



BILLIARD CONGRESS
OF AMERICA

***Our Vision:** Achieve a united, growing, prosperous and highly regarded billiard industry through BCA Leadership.*

***Our Mission:** Enhance the success of our members and promote the game of billiards.*

Annual Report 2005-2006

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BCA Staff

Rob Johnson.....	Chief Executive Officer
Diane Bryant	Accountant
Ginni Francis.....	Graphic Designer/Production Manager
Alison Hall	Executive Assistant
Tanya Holmes	Associate Director of Trade Services & Development
Carolyn Lewis.....	Director of Trade Services & Development
Linda Mojer	Director of Communications
Kathleen Simmons	Member Services Administrator

[September 30, 2006]

Executive Summary

Shifting Gears

Over the past year, the BCA has carefully navigated new territory in the business of billiards. From hosting marquee tournaments and promotional events, to high-end media and marketing programs, the BCA has worked hard to provide visibility for the sport. At the same time, it has preserved the long-standing tradition of its annual Expo to strike a balance between the historic and innovative.

This past year has also seen major change at the BCA. With my arrival in September as the organization's new CEO, my game plan has been to get up to speed on the BCA and billiards industry as quickly as possible, by meeting every member of the board of directors and many key players face-to-face. In addition to this whirlwind cross-country tour, my discovery process also will include a two-part research project polling BCA business members, and *consumers*, for some frank feedback about the industry and perceptions of the game.

With this information in hand, I will set out to develop a plan for the BCA. The basis of this plan is back to basics. I want the BCA to do a few core things very well: provide valuable business tools to our membership and identify and create strategic opportunities to promote the industry.

I may not come from a billiards background, but successful and aggressive marketing and business improvement efforts are common challenges among all sports and industries. I'm committed to figuring out what I can do for the organization and how the BCA can continue to support the industry in real and tangible ways. I want the BCA to be looked upon as the leading promoter of billiards, and I know that our membership wants and expects the same thing.

Although this Annual Report is designed to look back, my job is to look forward and I'm ready to create a plan to develop and deliver new and improved services from the BCA. Stay tuned and you will witness the transformation of the BCA into an even more responsive and more strategic organization. I wish you all the very best.

Respectfully,

A handwritten signature in black ink, appearing to read "Robert N. Johnson", with a long horizontal flourish extending to the right.

Rob Johnson
Chief Executive Officer

Marketing

Driving consumer demand!

Many BCA programs, players and Business Member companies reaped the benefits of marketing and public relations initiatives over the past year. Major industry trade shows, marquee events, internet properties, communications, marketing, sponsorship, promotional tools and a sophisticated PR program all combined to offer BCA business members an exceptional package of benefits.

Mainstreaming Billiards

The public relations firm of Alan Taylor Communications, based in New York, successfully placed billiards in national and regional print and electronic media for total impressions of just under **14 million**. BCA Business Members had their products featured in radio, broadcast, internet and print media throughout the year.

The women's EnjoyPool.com 9-Ball Championship final on ESPN drew the largest numbers in the history of the BCA broadcasts, with a .64 viewer rating. In the debut airings, the match between Jasmin Ouschan and Allison Fisher, in the 5:00 pm timeslot, reached 586,540 households. Immediately preceding it, the women's semi-final drew a .48 rating (439,241 households) - just one point shy of the previous high mark. Both finals were first aired in July, and subsequent re-broadcasts are normally scheduled until a new event is taped the following year.

The households reached by ESPN in the broadcasts of the BCA Open 9-Ball Championships by the end of the fiscal year period totaled 2,830,058 and the Ultimate Pool Party promotional 8-Ball Pro event reached another 779,522 households, for a combined total of **3.6 million** media impressions for the series.

Consumer Branding

To increase its name-recognition and drive more internet traffic to the BCA's consumer website, the broadcast properties aired on ESPN were branded as the **EnjoyPool.com 9-Ball Championships** and the **EnjoyPool.com Ultimate Pool Party**. Site statistics reflected companion spikes in web traffic reports during each of the airings.

Media Countdown

Combined media impressions for billiards in FY05-06 – both those generated by Alan Taylor Communications, and by tracking the viewing households reported by ESPN – were:

Radio	1,003,000
Broadcast.....	400,000
Internet.....	300,000
Print	12,357,595
Total ATC.....	13,955,003

+ BCA/ESPN	3,609,580
Total Combined.....	17,564,583

Communication

Day in and day out!

The BCA's commitment to keeping its membership informed about pivotal issues affecting the industry remained a priority over the past year. Ultimately, all the BCA's efforts are meant to translate into customer traffic and retail sales, through effective communications delivered using a combination of traditional public relations methods and best internet practices.

Print – In the center spread position of each bi-monthly *Billiard Retailer*, **The BCA Break** delivered expanded features and details about upcoming BCA events and programs. In addition, routine press releases, marketing pieces and promotional materials facilitated member communication and industry outreach.

Internet – Twice each month, all BCA Business Members were briefed on BCA programs through a targeted email that links to a new online edition of *BCA Member Update*. Current and past issues remain archived at the BCA's main website, BCA-Pool.com. Marquee announcements and content updates were also routine to each of the BCA website properties.

The BCA's website properties include flagships BCA-Pool.com and EnjoyPool.com, plus re-directed URLs for BCAExpo.com, BilliardEducation.com (and .org), BCASStore.com, BCAMemberStore.com and BCAMember.com (password-protected access to BCAgency marketing toolkit). Database management and online "member directory" was made public through the MemberClicks.com service.

Web Statistics

Formal tracking of website visitors reported on both the primary BCA-Pool.com and EnjoyPool.com domains. In that 12-month period, a total of 657,031 page loads were recorded, for a monthly viewing average of 54,752.

FY 05-06	Page Loads	Unique Visitors	1st Time Visitors	Returning Visitors
BCA-Pool	563,681	248,322	195,441	52,881
Average/mo	46,973	20,694	16,287	4,407
EnjoyPool	93,350	37,042	30,879	6,163
Average/mo	7,779	3,087	2,573	514
Combined Average/mo	657,031		<i>Period: 10/01/05 – 09/30/06</i>	<i>Source: StatCounter.com</i>
	54,752			

Expo!

Twice as nice ...

23rd Annual International Billiard & Home Recreation Expo

This long-running industry trade show offered an integrated marketing program, developed with a “Strike it Rich” theme for the 2006 event in Houston, Texas.

Exhibitor presence and attendee registration remains strong as retailers and room operators take full advantage of this proven and profitable buying and selling opportunity.

Back to Billiards Expo ... a preseason kickoff for everything billiards.

After scheduling a smaller, secondary show in August of 2006, the BCA created an integrated marketing plan to reach potential exhibitors and attendees that included direct mail registration pieces, reminder postcards, print ads, dedicated web pages, press releases, telemarketing, blast faxes, emails and cross-promotions.

The final day of the event featured a separate set of billiard-related festivities open to the general public, including a made-for-TV professional event which generated three hours of original airtime on ESPN. Local and regional print and radio advertising, plus giveaways, heightened awareness and drove traffic to the event.

2006 International Billiard & Home Recreation Expo – Houston, Texas George R. Brown Convention Center

Exhibiting Companies	234
Total Booths	1,272
Attending Industry Professionals	1,843
Total Attendance	4,037

Buyer Breakdown	
Billiard Retailer	1,719
Billiard Room Operator	104
Bowling Center Operator	1
Amusement Center Operator	1
Route Owner / Operator	18

2006 Back to Billiards Expo Baltimore, Maryland Baltimore Convention Center

Exhibiting Companies	108
Total Booths	283
Total Attendance	1,029

Buyer Breakdown	
Billiard Retailer	646
Billiard Room Operator	62
Bowling Center Operator	3
Amusement Center Operator	7
Non-Buyers	132
Total Registration	1,553

Membership

All about manufacturers, retailers and room operators

By re-directing its efforts to the “industry side” of the business of billiards, the BCA has been able to focus on the specific needs of its members, across all categories.

Voting members guide the organization at its highest level, through representation and shaping of policies and procedures by the Board of Directors. Associate members also govern and lead, along with retailers, room operators, affiliates, non-profits and instructor academies.

BCA Business Members	2005	2006
Voting	137	128
Associate	194	170
Retail	499	489
Room Operator	200	177
Affiliate	72	56
Non-Profit Rec Center	24	21
Instructor Academies	7	6
Total	1,133	1,047
BCA Player Members	2005	2006
Certified Instructors	261	264
Junior Billiards	575	360
Total	836	624
Grand Totals	1,969	1,671

Junior Billiards

The next generation of players, fans and consumers

The Junior Billiards Program enjoyed a successful year, highlighted by qualifiers at 50 BCA member host sites nationwide that led up to the Junior Nationals, which were held in Tucson at the University of Arizona. The qualifiers generated 137 divisions that yielded 99 finalists ranging in age from 8 to 19 years old. The finalists enthusiastically competed at the Junior National Championships for the National title.

The seven finalists that comprised of Team USA were selected among the top finishers at Junior Nationals to go on to Australia to compete in the annual WPA World Junior Championships for a chance at the World title.

The Billiard Education Foundation [BEF]

The Billiard Education Foundation scholarship program received 131 applications for review. The grand prize winner received a \$5,000.00 scholarship award, while seven others were awarded \$1,000.00 each.

At the Challenge the Stars fundraiser in Las Vegas, a total of \$10,485.00 was raised to benefit the BEF.

Twenty Academic All-Americans were recognized at the Junior National Championships for achieving a GPA of 3.5 or higher. Also, \$185.00 was raised from the sale of raffle tickets at the Junior Nationals.

Board of Directors/Committees

Creating industry growth and unity

The BCA Board of Directors represents a broad cross-section of the industry, from manufacturers to room operators, and is charged with setting the direction and focus of the organization year to year. In annual planning meetings, the group decides how best to allocate budget and staff resources over each new fiscal period.

BCA Board of Directors 2005/2006

Gregg Hovey, President	(Voting)	Olhausen Billiard Mfg., Inc.
Mike Baggett, 1st Vice President	(Voting)	Cue & Case Sales
Ivan Lee, 2nd Vice President	(Voting)	Iwan Simonis, Inc.
Pat Conners, Treasurer	(Voting)	AMF Billiards
Reneé Poehlman, Secretary	(Voting)	American Poolplayers Association
Nick Alexander	(Room Operator)	Clicks Billiards
Jeri Brown	(Retail)	American Games
Sean Cummings	(Voting)	Brunswick Billiards
Dan Dishaw*	(Voting)	American Cuemakers Association
Clay Etheridge*	(Voting)	Showcase Billiards
Kathy Etheridge	(Voting)	Showcase Billiards
Mark Griffin	(Voting)	BCA Pool League
Barry Hart	(Voting)	Viking Cue Mfg., Inc.
Jim McDermott	(Room Operator)	Magoo's Billiards
John Nusser*	(Voting)	J-S Sales Co., Inc.
Bob Radford	(Voting)	Antique Billiard Supply
Kathy Vegh	(Retail)	Danny Vegh's Billiards & Home
Eric Weber	(Voting)	CueStix International, Inc.

**terms ended in 2006, or retired*

BCA Committees

Executive

Audit

Long Range Planning

Promotions

Trade Show / Services

Trade Show Subcommittees (Seminar & Fall Show)

Membership / Nominating

Hall of Fame

Instructor

Bylaws

Certification / Specification

Committee membership is open to any person in the business of billiards who is interested in moving the BCA and industry forward. View committee membership rosters at BCA-Pool.com, under the “about us” tab.

Financial Report

Creating organization value and growth

Fiscal year 2005-2006 marked another sound financial year for the BCA. With over three million dollars in assets on its books, the BCA is able to fund important programs and initiatives that are stable over the long term.

On September 30, 2006, total Assets were 3,564,144. Liabilities were 263,990 and included 103,224 in deferred revenue. Net assets have increased by \$155,307 (5%) since last September 30 and were \$3,300,154 on September 30, 2006.

The September 2006 Statement of Financial Activities reports total Operating Revenue of \$2,630,941 and Operating Expenses of \$2,475,634 for a September 30 Net Operating Profit of \$155,307.

The April International Billiards & Home Recreation Expo revenue ended with a net profit of \$1,163,322; the August Back to Billiards Expo ended with a net profit of \$10,940.

The professional events hosted by the BCA each reported losses. The August promotional “Ballbusters” event showed a net loss of \$245,915 and the EnjoyPool.com 9-Ball tournament also showed a net loss of \$112,921.

The year ended with a net profit of \$155,305, compared to a projected net budget loss of \$4,412 for the year, and the second trade show and August pro event have been eliminated for 2006-07.

In all, the financial performance of the BCA during the period demonstrates fiscal strength and stability, along with the promise of a successful follow-up in 2006-2007.

The 2005-2006 Audited Financial Reports are appended and [available online](#).