



Santa Cruz Lawn Bowls Club  
137 Dakota Avenue  
Santa Cruz, CA 95060  
(831)421-9660  
[www.SClawnbowls.org](http://www.SClawnbowls.org)

December 2, 2010  
PIMD Board of Directors  
c/o John Ogden, Secretary

Dear Board Members:

At all levels of our sport, membership issues have reached crisis levels and must be addressed. Santa Cruz Lawn Bowls Club has set some ambitious, but most certainly attainable, goals for 2011. As we work to reach our goals we have several unresolved issues and several possible recommendations. We want to thank Councilor Souza in replying to our inquiries regarding USLBA and to Mike Coiner for his efficient response to PIMD web issues. The attached documents, an open letter to USLBA and a request of PIMD, will explain many of our concerns.

The PIMD Constitution, as amended December 1, 2001, Article 3, lists objectives including “to foster and promote the game of lawn bowls within its territory; to hold tournaments, and promote friendly games...” Rereading past PIMD meeting minutes, it is evident that PIMD has a long history of well organized, well-run, very successful tournaments. Recent minutes suggest that there has been a decline in the number of tournament players. Are there records of participation which can show how many different individuals participate in PIMD tournaments? Can we tell what percentage of total membership this represents and how does the decline in tournament numbers compare to the decline in overall membership?

Since new competitive players will rise from the ranks of the new club players, it is within the “foster and promote objective” that member clubs look for assistance. When we asked a sampling of non-tournament club members to list “What PIMD does for me” we sadly received very little input. In order to address the non-tournament players’ concerns, we recommend that PIMD consider the following:

1. Rotating location of board meetings so more clubs’ members will attend.
2. Establish a coach certification program. Although the idea of a PIMD coach has long been discussed, we recommend that rather than a coach, a coach

training program be established. In the meantime, create a list of trainers willing to visit other clubs and provide training for members. Time spent by trainers should be paid by individuals, member clubs, PIMD or a combination. Increasing level of play will benefit all PIMD members and likely increase the number of competitive players.

3. Provide regular and frequent personal contact with members. Growing attendance and membership means more than catching a prospect's attention. Building strong, enduring connections is an ongoing process. Establishing dialogues between and within organizations and members helps transform interactions involvement. Most members have email and mailing can be arranged for those that don't.
4. Establish an annual or semi-annual grant program whereby clubs may request funds for various projects and programs. PIMD has no facilities to maintain and cannot directly recruit new members- these are club functions. However, PIMD can and should provide resources for club growth, both financial and intellectual.
5. Assist with developing club level tournament opportunities through personal involvement, written material or web resources to introduce players to competition.

We thank all the PIMD board members for their time and effort and we look forward working together to improve the sport of bowls.

Sincerely,

Christine Palochak, President Elect

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USLBA Letter

PIMD Request

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PIMD board members

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SJLBC

Del Mesa LBC President

Sunnyvale LBC President