and on their way. Good Job, Karen and the Bowls Committee!
- 📅 Got a sponsor to re-roof the equipment shed. Great work Janet!
- 📅 Organizing the Competitive 3s league – just waiting for the go-ahead from the provincial gov't.
- 📅 Going to check our Insurance Policy and make sure that we are adequately covered.
- 📅 Supporting a new bowls club in Prince Albert National Park with a bowls donation.
- 📅 Discussion about Group Booking fees. There's always a Group Booking discussion.
- 📅 Got a financial sponsor ~ more information coming your way.
- 📅 Keep checking your inbox for a copy of the Orientation Committee's documents.
- 📅 Renewal Day – April 25. Removing Tarps – An email will be sent out, so please watch for it.

A League of the Their Own

Competitive 3s – Triple Threats



Get ready! Well, sort of. Maybe. If the restrictions are lifted, Janet and Lois will be running the Competitive 3s league this summer. It won't be the typical league which usually runs in the Spring time as a prelude to provincial playdowns. Instead, games will be played on week nights and weekends throughout June and July. You can start thinking about your dream team.



Organize your own team of mix or match triples. Think of a good team name. Then, when the RLBC is given the green flag, a communication will be sent to the membership to register your team. More details will be communicated once we find out if and when we can run the Competitive 3s. Stay tuned!



B Cubed organizing committee has met and planning is underway to offer the B Cubed league every Thursday night for approximately 8 weeks this summer. Details are pending as we wait for government restrictions to be outlined. If you know of someone, or a group of someones, who might be interested in joining the B Cubed league this year well, send them our way. There's information on the website or they can inquire at – BcubedBowls@outlook.com or rlbc.sk@outlook.com



Inquiring minds want to know . . .

The Regina Lawn Bowling Club has already received inquiries about new memberships, corporate bookings, and B Cubed team entries.

This is great news because it means that individuals in our community have heard about our club, our sport and our members and want to be part of the action!

It's going to be a great season, right?

Survey Says

The Regina Lawn Bowling Club sent out a survey in 2020 – and you told us you want more social events. This is one area that the Strategic Planning Committee and the RLBC Board wants to provide during the 2021 season. But . . . we're stumped. What kind of social events do you want??? A Survey will be coming your way. Let us know what you want and we'll try to accommodate. No promises! But we'll try.

HOPPY EASTER!

HOPE THE EASTER BUNNY

BRINGS U LOTS & LOTS

OF CHOCOLATE!



Ralph Ellis, an Ontario Bowler, has been an advocate and advisor to many clubs offering suggestions about ways to retain membership, increase revenue, and keep clubs open and viable. Since this aligns with the RLBC Board's and Strategic Planning Committee's and the Orientation Committee's vision . . . we thought we'd share this article with you. It is endorsed by Bowls Canada. Here are some highlights for you to think about (along with some aphorisms by one of our members).

The main barrier facing Canadian lawn bowling clubs today is a lack of financial resources. We can plan. ***We do a lot of planning at the RLBC.*** We can promote. ***We do a lot of promoting at the RLBC.*** However, clubs will not be able to grow and develop without proper financial support. ***~ It always comes back to money, doesn't it? ~*** I became convinced of this when in 2016, I travelled around Ontario visiting lawn bowling clubs 1) to teach them how to recruit members and 2) tell them about how to get government grants. I managed to visit 25 clubs and after another year, I contacted them to see what programs they had run and what the results were. Of the 25 clubs, 5 clubs had run an actual program and all of those had some success. I then asked the other clubs what had held them back from running a program and the answer was almost always money. If your club marketing budget is \$300 ***(our budget is \$600 this year)***, you can only make progress via good luck or an incredible effort by your volunteers ***(we do have incredible volunteers at the RLBC).***

One element that clubs did not discuss but which is always present is the poor state of many of our clubs – slow greens, club houses in need of repair and poor facilities ***~ Thank goodness the RLBC is one step ahead – the inside of the clubhouse is inviting, and the grounds and greens are kept in pristine condition! ~*** Playing in a shack next to a cow pasture will not pull anyone into the game. To make our clubs attractive to new members, they must be well maintained, and it should not take a cannon to send the bowl from one end to another.

I posed this question to myself: “How much money would it take to save lawn bowling in Canada.” My answer was about 2 million dollars a year for about 10 years. ***~ Yikes – that's a lot of cash ~*** Then I laughed at the thought of sending large groups of seniors to rob banks. ***Touché*** There is an easier and less criminal way. Our clubs have three main potential sources of revenue that combined across Canada could bring in this sort of income – government grants, corporate events and membership fees.

Government Grants

Government Grants are the most efficient way to bring large amounts of money into our clubs. The most commonly applied for grant by our clubs is the federal New Horizons Grant which provides up to \$25,000 for activities to support seniors. ***~ The RLBC applies for the New Horizons Grant every year ~*** The grant has been around since the 1970s . . . [successful applicants] received grants for a new mower and verticutter, new lighting and new ditch boards. Other common targets today are new club bowls, bowling equipment, marketing materials, a club laptop, appliances and, essentially, programs aimed at recruitment. We are just now reaching out, with the help of Bowls Canada, to expand this program across Canada so that we have a national support network to assist clubs in applying for the federal New Horizons Grant.

Corporate Events ~ Did someone say . . . group bookings?

Corporate events could not help us much in this last year due to Covid-19 ***~ The RLBC managed to have a couple of group bookings in 2020.*** However, clubs across Canada have been pulling in money for years by hosting corporate outings. If you have a large event, always charge at least \$30 per person to justify your time ***~ ooo, \$30 .. the RLBC doesn't charge that much ~*** . At these levels, we are a very inexpensive alternative for businesses looking to do team building events. Compare our costs versus an afternoon of alley bowling and you can see how this works ***~ this is true! ~.***

Put corporate events on your website and/or Facebook page and reach out with some local advertising on business sites or Chamber of Commerce newsletters. ***~ This would be an excellent job for our summer student ~*** After the first 2 years, most of your business will be from word of mouth and you

will not need to advertise ~ **disagree. . . it never hurts to advertise.** This is a handy source of immediate cash that you can put toward special projects and promotion of your club in the community.

Don't consider these events to be membership recruitment. Consider them as ways to raise money to finance your marketing. **Good to know!**

Other Fundraising Ideas

Clubs have raised money in various ways. Go Fund Me campaign with help from Lawn Summer Nights during Covid-19; run a garage sale for years that brings in significant moneycollect donations from members and sell them on Kijiji. Be creative and you can usually find a way to add a few thousand to your club's income. ~ **The RLBC raises money by selling raffle tickets, 50/50 tickets, 75 Jive and Grand in the Hand. We also sell merchandise such as club shirts and bowls towels. And, of course, B Cubed! ~**

Membership Fees

This is the discussion that most of you hoped to avoid. Membership fees in Canada are far too low and are one of the main reasons why clubs are in trouble. In 1980, the average club membership fee was \$70. If you adjust for inflation using the Consumer Price Index, the average club fee should be \$210. Instead, it is \$130 to \$150. ~ **The RLBC charges \$200 for a regular member, so we are pretty much right on! And . . .There are no plans to increase membership fees for the next 3 years. ~**

The first time that I became a club president was in 1980 in Cornwall. I was 20 years old and my election did scare some of our older members. **We have some young'ns on our board, too!** That was nothing compared to how they felt after my first club speech where I told them that they were slowly going bankrupt and that there was no more reserve money to cover expenses. I told them that the membership fees would have to double from \$50 to \$100 (\$300 in today's money) and for that, they would be able to pay all of their bills on time and have the best greens in the District. We setup a meeting to go over the numbers and explain how the money would be spent. The club members bought in and agreed to the fee increase. ~ **It's all in the presentation!** ~ I was very unpopular in the spring but re-elected unanimously in the fall and our club had 13 second greens. We did not lose one single member. **Member retention – that's the focus of the Strategic Planning and Orientation Committees!**

If your club cannot cover basic expenses, you first have to look in the mirror and ask yourself if you are not undervaluing your club experience~~ **we like to use the mirror for other things.** Compare what it costs to lawn bowl vs alley bowling or curling. **I know, right?** Clubs have ludicrously undercharged for years and need to get their houses in order. We cannot charge effectively 30% less in real dollars than in 1980 and have half the number of members and still make the finances work. You can sell proper membership fees to your club members if you explain where the money will go and how it will improve the club experience.

The Lack of Money is the Root of All Evil

When you look at grant money, corporate events, membership fees and other fundraising tools, that 2 million dollars a year is reachable each and every year in Canada. We need to coordinate our efforts and teach clubs how to raise money. Better facilities, more marketing dollars and resources to reach out into the community will be what brings our sport back to health. Chase the money and your club will be rewarded. Need help? Reach out – Ralph Ellis ellis@olba.ca ~ **Karen and Doug have done an excellent job of applying for every grant that comes across their desks. Applying for grants is time consuming, and often involves a lot of leg work – getting quotes from contractors can be like pulling teeth.... But they never give up ~**

So, what are your thoughts about Ralph's take on bowls?

