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BCA Announces *Disney Institute* as Opening Keynote Business Behind the Magic Presentation to Launch 2011 BCA Expo

Broomfield, Colo. – December 28, 2010 -- The Billiard Congress of America is pleased to announce that the keynote address for the 28th International Billiard & Home Recreation Expo will be presented by *Disney Institute*. The 2011 BCA Expo will open with "Disney's Approach to Quality Service" on Wednesday, July 13, 2011 at 9:15 a.m., at the Sands Expo & Convention Center in Las Vegas, Nevada.

Built on the philosophy, "To change the way you do business, you have to change the way you think about business," *Disney Institute* provides insight and proven techniques for more than half of the Fortune 100 companies. Attendees receive a rare opportunity to peek behind the curtains and witness "the business behind the magic" of Disney.

"We are thrilled to have *Disney Institute* opening the 2011 BCA Expo," said Billiard Congress of America Chairman Ivan Lee. "Customized for the billiard and home entertainment industry, this is a great opportunity to learn how to deliver top-notch service all day, every day, and I feel it is a must-attend event for every retailer, and their staff."

As one of its five core topics, Disney's Approach to Quality Service provides the opportunity to learn the primary principles that put Disney at the forefront of innovation, service and business. Disney will focus on quality services that include increasing market share, building a solid reputation, and exceeding customer expectations.

Registration for the 2011 BCA Expo opens January 15, 2011 and is free for BCA members **until March 1, 2011**. Pre-registration for this informative keynote is required; however there is no charge to BCA Expo badge holders. Attendees can register for the keynote presentation when registering for the 2011 BCA Expo.

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 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 303.243.5070.

About BCA Expo

Started in 1983, the International Billiard & Home Entertainment Expo provides industry manufacturers, distributors, retailers, dealers and poolroom operators an annual venue for new business opportunities, including education, new products and networking. The International Billiard & Home Entertainment Expo is sponsored exclusively by the Billiard Congress of America (BCA) and is open to all BCA Members.