

*Our mission is to provide  
exceptional value to our members  
by promoting and growing  
cue sports worldwide.*



BILLIARD CONGRESS  
OF AMERICA

## ANNUAL REPORT 2003-2004

BILLIARD CONGRESS OF AMERICA  
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### BCA Staff

Stephen D. Ducoff.....	Executive Director
Carrie Benson.....	Associate Director of Junior Events
Ginni Francis.....	Graphic Designer/Production Manager
Eileen Johnston.....	Director of Finance
Carolyn Lewis.....	Director of Trade Services & Development
Amy Long.....	Director of Marketing
Linda Mojer.....	Communications Director
Kathleen Simmons.....	Member Services Administrator
Gabriele Stephenson.....	Director of Executive & Member Services

## EXECUTIVE DIRECTOR'S MESSAGE

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The Billiard Congress of America (BCA) continues to promote the growth of the billiard industry, support BCA business members and develop programs to make pool everybody's game. Despite many changes, fiscal year 2003 (October 1, 2003 – September 30, 2004) proved to be another successful year for the BCA.

### **Trade Expo**

The International Billiard & Home Recreation Expo showcases a broad range of products and services. Furniture, home décor, sport memorabilia, spas, food preparation and business services have become important categories to retailers and room operators as they search for ways to expand their product offering and customer base. In 2004, the BCA tested April as the Expo's time frame with strong exhibitor and attendee participation.

### **League & Player Programs**

The 2004 BCA National 8-Ball Championships broke all records in terms of participation and prize money. To allow the BCA to focus more closely on business issues, the BCA sold its league system and the 8-Ball National Championships. The new organization -- BCA Pool Leagues -- relocated to Las Vegas to better serve the league operators and players.

The BCA Open 9-Ball Championships ran concurrent to the National 8-Ball Championships, hosting the top-64 men and top-64 women professionals, who competed for \$160,000 in prize money. Total prize money for the two events exceeded \$1,000,000. The televised matches have received over 50 hours of airtime to date on ESPN and ESPN2. The professional 9-Ball event remains under the management of the BCA.

### **BCA Instructor Program**

The BCA Instructor Program launched its Continuing Education Certification training program, drawing 44 attendees. All BCA Instructors are required to complete the course once every three years in order to retain their active status and ensure the highest quality of instruction available to the public. The Instructor Program also introduced the *BCA Instructor Training/Teaching Aid Seal of Approval*, which has been awarded to two instructional products that meet the quality and instructional standards set by the BCA.

### **Membership**

The BCA membership roster remained stable in the Voting and Associate categories. An increase in the Retail category outpaced a slight decrease in the Room Operator category. League membership concluded at an all-time high, with over 63,600 players.

### **Junior Billiards & Billiard Education Foundation**

A new "Junior Billiards" program was initiated to bring the various Junior services under one umbrella and to enhance the qualifying procedures leading to the annual Junior National 9-Ball Championships. Over the past three years, the Junior National event has been held on a college campus, at the University of Northern Illinois in 2002, the University of Michigan at Ann Arbor in 2003 and at the University of Arizona in 2004.

### **Billiard Education Foundation [BEF]**

A new generation of billiard fans, players and consumers is being developed through a

variety of programs, with curriculum guides developed for intermediate, high school and collegiate physical education classes. The BEF scholarship program for high school seniors who meet academic and writing standards proved very successful with over 200 applicants and \$14,500 awarded to high school seniors. The BEF also created the Academic All-American Awards, which recognize student-athletes during the Junior National event for academic achievement.

### **Marketing & Business Development**

Media coverage for the sport remains strong, with renewed ESPN contracts to air four matches from the 2004 BCA Open 9-Ball Championships, which has aired over 50 hours to date and drawn very good ratings. The BCA initiated testing of co-operative media programs to aid room owners and hired a New York PR firm, Alan Taylor Communications, to promote billiards to the general public.

To facilitate the marketing success of BCA Business Members, the online version of the *Billiard Creative Agency* was supplemented with two additional resources: the Design Rack and Image Pool CDs. These members-only tools provide advertising templates and high-resolution, professional photographic images of people enjoying billiards.

The BCA enhanced its website with an online Membership Directory and calendar, plus added graphic elements and new content. The twice-monthly *BCA Member Update* e-newsletter debuted to fulfill the promise of better communication with members.

### **Hall of Fame**

The 2004 BCA Hall of Fame Induction Ceremony was held on April 1, 2004, at the Las Vegas Hilton Hotel. Inducted were Ewa Mataya Laurance (Greatest Players category) and George Balabushka (posthumously, Meritorious Service). The new format and date allowed approximately 500 people to attend the ceremony, which was emceed by Jerry Orbach of NBC's *Law and Order*.

### **Board of Directors & Committees**

John Stransky (President of Brunswick Billiards) was elected as President of the BCA Board of Directors, following a two-year term of board veteran Skip Nemecek. The BCA Board of Directors met on four occasions throughout the year to discuss a variety of issues pertinent to BCA Business Members and the industry.

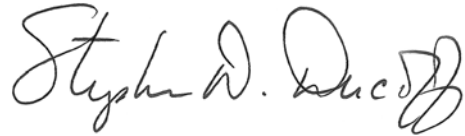
Board officers in the fiscal year included John Stransky, President; Fred Cohen, First Vice-President; Michael Brownstein, Second Vice-President; Roger Blank, Secretary; and Mike Baggett, Treasurer.

### **Financial Performance**

Audited financial reports for the fiscal year 2003-2004 are appended for separate review and I am pleased to highlight the fact that the BCA once again received a clean and error-free audit— plus achieved its financial goals and projections.

On behalf of the BCA staff and Board of Directors, I thank you for your continued support of our organization, the industry and the great sport of billiards. We look forward to another exciting and productive year.

Yours for better billiards,

A handwritten signature in black ink that reads "Stephen D. Ducoff". The signature is written in a cursive, flowing style.

Stephen D. Ducoff  
Executive Director

## MEMBERSHIP SUMMARY

<b>Business Members</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>
Voting	113	128	121	114	128	140	140
Associate	185	183	150	162	170	196	180
Retail	173	397	351	374	420	475	512
Proprietor	517	472	302	289	259	249	229
Non-Profit Rec Center	30	36	28	62	54	56	23
Affiliate	45	32	38	32	32	72	81
Instructor Academies							9
[Eliminated categories]*	[43]	[61]	[29]	[21]	[30]	--	--
<b>Total</b>	<b>1,106</b>	<b>1,309</b>	<b>1,019</b>	<b>1,054</b>	<b>1,093</b>	<b>1,188</b>	<b>1,174</b>
<b>Player Members</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>
League Members [05/31]	41,040	44,000	47,000	50,224	55,231	59,185	63,646
Sanctioned Players	3,099	3,500	1,481	1,575	1,073	1,103	1,079
BCA Instructors	261	360	242	256	254	236	264
Certified Refs/Coaches				149	191	265	**
Junior Billiards						260	419
<b>Total</b>	<b>44,400</b>	<b>47,860</b>	<b>48,723</b>	<b>52,204</b>	<b>56,749</b>	<b>61,049</b>	<b>65,408</b>
<b>Grand Totals</b>	<b>45,506</b>	<b>49,169</b>	<b>49,742</b>	<b>53,258</b>	<b>57,842</b>	<b>62,237</b>	<b>66,582</b>
<b>Increase/Decrease</b>	--	<b>+3,663</b>	<b>+ 573</b>	<b>+3,516</b>	<b>+4,584</b>	<b>+4,395</b>	<b>+4,343</b>
<b>Percentage increase</b>	--	<b>^8.05%</b>	<b>^1.15%</b>	<b>^7.07%</b>	<b>^8.61%</b>	<b>^7.6%</b>	<b>^6.98%</b>

\* Totals prior to 2004 contain counts and categories that have since been combined with existing, or eliminated (i.e. Amusement Center Operators, Prof/Trade Associations, Patrons).

\*\* Category included with league members; eliminated with league sale.

## DIVISION OVERVIEW: EXPO

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### 2004 International Billiard & Home Recreation Expo

- **Exhibitors** – 275 exhibitors (off 7%) rented 1,286 booths (up 1%).
- **Attendees** – There were 6,002 attendees at the 2004 Expo (up 1%).
- **Seminars** were well attended, with 86 pre-registrations and 29 signing up on-site for individual seminars, and an average of 50 attendees at each session.

### 2005 Expo Preparations

- **Exhibitors** – Through 09/30/04, 142 contracts received (up 22%)
- **Booths** – 874 booths sold (up 2%)
- **Attendees** – 131 registered, (off 66%)
- **Seminars** – David Brenner secured as keynote speaker

### 2006 Expo Site Selection

- Contracted with the George R. Brown Convention Center (Houston, Texas) for April 6-8, 2006.
- Contracts signed with Hilton Americas and Hyatt hotels.

## DIVISION OVERVIEW: PLAYERS

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### League & Player Programs

- League season results (2003/2004) – 63,646 players (up 7.5%) - \$619,824.50 league sanction income (up 7.5%) – 535 sanctioned leagues (up 8.7%).
- BCA League System sold to Mr. Mark Griffin on June 8, 2004.
- The BCA Pool League staff completed its training July 22, 2004 in Colorado Springs and relocated their office to Henderson, Nevada.
- The transition of the BCA national league program to Mark Griffin and BCA Pool League was completed August 31, 2004.

### BCA National 8-Ball Championships

- The 2004 BCA National 8-Ball Championships produced a record number of participants (9,010 vs. 8,056 in 2003) and awarded a record \$825,500 in prize money.
- Total Singles entries – 3,380 (up 10.6%).
- Total Scotch Doubles entries – 621 (up 3.2%).
- Total Team entries – 1,184 (up 11.8%).
- 75 Marketplace booths were sold representing 50 companies; total revenue from booth sales and ads – \$89,348.

### Coaches & Referees

- As of 9/30/04, there were 15 BCA Coaches.
- During 2003/2004, 32 referees joined the BCA Referee Program.
- The Referee Program was included in the BCA Pool League sale.

## DIVISION OVERVIEW: MEMBERSHIP

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### BCA Business Member Roster Status

Member Type	Sept. 30, 2004	Sept. 30, 2003	Change
Voting	140	140	0%
Associate	180	196	- 8%
Retail	512	475	+8%
Room Operator	229	249	- 8%
Affiliate	81	72	+13%
Non-Profit Recreation Center	23	56	- 59%
Total	1165	1188	- 2%

- Forty-five new members joined during the 2004 Expo: 9 Affiliate, 1 Non-Profit Recreation Center, 1 Associate, 29 Retail and 5 Room Operators.
- Invoices were pro-rated to change all Business Member renewal dates to a calendar year.
- Membership directory produced and mailed to all members.
- MemberClicks system (online membership directory) used in regular communications with BCA Business Members; all members continue to access and update online membership profiles.
- Members were mailed a fax consent form to complete and return to bring the BCA into compliance with Colorado laws and upcoming federal laws regarding fax solicitations.

### BCA Instructor Roster Status

Member Type	Sept. 30, 2004	Sept. 30, 2003	Change
Active	157	132	+19%
Reserve	107	104	- 3%
Total	264	236	+12%

- Forty-four BCA Instructors attended the first annual BCA Instructor Continuing Education Seminar held at the International Billiard & Home Recreation Expo in April 2004.
- The BCA Instructor Committee approved two applications (Todd Leveck's book *Aiming on the Cutting Edge* and the *Billiards Workbook* by Diane Elaine Sorrentino, Ph.D) for the BCA Instructor Academy Training/Teaching Aid Seal of Approval.

## DIVISION OVERVIEW: JUNIORS

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### Junior Billiards & Billiard Education Foundation

- Initiated a new program "Junior Billiards"
- Expanded the Junior Nationals qualifying procedures to include players from all league systems.
- The 2004 Junior Qualifiers took place April 1 through June 13; with over 21 states taking part in hosting a qualifier, surpassing previous year's involvement.
- Emmanuel Lewis (80's child star on "Webster") and his foundation, "Future Begins Now, Inc.", joined the list of Junior National Qualifier host sites and ran two days of events with Johnny Archer as the tournament director.

- The Boys & Girls Clubs of the Pikes Peak Region funded and sent 10 players to the Junior Nationals
- Junior Team: The 2003 WPA Junior World Championships took place in Willingen, Germany, November 19-22, 2003. Seven BCA Junior National Champions represented the United States. Justin Bergman, current 18 & Under National Champion, earned 5<sup>th</sup> place.

### Junior Billiards Roster Status

Member Type	Sept. 30, 2004	Sept. 30, 2003	Change
Junior Player Member	419	260	+ 61%
Junior League Member	237	0*	

\*all memberships expire on 09/30

### Junior National 9-Ball Championships

- The BCA Junior National 9-Ball Championships were hosted at the University of Arizona, in Tucson, July 21-24, 2004; Guest Speaker at the Opening Ceremony was Tiffany Nelson, former Junior National competitor and currently on the WPBA tour.
- Sponsors included: Connelly Billiards, the Exclusive Event Sponsor; Brunswick, the Official Ball Sponsor; McDermott Cues, the Official Cue Sponsor; and Simonis, the Official Cloth Sponsor. The Official Magazine Sponsors included: *Billiards Digest*, *Inside Pool* and *Pool and Billiard Magazine*. Pepsi was a sponsor, providing beverages and a duffel bag for each player. The local Marriott hotel served as the lodging sponsor and hosted the Player Registration and Opening Ceremony.

### Billiard Education Foundation

- The BEF Trustees held their annual meeting in Las Vegas on December 3, 2003.
- The BEF produced its first *Billiards: A Lifetime Sport* curriculum guide, targeted for use as a teaching aide for physical education teachers and billiard instructors.
- The Challenge the Stars event was held during the BCA National 8-Ball Championships on May 18, 2004.
- The event received tremendous support from professional players, referees and many volunteers.
- The Billiard Education Committee (BEC) held their annual meeting in Sacramento on June 10-11, 2004.
- The 2004 BEF Scholarship Program brought in over 275 high school senior applicants.
- The applicant pool was narrowed down based on stated criteria and then reviewed by the BEF Trustees to award \$14,500 to seven students.
- 2005 Scholarship applications were posted to website and advertised on scholarship websites.
- Students and educators may now access the BEF website at [www.billiardeducation.org](http://www.billiardeducation.org) or [www.billiardeducation.com](http://www.billiardeducation.com).



## DIVISION OVERVIEW: MARKETING

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### Public Relations Firm

- Alan Taylor Communications (ATC) of New York, NY was contracted to promote billiards and BCA members through public relations initiatives.
- Media outreach resulted in two photo/caption placements in the *New York Daily News* and *New York Post*.
- BCA Member outreach resulted in submission of 10-12 products to highlight in print and televised holiday gift guides.
- “Gizm Girl” segment on Cold Pizza (morning show on ESPN2) scheduled for October 20, 2004 to promote National Billiard Month.

### Cable TV Advertising Co-Op Test

- Greg Hunt of Amsterdam Billiard Club has coordinated nine New York billiard rooms (BCA Members) to participate in the production and placement of 30-second commercial spot to advertise “Free Pool” to New York metropolitan area.
- Commercial will drive viewers to website for locations and specific offers.
- BCA will match funds (to a pre-determined limit) for ad placement.
- Commercial spot available for other production uses.

### Hall of Fame

- The 2004 BCA Hall of Fame Induction Ceremony was held on April 1, 2004 at the Las Vegas Hilton Hotel. This year, Ewa Mataya Laurance (Player Category) and George Balabushka (posthumously, Meritorious Service Category) were inducted.
- 500 people attended the ceremony, which was emceed by Stephen D. Ducoff, BCA Executive Director and Jerry Orbach of NBC’s *Law and Order*.

### BCA Member Update

- Business members, board/committee members and billiard media contacts receive personalized, twice-monthly invitations to view *BCA Member Update*, which may be accessed online.
- *BCA Member Update* features short articles on BCA events, projects and programs, which are supplemented with links to areas of the BCA website or other websites.

### BCA-Pool.com

- The design and layout of various pages of the BCA website has been updated to include more graphics and photographs and to streamline navigation; major content additions and revisions to all areas has been initiated and continues.
- Secured domain name of [www.enjoypool.com](http://www.enjoypool.com), which will eventually be the consumer-focused site that is promoted to the general public.
- Searchable membership directory added to website.
- Comments form added to website; along with Google search function.
- Affiliate program established with Amazon.com with links to billiard books and videos.

### Broadcast | BCA Open 9-Ball Championships

- As of September 30, 2004, the 2004 matches have aired over 50 hours on ESPN and ESPN2.

- ESPN reports strong ratings - .29 average for BCA matches vs. .20 average for other taped sporting events.
- Sponsorship bid packets for 2005 event mailed to BCA Voting and Associate Members.
- Qualifier Host Site bid packets for eight qualifiers mailed to BCA Room Operator Members.

### Media Services

- Developed online press room for releases, photo galleries, supplemental promotional material.
- Issued press releases on all BCA news and events.

### Marketing Collateral

- A variety of print material was designed and produced throughout the year, including: Annual Membership Directory, rulebook, Expo directory and letterhead, certificates, flow charts, souvenir items, report covers, invoices, *BCA Break* (insert to *Billiard Digest*), membership cards, decals, product catalog, order form, venue & Official Sponsorship packets, entry forms, newsletters, rotating arena banners.
- Promotional/merchandising: *How to Play Pool Right* video converted to DVD.
- Footage from Expo and Hall of Fame induction ceremony edited into short “infomercials” for inclusion into televised BCA Open 9-Ball match broadcasts.

## DIVISION OVERVIEW: BOARD

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### Board of Directors & Committees

- **Board of Directors Meeting #1:** was held on Thursday, December 4, 2003, preceded by an Executive Committee meeting on Wednesday, December 2, 2003 at the Paris Hotel in Las Vegas, Nevada.
- **Board of Directors Meeting #2:** was held on Friday, February 27, 2004, preceded by an Executive Committee meeting on Thursday, February 26, 2004 at the Embassy Suites Resort in Scottsdale, Arizona, in conjunction with the Long Range Planning retreat.
- **Board of Directors meeting #3:** was held in conjunction with the BCA International Billiard & Home Recreation Expo on Sunday, April 4, 2004 in Las Vegas, Nevada. The BCA Officers for 2004-2005 were elected on March 31, 2004, immediately following the General Membership Meeting at the Las Vegas Convention Center. There was no Executive Committee held in April 2004.
- Wednesday, March 31, 2004, prior to the General Membership meeting at the Las Vegas Convention Center.

Elected were the following BCA Officers:

President – John Stransky, Brunswick Billiards

First Vice President – Fred Cohen, D&R Industries/Championship Billiard Fabric

Second Vice President – Michael Brownstein, Recreation World

Treasurer – Mike Baggett, Cue & Case Sales

Secretary – Roger Blank, Connelly Billiards

Elected to the BCA Board of Directors were:

Ron Blatt, Blatt Billiards – retail representative

Pat Conners, AMF Billiards – voting representative

Barry Hart, Viking Cue Mfg. – voting representative  
Gregg Hovey, Olhausen Billiard Mfg. – voting representative  
Reneé Poehlman, American Poolplayers Assn. – voting representative

Continuing board members (in addition to the above-mentioned Officers) are:

Dan Dishaw, American Cuemakers Assn. – associate representative  
Clay Etheridge, Showcase Billiards – voting representative  
Mark Griffin, Gaslamp Billiard Palace – room operator representative  
Greg Hunt, Amsterdam Billiard Club – room operator representative  
John Nusser, J-S Sales Co. – voting representative  
Bob Radford, Antique Billiard Supply – voting representative

- **Board of Directors Meeting #4:** was held on July 14 in Reno, NV, and was hosted by the Reno-Sparks Convention and Visitors Authority in conjunction with the Silver Legacy Hotel & Casino.
- Discussions included the 2004-2005 BCA Budget, future locations and dates for the annual International Billiard & Home Recreation Expo and the selection of a public relations firm.

## **Additional Committee Activity**

### Bylaws Committee

- The Bylaws Committee met in August 2004 to discuss revisions to the current Bylaws last approved by the General Membership on March 31, 2004.
- Bylaws revisions will be conducted after the committee receives direction from the Long Range Planning Committee.

### Long-Range Planning Committee

- The Long Range Planning Retreat was held in February 2004 in Phoenix, Arizona.
- The committee held a conference call on September 27, 2004.
- The committee is in the process of scheduling the 2005 Long Range Planning Retreat and will address fundamental issues pertaining to the vision, mission and goals of the BCA, including all issues that affect updates to the BCA Bylaws.

### Certification & Specification Committee

- The committee held its first meeting on August 10, 2004.
- The committee will review the current specifications (developed in 1996/1997) and develop updated certification and specification processes, modeled after the certification process of the bowling industry.

### Market Research Committee

- The committee was established to review, consider and implement surveys in different areas.

### Promotions Committee

- Oversight of all activities and progress of our PR firm, Alan Taylor Communications.
- Oversight of cable TV advertising co-op test by New York City room operators.
- Oversight of Celebrity Billiards Show.

### Membership/Nominations Committee

- Recruited candidates for the 2004 BCA Board of Directors Ballot.
- Oversight of membership recruiting and retention programs.

- Established January 1 as the anniversary date of all BCA Business Memberships.

## **DIVISION OVERVIEW: FINANCIAL**

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### **Finance Summary: year ended September 30, 2004**

- Fiscal year 2003 – 2004 was another excellent year for BCA.
- On September 30, 2004 – Total Assets were \$3,313,716. Liabilities were \$259,580 and included \$173,256 in deferred revenue. Net assets have increased by \$781,298 (34%) since last September 30 and were \$3,054,136 on September 30, 2004.
- The September 2004 Statement of Financial Activities reports total operating revenue of \$3,815,584 and operating expenses of \$3,287,152 for a September 30 net operating profit of \$528,432. After some adjustments, the total change to net assets for the twelve months ending September 30, 2002 is \$781,298.
- Expo revenue exceeded the budget by \$46,233, ending with a net profit of \$906,509. Membership revenue was down from last year due to the Expo date change and the change in the membership year to a calendar year. Revenue from league-related activities and events were up slightly this year, even though the BCA only managed the leagues for a portion (60%) of the budget year. Over all, operating expenses were strictly controlled, and held to 90% of budget.
- The 2003 – 2004 Audited Financial Reports follow on the next page.

**Board of Directors & Committee Directories**  
**Audited Financial Statements: 2003-2004**  
**Notes to Financial Statements**