



BILLIARD CONGRESS
OF AMERICA

Contact: Robin Dahlen
BCA Managing Director, robin@bca-pool.com
404.760.4248
bca-pool.com • bcaexpo.com • GenerationPool.com

FOR IMMEDIATE RELEASE

BCA Discussion Forums: New Online Resource for Members

Broomfield, Colo. – June 1, 2009 – In a continued effort to enhance the overall membership experience, especially when it comes to offering members access to information and resources that can help keep their businesses moving forward, the Billiard Congress of America (BCA) has created two new online member discussion forums on the BCA Web site at bca-pool.com: **Pool Room Operator Discussion Forum and Retailer Discussion Forum.**

The BCA Discussion Forums are an exclusive, member-only benefit and forum users must be a current BCA member to gain access. The forums are the resource for:

- Tangible business-improvement tips
- Sharing of best practices
- Customer sales techniques
- Marketing dos and don'ts
- Industry updates

- more -

“The BCA Discussion Forums are designed to afford BCA members the opportunity to communicate with their peers on topics of interest to the billiards industry while accessing informative and useful content relative to their business,” notes Rob Johnson, BCA CEO. “The BCA looks forward to bolstering the content on the forums, so our members are encouraged to post questions or share their know-how and benefit from the varied experiences of members of the billiards community.”

The BCA Discussion Forums can be accessed at the following link:

<http://home.bca-pool.com/displaycommon.cfm?an=1&subarticlenbr=12>

Not already a BCA member? Visit the BCA Web site at bca-pool.com to learn more about the benefits of membership, or contact Kari Freeland, BCA membership coordinator, at kari@bca-pool.com or 866.852.0999.

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 educational, marketing and promotional efforts, annual industry trade shows, tournaments and other programs designed to encourage billiards as a lifestyle and make pool everybody’s game. For more information, visit www.bca-pool.com or call 866.852.0999.

#