Sponsors Win Big in Vegas

**EnjoyPool.com 9-Ball Championships**

In its first year as the renamed EnjoyPool.com 9-Ball Championships, the BCA’s marquee professional event commanded attention for players and sponsors alike. The ESPN production was taped for delayed airing in July, where it once again offered a high-visibility platform for BCA supporters.

Leading up to the televised semi- and final rounds, sponsors enjoyed brand exposure for their official product lines in the larger arena setting. Once the main events began, marketing escalated with rotating ad banners along the perimeter of the show table. Each of the official event sponsors were featured in a series of timed placements that guaranteed that their brand backdrop would be seen by millions of ESPN viewers.

Like the EnjoyPool.com banners shown in the photo below, each of the official product sponsors were featured in position throughout the taped semis and finals.

“This device has been very successful for the BCA, and its sponsors,” stated Marketing Director Amy Long, “The brands are clearly displayed for the television audience, and we like what it adds to the production value.”

Fond Farewell!

**Ducoff & Long sign off in August**

The August Back to Billiards Expo in Baltimore will mark the final, official appearances for both BCA Executive Director Stephen D. Ducoff (who is retiring) and former Marketing Director Amy Long (who is helping out, one last time).

As announced earlier in the year, Ducoff will retire from the BCA at the end of August. Long was tapped to become the Marketing Director for the Colorado Springs Convention and Visitors Bureau in June, but agreed to assist the BCA in a part-time capacity through the summer transition period.

During special events in Baltimore, both BCA veterans will have one last chance to say goodbye to the billiard community. They’ll both be sorely missed!
The Billiard Education Foundation (BEF) reported that the stars were out and shining brightly at its annual *Challenge the Stars* event, held May 16 at the Riviera Hotel & Casino in Vegas. Top billiard pros took challenges from highly-skilled and admiring fans who made donations to the BEF Scholarship Fund in exchange for the chance to test their mettle against the world's greatest players.

Participating pros were Karen Corr, Tony Crosby, Max Eberle, Allison Fisher, Thorsten Hohmann, Julie Kelly, Jeanette Lee, Tony Robles, Laura Smith, Marco Tschudi, Bob Weimar, Vicki Paski and BCA Hall of Fame members Loree Jon Jones, Ewa Mataya Laurance, and Robin Dodson.

The pros donate their time during the BCA-hosted EnjoyPool.com 9-Ball Championships, and a long list of BCA-member companies donated product and services for the silent auction, including: Adam Cue Company, Perfect Shaft, Cue-Tech Pool School, Tiger Products, Smithlin Custom Cues, Viking Cues, Competition Sports, Lou Sardo Products, Go Billiards, Connoisseur of Custom Cues, Jerry Olivier Custom Cues, RT9 Designs, Castillo Leather Goods, Schuler Cue, Stealth, Predator Products, PoolDawg.com, Hard Times Billiard Supply, Randy Goettlicher and the Billiard Congress of America.

The BEF was assisted by the following volunteers and BCA Pool League referees who also donated their time to make the event such a success: Randy Goettlicher, Claude Gragg, Tom Riccobene, Shanna and John Lewis, Robyn Maloy, Tommy Ray, Jerry Johnson, Paul Hargrave, Aric Beckwith, Scott Hutchinson, Bethany Sutphin, Yale Downs, Genaro Vasquez, Kristie Womack, CC Strain, Buddy Harper, Mike Cox, John Leyman, Larry Ward, Lance Kepler, Avvilla Fisher, Wendy Kennedy and Hal Sparrow.

Entertainment and trick shots were provided by Okinawa Slim.

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hosted by Billiard Congress of America
Lifestyle Promotions in the Works

Pool is more than a game...more than a sport...it’s a lifestyle! Families want to spend more quality time together. They want to enhance the look and enjoyment of their home. They want to Enjoy Pool! Earlier in the spring, BCA members were offered a chance to reach over 100 million potential customers with exciting new multi-media promotions.

The first was a “Living in Style” episode that will focus on communicating the many benefits of having a pool table in the home (as well as all the necessary accessories for a great home recreation room!). Each of the half-hour shows in this 13-part series will air a minimum of 20 times, with a combined reach of more than 70 million households on affiliates of ABC, CBS, NBC, Fox and targeted national cable networks.

Following the “Family Solutions” episode, an 8-second billboard will invite viewers to visit www.enjoypool.com to easily connect to each of the sponsors’ websites and locate a BCA Member retailer in their area. Exclusive to the participating sponsors, the segment will feature a pool table, cue, cloth, lighting, rack, balls, chalk, décor, jukebox, magazine, amateur league, bar/barstools and a game/poker table. The taped segment is scheduled to air from August 23 - September 20.

The second promo was the “BallBusters” event in Baltimore, a made-for-TV “pool party” featuring 12 top finishers from past BCA pro events, competing in a three-person team, single-elimination 8-Ball format.

Co-hosted by Mitch and Ewa Laurance, the show will highlight pool on a set designed to replicate a well-appointed home recreation room. Three original hours are guaranteed on ESPN, beginning in October 2006 and running indefinitely.

A flyer promoting the Ballbuster’s event was distributed to Baltimore room owners and retailers, as well as being emailed to thousands of league players in that region.