



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 2004-2005

Table of Contents

Executive Summary	A brief overview of fiscal year 2004-2005	2
Marketing.....	Creating a brand identity	3
Communication.....	Creating billiard buzz, community and purpose	4
Expo! Expo!	Creating marketplace, networking and educational opportunities	5
Membership	Creating value for manufacturers, retailers and room operators	6
Juniors.....	Creating a new generation of players, fans and consumers	6
Board of Directors & Committees	Creating industry growth and unity	7
Financial Report.....	Creating organization value and stability	8
Audited Financial Statements	Appendix	

BCA Staff

Stephen D. Ducoff	Executive Director
Diane Bryant	Bookkeeper
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
Amy Long	Director of Marketing
Linda Mojer	Director of Communications
Kathleen Simmons.....	Member Services Administrator

[at publication date – March 2006]

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Executive Summary

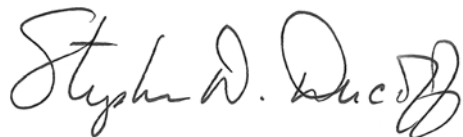
A brief overview of the Fiscal Year

With a new mission statement and a new focus, the Billiard Congress of America smoothly transitioned into an even more pivotal leadership role for the industry over the past fiscal year.

Based on solid financials and sound planning, the BCA has carefully managed change while navigating new territory in the business of billiards. From hosting marquee tournaments and promotional events, to the media and marketing successes of its high-powered public relations firm, the BCA has set the bar for visibility on behalf of the sport. From preparing for a silver-anniversary 25th annual Expo, to developing and adding an inaugural trade show to its lineup, the BCA has struck a balance between the traditional and innovative.

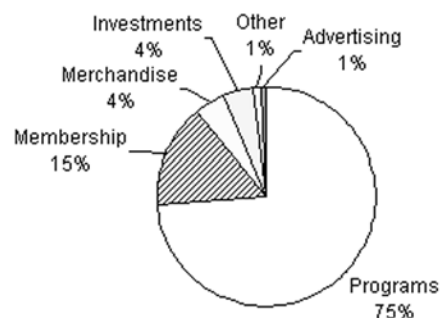
Membership programs continue to flourish across the board, the value and response to sponsorship opportunities is on the rise, and outreach to the industry is at an all-time high. Junior Billiards participation is strong, the Billiard Education Foundation offers robust programs to develop and support young cueists, and competitive events are well populated with new talent as well as veteran professionals.

In all, it was another standout year for the BCA as it continues its transition toward becoming the finest trade organization to represent any sport.



Stephen D. Ducoff
Executive Director

Revenue Sources



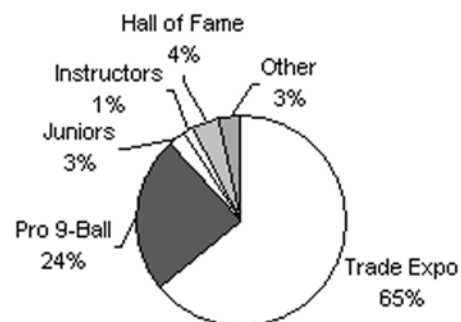
Uses of Funds



Program Revenue



Program Expenses



Marketing

Creating a brand identity

Uniting under the banner tagline of *pool. everybody's game.*[™] many BCA programs, players and Business Member companies have reaped the benefits of marketing and PR initiatives. Major industry trade shows, marquee events, internet properties, communications, marketing, sponsorship and promotional tools – plus the expertise of a New York PR firm – have all combined to offer BCA business members an exceptional package of benefits.

The BCA enjoyed a tremendous year in the marketing and promotions area, marked by exciting new initiatives and developments, and fully embracing the organization's revised Vision and Mission Statements.

Media Mainstreaming

The BCA's New York public relations firm, Alan Taylor Communications, has successfully placed billiards in national and regional print and electronic media for total impressions of just under 113 million! A long list of BCA Business Members have had their products featured on ESPN2's morning news show, Cold Pizza, and *USA Today* highlighted ten BCA Member billiard rooms in its Travel Destinations section. Separately, these rooms were again featured in a co-op ad placed in three issues of *American Airline's* in-flight publication, *American Way*.

The households reached by ESPN in the broadcast of the BCA Open 9-Ball Championships totaled another 1.7 million, for a combined total of **114.5 million** media impressions for calendar year 2005.

What is the significance of the number 114,588,382?

It's the total number of combined media impressions for billiards in 2005 – both those generated by Alan Taylor Communications, and the viewing households reported by ESPN for the BCA 9-Ball Championships.

Radio	1,003,000
Broadcast	5,674,334
Internet	12,508,082
Print	93,609,502
Total ATC	112,794,918

+ BCA/ESPN	1,763,464
Total Combined	114,558,382

Branding & Benefits

BCA Business Members are going to receive a real treat in 2006 when the BCA officially debuts **EnjoyPool.com**, our new consumer-friendly website, focusing on the interests of players, fans and the general public. While the front page has been “live” for several months, the new site will feature updated billiard graphics, extensive links to “all things billiards”, including instruction and TV match listings, an online storefront and a searchable BCA Business Member database to easily locate a retailer or billiard room.

Only BCA Business Members will be included in the database, and the site will be heavily marketed in print and electronic media. To support this, both of the BCA professional events have been branded as the **EnjoyPool.com 9-Ball Championships** and the **EnjoyPool.com Battle of the BCA Champions**.

Communication

Creating a billiard buzz!

Creating billiard “buzz” is what the BCA is all about ... from keeping its membership informed about pivotal issues affecting the industry, to generating publicity designed to increase the sport’s popularity. Ultimately, all the BCA’s efforts are meant to translate into customer traffic and retail sales.

To that end a series of communications initiatives have been implemented, combining traditional public relations methods with internet technologies and delivery systems. Through those efforts the BCA is widely recognized as the primary industry source for information about the business of billiards.

Print – In each issue of the bi-monthly *Billiard Retailer*, members will find *The BCA Break*, with further features and details about upcoming BCA events and programs. Communication with members and the entire industry is further facilitated by frequent press releases and routine content updates to each of the BCA website properties.

Internet – Twice each month, all BCA Business Members are personally briefed on BCA programs through a targeted email that links to a new online edition of *BCA Member Update*. Current and past issues are available at the BCA’s main website, BCA-Pool.com.

The BCA owns and operates a series of website properties, including flagships BCA-Pool.com and the new consumer-driven EnjoyPool.com. In addition, separate URLs are made available for re-direct to BCAExpo.com, BilliardEducation.com (and .org), BCAStore.com, BCAMemberStore.com and BCAMember.com (password-protected access to BCAGency marketing toolkit). Database management was handled through a MemberClicks.com service, with transition underway to a house-managed access, delivered through EnjoyPool.com.

Web Statistics

Formal tracking of website visitors was initiated in February of 2005, yielding a nine-month window of reporting for the primary BCA-Pool.com domain.

In that period, a total of 396,549 page loads were recorded, for a monthly average of 49,569.

Month	Page Loads	Unique Visitors	1st Time Visitors	Returning Visitors
Sep 2005	45,339	19,265	15,574	3,691
Aug 2005	39,543	16,584	13,638	2,946
Jul 2005	44,302	18,473	15,149	3,324
Jun 2005	40,064	18,051	13,936	4,115
May 2005	57,295	25,315	17,960	7,355
Apr 2005	54,242	24,256	17,931	6,325
Mar 2005	70,081	29,481	22,683	6,798
Feb 2005	45,683	19,073	16,232	2,841

Source: *StatCounter.com*

Expo! Expo!

Creating marketplace, networking and educational opportunities

1st Back to Billiards Expo

... a preseason kickoff for everything billiards.

In order to “spread the word” about the August 10-12, 2006 event at the Baltimore Convention Center, the BCA created an integrated marketing plan to reach potential exhibitors and attendees that includes direct mail registration pieces, reminder postcards, print ads, dedicated web pages, press releases, telemarketing, blast faxes, emails and cross-promotions at the April Expo.



The final day of the event will feature a separate set of billiard-related festivities open to the general public. The made-for-TV 8-Ball invitational event, EnjoyPool.com Battle of the BCA Champions, will enjoy three hours of original airtime on ESPN. Local and regional print and radio advertising, as well as a national sweepstakes, will heighten awareness and drive traffic to the event.

23rd Annual International Billiard & Home Recreation Expo

This long-running show offers a separate but similar integrated marketing program, developed with a “Strike it Rich” theme for 2006, which supports the April trade show 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.

2005 Expo Detail

Exhibiting Companies:	299
Total Booths:	1,281
New Exhibitors:	82
Attendees:	2,700+
Total Attendance:	5,569

Buyer Breakdown

Billiard Retailer:	2,161
Sporting Goods Retailer:	179
Catalog/Internet Retailer:	213
Furniture Retailer:	337
Pool & Spa Retailer:	291
Retailer – Other:	158



Membership

Creating value for manufacturers, retailers and room operators

Being a member of the BCA has never been better ... or easier! 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	2003	2004	2005
Voting	140	140	137
Associate	196	180	194
Retail	475	512	499
Proprietor	249	229	200
Affiliate	72	81	72
Non-Profit Rec Center	56	23	24
Instructor Academies	0	9	7
Total	1,188	1,174	1,133
BCA Player Members	2003	2004	2005
Certified Instructors	236	264	261
Junior Billiards	260	419	575
Total	496	683	836
Grand Totals	1,684	1,857	1,969
Increase/Decrease	--	+173	+112
Percentage difference	--	^~ 10.3%	^~ 6.1%

Junior Billiards

Creating a new generation of players, fans and consumers

Junior Billiards programs and athletes took center stage in 2005, with a successful qualifier series and national championship, leading up to a world-class international season finale. Over 160 youngsters were drawn to the University of Michigan for national titles, after qualifying in 100 divisions at 62 separate tournaments nationwide. A group of 33 All-Americans were also named at the event.

The six-member U.S. Junior Team was selected from among the top finishers and went on to hold their own against a field of 19 national teams that traveled to Austria for the annual World Junior Championships.

The Billiard Education Foundation [BEF]

Each year, the Billiard Education Foundation awards merit-based college scholarships. In 2005 eight student athletes were tapped from a field of over 200 applicants to receive an award. The annual Challenge the Stars fundraiser raised over \$8,000 to underwrite the BEF scholarship program.

The BEF publishes a Billiard Curriculum Guide so that high schools may introduce the sport to their students by partnering with a local billiard room.

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.

In the past year, tough decisions were made, evaluated and implemented by a series of working committees, led by industry experts.

BCA Board of Directors 2005/2006

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

BCA Committees

Executive

Audit

Long Range Planning

Promotions

Trade Show / Services

Trade Show Subcommittees (Seminar & Fall Trade Show)

Membership / Nominating

Market Research (ad hoc)

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

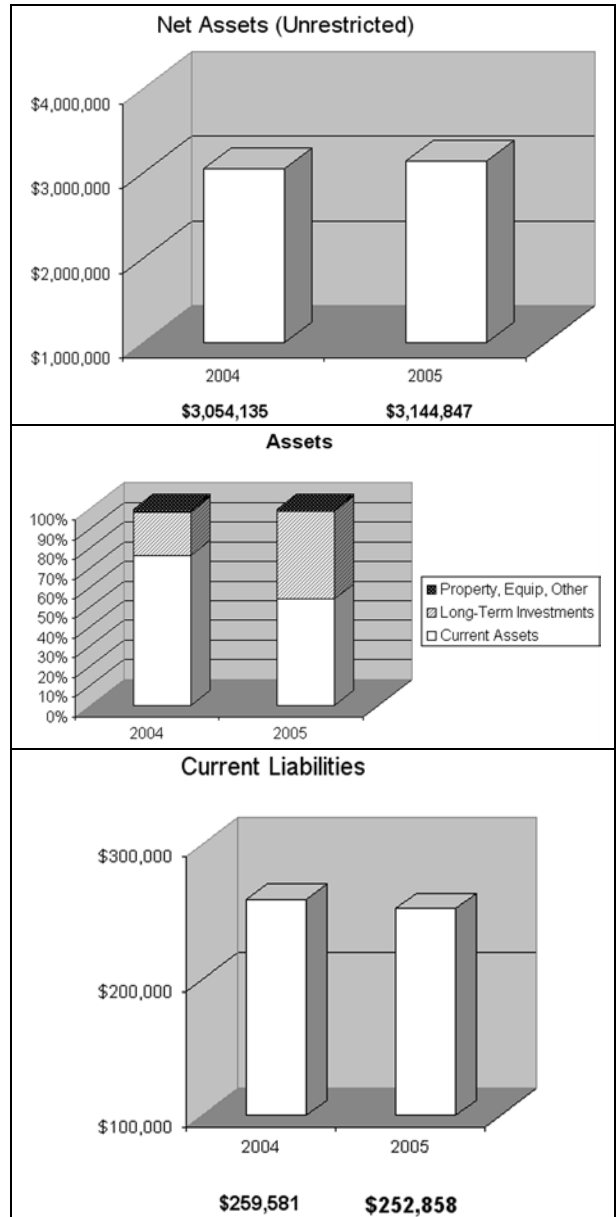
Fiscal year 2004-2005 marked another sound financial year for the BCA. With over three million dollars in assets on its books, the BCA is able to fund important programs and initiatives that are stable over the long term.

On September 30, 2005, total Assets were \$3,397,705. Liabilities were \$252,858 and included \$166,528 in deferred revenue. Net assets have increased by \$90,712 (3%) since last September 30 and were \$3,144,847 on September 30, 2005.

The September 2005 Statement of Financial Activities reports total Operating Revenue of \$2,317,833 (including long term investment income of \$25,081) and Operating Expenses of \$2,227,121 for a September 30 Net Operating Profit of \$90,712.

Expo revenue ended with a net profit of \$903,545. Membership revenue increased from last year by \$105,441 due to a full year with the membership now on a calendar year. Merchandise sales exceeded budget by \$29,000. Interest income exceeded budget by \$35,000.

Operating expenses were tightly controlled with the largest savings in expense to budget being with the Expo \$59,800 under budget, Member Services \$22,400 under budget, Board of Directors \$16,500 under budget, and Media/PR \$10,400 under budget.



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 2005-2006.

The 2004-2005 Audited Financial Reports are appended.