

BCA Break

a bi-monthly guide to Billiard Congress of America member services

June 2006

in this issue: Back to Billiards Deadline Extended! • 2006 Board of Directors Elected • Featured Member Benefit

RETAIL-PLUS

... this August in Baltimore!



In addition to its retail focus, the Back to Billiards Preseason Kickoff for Everything Billiards is shaping up to be chock-full of special appearances, mini-clinics, challenge exhibitions, novelty billiard games, professional competition and a Guinness World Record attempt!

Think you're fast? Dave Pearson "The Ginger Wizard" began playing pool at 19 and broke his first world record at 21 by running a rack of 15 balls, waiting for the cue ball to stop in between shots, and pocketing the 8 ball last, in an amazing 43 seconds. And that was slow, compared to Dave's current record of 26.5 seconds!

He also set the 24 hour World record, running 16,499 balls in 24 hours, and holds the "two table record" with a time of 1 minute 22.0 seconds. Come see Pearson try to beat his own record at the Ballbusters event.

Hosted by the BCA, this full-scale public "billiard fair" is planned for Saturday, August 12, in the Baltimore Convention Center, adjacent to the private "Back to Billiards" trade show area. The fair will feature a new "Battle of the BCA Champions" made-for-TV event, featuring 12 top billiard professionals in a 3-person team 8-Ball format.

If you're an East Coast retailer, this is an event that you, your clients and customers, won't want to miss. Join us!

At the same time ... the BCA's exclusive three-day, business-to-business trade show will preview all the latest products to qualified billiard and home recreation retailers and billiard room operators!

BREAKING NEWS!

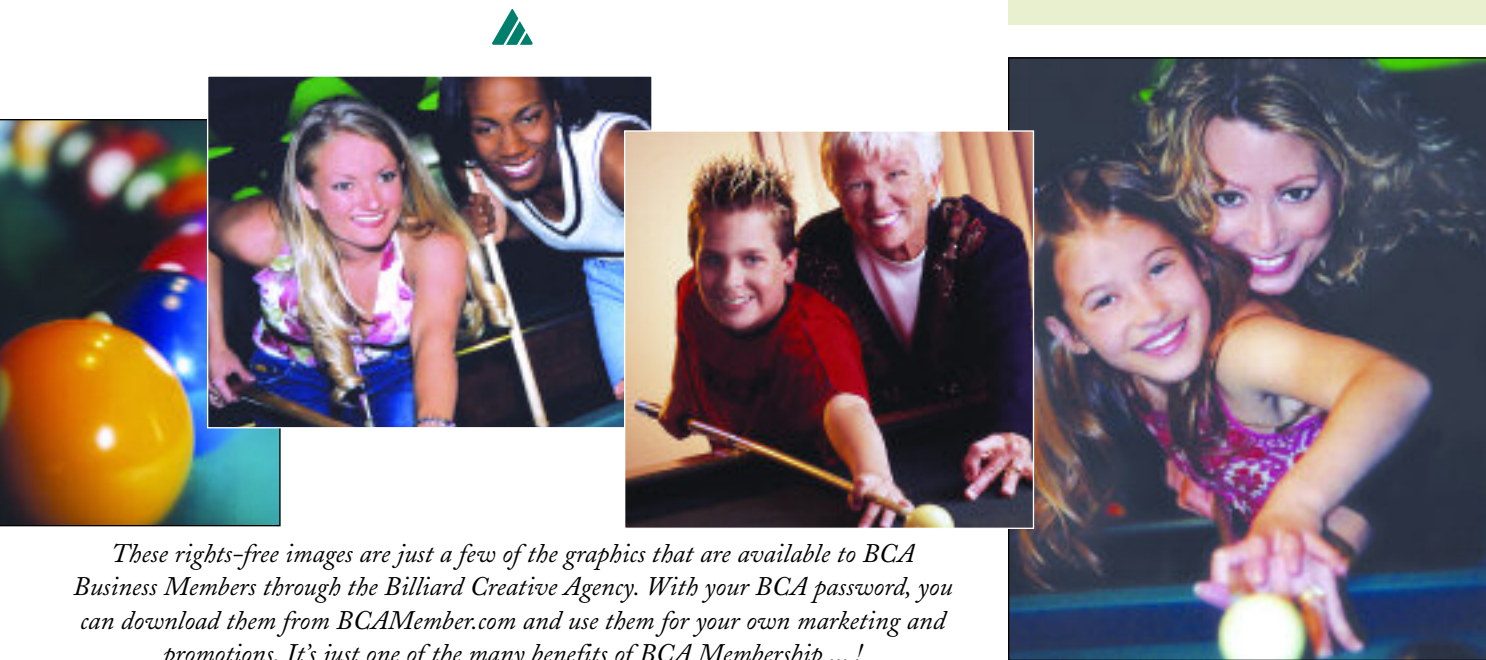
New Deadline & Fees for Baltimore Show

It's not too late for BCA Business Members to cash in on **FREE** attendee badges for the Baltimore show. The BCA recently extended the deadline to July 15 for those registrations, which can be completed online by visiting BCAExpo.com.

The BCA also set a reduced pricing schedule that will apply before and after the new deadline. Members who miss the July 15 deadline will pay \$15 each for attendee badges; non-members will pay \$25 per badge in advance, and \$50 each after the deadline has passed.

Like the long-running EXPO, admission to the trade show will be restricted to those with a personalized Buyer badge issued to qualified members of the billiard & home recreation industry.

See center spread for more Back to Billiards information.



These rights-free images are just a few of the graphics that are available to BCA Business Members through the Billiard Creative Agency. With your BCA password, you can download them from BCAMember.com and use them for your own marketing and promotions. It's just one of the many benefits of BCA Membership ... !

Schedule of Events

August 10-12, 2006: Expo

The Back to Billiards Expo is a three-day trade event open exclusively to certified dealers and room operators; the public will not have access to the trade show exhibit hall. *BCA Business Members attend FREE if badges are ordered by July 15, 2006!*

August 12: Ballbusters!

Saturday will be filled with **special events** designed to generate billiard excitement! The general public will be invited to participate in an official **Guinness World Record attempt**, watch world-champion **trick-shot artists**, take instructional clinics and attend the **televised BCA Pro Tournament**.

August 12: Pro TV Event

A new event, the **EnjoyPool.com Battle of the BCA Champions** will feature 12 top professionals, who will join forces in a team 8-Ball format. Three matches will be taped for TV broadcast on ESPN!

Back to Billiards

a preseason kickoff for everything billiards!

August 10-12, 2006

Baltimore Convention Center - Baltimore, MD

You've attended the BCA's Expo in April, placed your order, received your shipment, and you've already sold out! What now? It's time to get **Back to Billiards** and join us in August 2006 at the Baltimore Convention Center, set in the beautiful and historic Baltimore Inner Harbor.



The Back to Billiards Expo is a new and exciting

East Coast event that brings you an additional buying opportunity just as your consumers are thinking about holiday purchases and the league season. It's the perfect complement to the International Billiard & Home Recreation Expo.

All of the biggest names in billiards will display the latest styles and best deals for billiard tables, cues, cloth, racks, accessories and much more. You've requested a second event to stock up on your best sellers, and the Billiard Congress of America has delivered!

Visit **BCAExpo.com** to register today!

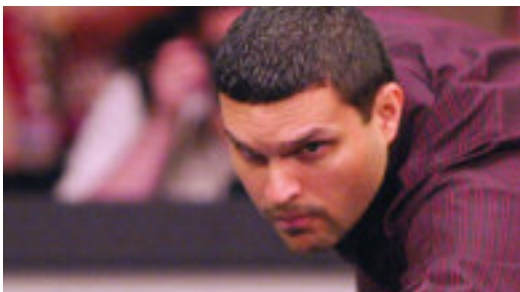


UP CLOSE AND PERSONAL

In conjunction with the Back to Billiards Kickoff trade show, the BCA will host the inaugural "EnjoyPool.com Battle of the BCA Champions" featuring 12 top professionals in a three-person team format.

The finals of this special 8-Ball invitational will be taped for broadcast on ESPN, and you can be right next to the Inner Harbor action, when you attend the Ballbusters event that's open to the public!

"... EnjoyPool.com Battle of the BCA Champions will feature 12 top professionals, who will join forces in a team 8-Ball format."



Look for your

invitations in

the mail ... and

follow the crowd

to Baltimore in

August to

experience

Back to Billiards!



BEAUTIFUL BALTIMORE!

Frommer's **www.frommers.com** named Baltimore a top 10 up-and-coming business and vacation destination worldwide.

Visit **www.baltimore.org** for a wealth of information and make your Expo experience a vacation!

Baltimore!TM

**Billiard Congress of America
THE BCA BREAK • June 2006**

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BCA Board of Directors

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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.

New Board Members Named

Following its general membership meeting in Houston on April 5, the BCA announced the results of the 2006 Board of Directors elections. From a slate of eleven hopefuls, the five winners included Mike Baggett (Cue & Case Sales), Kathy Etheridge (Showcase Billiards), Bob Radford (Antique Billiard Supply) and Eric Weber (CueStix International), who will each serve for three years, plus Sean Cummings (Brunswick), who will complete a two-year term.

Both Mike Baggett and Eric Weber extended current terms with re-appointments to the board, while Kathy Etheridge kept it "all in the family" by picking up where husband Clay left off, following nearly a decade of service. Former board member Bob Radford reclaimed a seat, and Sean Cummings will begin learning the ropes as a newcomer in his first term.

In follow-up elections, Gregg Hovey accepted a second one-year term as BCA Board President, as did each of the remaining seated officers: First Vice President Mike Baggett, Treasurer Pat Conners, and Secretary Reneé Poehlman. Filling an earlier vacancy, Ivan Lee was elected to the Second Vice President slot.



Nusser announces retirement

At the end of April, John Nusser announced his retirement as General Manager of J-S Sales, and tendered a subsequent resignation from the BCA board. Mr. Nusser had served on the board since 2002, holding positions on the Audit and Hall of Fame Committees. The BCA thanks him for his years of service and wishes him all the best!



Baggett



Cummings



Etheridge



Radford



Weber

FEATURED MEMBER BENEFIT

NEW AND IMPROVED ...

The *How to Play Pool Right* DVD is one of the BCA's best sellers - and it just got better. The latest release now contains basic breaks that allow users to move forward and back within the program to locate content. Although not formally "chaptered" to break at specific titles, viewers can now "fast forward" in segments to save time.

Featuring BCA Master Instructor Jerry Briesath and state-of-the-art graphics, this hour-long DVD teaches the fundamentals of stance, grip, bridge and stroke, plus advanced techniques of English, position play and patterns.

This item is also volume-priced for resale and can be ordered online at BCAmemberstore.com (members only).

