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FOR IMMEDIATE RELEASE

Billiard Congress of America Consolidates Operations

BROOMFIELD, COLO. – AUGUST 24, 2009 – THE BILLIARD CONGRESS OF AMERICA (BCA) TODAY ANNOUNCED IT WILL CONSOLIDATE ALL BUSINESS OPERATIONS AT ITS HEADQUARTERS IN BROOMFIELD, COLORADO. THE MOVE COMES AS THE ASSOCIATION CONTINUES TO LOOK AT WAYS TO IMPROVE ITS OPERATING EFFICIENCIES IN THIS CHALLENGING ECONOMY.

PRIOR TO THIS CONSOLIDATION, THE BCA OUTSOURCED ITS MEMBERSHIP, MARKETING, FINANCIAL, IT AND ADMINISTRATIVE SERVICES TO MEETING EXPECTATIONS, AN ATLANTA-BASED STRATEGIC ASSOCIATION MANAGEMENT CONSULTING FIRM.

“MEETING EXPECTATIONS HAS BEEN A GREAT PARTNER DURING THE TRANSITION OF OUR HEADQUARTERS IN COLORADO SPRINGS TO BROOMFIELD,” SAID BCA CEO ROB JOHNSON. “THEY HAVE PLAYED A SIGNIFICANT ROLE AS WE HAVE REVAMPED OUR OPERATIONS AND MANAGEMENT SYSTEMS AND DEALT WITH A VERY DIFFICULT ECONOMY. THEY HAVE HELPED US PUT A PLATFORM IN PLACE FOR OPERATING OUR ASSOCIATION AS EFFICIENTLY AND EFFECTIVELY AS POSSIBLE, AND IT WILL PAY DIVIDENDS FOR THE BCA FAR INTO THE FUTURE.”

THE BCA HAS HIRED TWO NEW EMPLOYEES TO REPLACE THE SERVICES PROVIDED BY MEETING EXPECTATIONS: SHANE TYREE AND CINDY GILTNER. BOTH LEND STRONG PROFESSIONAL BACKGROUNDS AND EXPERIENCE TO THEIR RESPECTIVE POSITIONS.

SHANE TYREE IS THE BCA’S NEW MEMBERSHIP AND COMMUNICATIONS MANAGER. SHANE HAS A BACHELOR’S DEGREE IN ANTHROPOLOGY AND A MASTER’S DEGREE IN MASS COMMUNICATION FROM TEXAS STATE UNIVERSITY. HIS PROFESSIONAL EXPERIENCE IS PRIMARILY WITHIN SALES AND MARKETING FOR NEWSPAPERS AND MAGAZINES, WITH HIS MOST RECENT POSITION BEING THE MARKETING AND SALES MANAGER FOR A COLORADO REGIONAL

MAGAZINE. SHANE'S STRENGTHS INCLUDE MATCHING CUSTOMERS WITH SOLUTIONS, CREATIVE MARKETING IDEAS AND DYNAMIC WRITING SKILLS. HIS EXPERIENCE WITHIN THE DIGITAL MARKETING ARENA WILL ALSO OFFER THE BCA NEW AND EXCITING VENUES FOR EXPANSION.

CINDY GILTNER IS THE NEW STAFF ACCOUNTANT. CINDY HOLDS A MASTER'S DEGREE IN FINANCE FROM COLORADO STATE UNIVERSITY AND WAS MOST RECENTLY THE BUSINESS MANAGER FOR THE NATIONAL BUSINESS OFFICERS ASSOCIATION, A NON-PROFIT ASSOCIATION BASED IN BOULDER. SHE'S ALSO SERVED AS THE TREASURY AND RISK MANAGER FOR SANTA CLARA UNIVERSITY.

ALL BCA RELATED ISSUES WILL NOW USE THE FOLLOWING CONTACT INFORMATION:

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About Billiard Congress of America

FOUNDED IN 1948, THE BILLIARD CONGRESS OF AMERICA IS A NON-PROFIT TRADE ORGANIZATION DEDICATED TO GROWING A UNITED, PROSPEROUS AND HIGHLY REGARDED BILLIARD INDUSTRY THROUGH BCA LEADERSHIP. THE BCA SEEKS TO ENHANCE THE SUCCESS OF ITS MEMBERS AND PROMOTE THE GAME OF BILLIARDS THROUGH EDUCATION, MARKETING AND PROMOTIONAL EFFORTS, AN ANNUAL INDUSTRY TRADE SHOW, TOURNAMENTS AND OTHER PROGRAMS DESIGNED TO ENCOURAGE BILLIARDS AS A LIFESTYLE AND MAKE POOL EVERYBODY'S GAMES. FOR MORE INFORMATION, PLEASE VISIT WWW.BCA-POOL.COM OR CALL 303.243.5070.



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