



Aug. 11, 2015

To: IBMA Membership
From: Keith Hamilton, IBMA President

Dear Membership,

I am extremely proud to have been elected the new president of the IBMA. As my first order of business, I would like to pass along my sincere appreciation to, and admiration of, our outgoing president, Joan Romeo. I will do my best to lead the organization in the same effective manner that Joan has done for the past three years.

As discussed during our board and general membership meeting at Bowl Expo, we have been directed to create a new administrative position, similar to an executive director, to assist Rich Cairns of BPAA. This person will be expected to handle basic administrative tasks, update websites, arrange meetings, handle billing, etc. There is no fixed compensation associated with the position. However, we will be providing an aggressive bonus program if the association can exceed certain stated financial benchmarks. If you are interested in pursuing this position, please let me know no later than Aug. 31, 2015. Our goal is to have someone in place by Oct. 1.

Vice-president Mark Miller and I have reviewed the various committees of the IBMA. Please review the attached pdf. If your name is on the list, but you prefer not to be, please let us know ASAP. Conversely, if you would like to be placed on a committee, please let us know that as well. We hope that the majority of members choose to serve on one or multiple committees. The only thing we ask, if you do serve, is that you do so with dispatch and thoroughness. The criteria for each award will be emailed to each committee chairperson in another document. The official committee assignment list will be out on October 1, 2015, after the input from membership has been added.

With the transition from one regime to the next, it's always a good idea to review policies, goals and objectives. Here are some policies worth pointing out:

- 1) **ONE VOICE** - The president will officially speak on behalf of the organization. If you have any questions or concerns, particularly when it involves the campus, please come to me first so that I can communicate your wishes to the powers that be. It is important that we come across with one voice and that we don't appear fragmented.
- 2) **MEETINGS** - Given the small number of members who have attended the last two annual meetings, the board will meet 60 minutes before the general membership meeting; there is no reason to hold two days of meetings when so much of the shared information is redundant.
- 3) **NEW AWARDS & PRESENTATIONS** - When given the opportunity to present, such as at Bowl Expo, the presentation message will be streamlined and targeted to the group we are presenting to. Either the president, or someone who is appointed by the president, will be on stage giving the presentation.

In that spirit, we are forming a committee to look at the viability of adding awards targeting the trade, such as: 1) Proprietor of the Year, 2) Pro Shop Operator of the Year, and 3) Person of the Year. We are asking each editor from the industry magazines to serve on this committee in order to reduce the possibility of duplication by giving the same honor, to the same person, across organizations.

- 4) **FUNDRAISING** – Any fundraising conducted by the IBMA will be used to benefit IBMA programs.
- 5) **WEBSITE** – The current website is well done and easy to navigate. However, we must all be committed to keeping it interesting and, most importantly, current. While people will be appointed to maintain the site, we encourage everyone to provide interesting news and information to the committee chair to enhance the site's effectiveness.

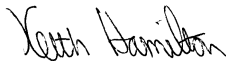
In terms of goals and objectives, the following areas will be the focus for all projects and tasks:

1. Creating and issuing industry awards to bowlers, volunteers and writers.
2. Educating youth bowlers that income can be earned covering bowling.
3. Disseminating industry-related press releases to each member.
4. Promoting and enhancing the value of the Chuck Pezzano Scholarship.
5. Growing membership.

In terms of fulfilling our second stated objective, "Educating youth bowlers that income can be earned covering bowling," I am asking for volunteers to offer non-paid internships at your bowling newspaper, magazine or communication group. This will give us something tangible to promote when communicating to this target group of bowlers.

In closing, please allow me the opportunity to thank Jackie Wycoff for volunteering so many hours of her time on various administrative tasks, all benefiting the IBMA. Should you have any questions or wish to provide feedback, please contact either Mark or me at anytime. We look forward to the upcoming bowling season.

Sincerely,



Keith Hamilton
President

Mission Statement

To be bowling's source of excellence in the gathering and distribution of news and information through multiple media platforms and to encourage the pursuit of bowling media as a full or part-time profession.

Vision Statement

IBMA is an organization that is beneficial to the industry as it disseminates information to a world-wide bowling media, encourages bowling media as a career choice for younger bowlers, and provides technology updates to membership in covering the sport.

The IBMA honors the past by embracing the future.