

INDOOR BOWLS NEWS

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NOVEMBER 2003

FROM THE PRESIDENT

Repeat Business

As many Club's, Associations and Centre's close for the 2003 season, complete their annual prize giving it should be timely that some time is taken to prepare for next season. Many of members do not come back

between seasons for many different reasons. Some examples. The first Club night rolls around and last years members know that they are going to come back to the same format and programme that has been in place for several years, the only thing that has changed is the dates to suit the calendar. Our members become involved in other activities that become more attractive to them for many reasons. This is one of the key reasons our juniors leave the game. Many members work commitments change, which means they do not have enough hours in the day to play at the level, they would like to. Unfortunately many members health just does not allow them to play any longer, something that is out of all of our control.

Nevertheless there are some things that we can control and for those of you who are involved in sales this may sound like a regular sales meeting. In actual fact we are all sales people in many different ways. So the following are parts of the sales process that we all should take note of as it relates very strongly to keeping and increasing our members.

- 1/ Ask you customer if they are happy with the products and services that you are providing.
 - 2/ Make sure you have their correct contact details.
 - 3/ If your customer changes to a competitor find out why.
 - 4/ If your customer stops purchasing ask them why.
 - 5/ What could you do differently to gain more of their business.
 - 6/ Ask for a referral - word of mouth business is the best business you can do.
- As I mentioned above these are all parts of the sales process of course there are several more points, however these are the one's the I think can help when the 2004 season starts.
- I would like to take this opportunity to wish all Indoor Bowlers in New Zealand a Merry Xmas, a safe and prosperous New Year and as always Good Bowling in 2004.
- Shane Cuthbert
President
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94 NOT OUT

Eileen Hill has won her fourth Matamata Sub-Association champion of champions' title and needs just one more for the Gold Star. A great achievement for a 94-yr-old. She started bowls at St Andrew" Indoor Bowling Club when she was about 69 and since then Eileen has won the fours twice, the pairs and she recently teamed up with Rodney Dunseath and Ralph Adams to take the triples title.

Eric Hunt of the Ohope Indoor Bowling Club in Whakatane, a founding member of the Club, has been a continuous member for the last 53 years. His wife Joan has also played most of those years as well apart from a few years off to have their family. They have also introduced their son, Gary and daughters Gail, Shona and Elaine to bowls at the club with Gary and Elaine still being current members along with their partners. Also grandson Karl played for several years at the club.

HENSELITE CHAMPION OF CHAMPIONS



Michael Allott from the Hobsonville Club, Auckland, won the national final of this event, which was his first title at national level. He holds four Auckland titles, singles, triples, pairs and executive fours. He is 32 years old and is employed as a graphic designer.

In the final he defeated the more favoured NZ representative Grant l'Ami (Otago) in a close and absorbing encounter 13-12. In the semifinals l'Ami put out North Island representative Linda Mills (North Shore) 14-9 while Allott beat Ken Mackenzie (Ashburton) 11-10. Allott scored two shots on the last end to come from behind to win.

NZ ACADEMY / NZ MAORI / COOK ISLANDS FIXTURES

Due to the success of the inaugural event in 2002 a tri- series was held in Auckland last month. One of the highlights was the Maori welcome at the opening and the other was the way in which all the games were played. They were all competitive, friendly and observing all the requirements of good sportsmanship. For the record NZ Academy beat NZ Maori 22-14, the Cook Islands 28-8 and the NZ Maori team beat the Cook Islands 22-14. Auckland IBA did a splendid job hosting the event, providing billets and transport.

ANNUAL GENERAL MEETING

The 55th AGM for NZ Indoor Bowls Inc will be held in Wellington 6

December.

There will be changes to the Executive with current member Wayne Adam not standing for re-election. Six

nominations have been received with four required from the following:

Greg Baxter (Auckland), Alison Cowan (North Wellington), David Edgar (South Otago), Delwyn Hughes (Bay of Plenty) and Keith Waghorn (Manawatu).

President Shane Cuthbert (Counties) and Deputy Ian Fraser (Nelson) will be re-elected to their positions unopposed.

The Executive will be joined by the two Umpire representatives- Trevor Tozer (North Island) and Alec Benington (South Island).

The morning session of the AGM will include discussions on membership, the proposed amalgamation with the NZ Umpires Federation and the Marketing Plan, which has recently been



compiled by PR & Publicity Consultant , Jo Lo.

LION FOUNDATION NATIONAL CHAMPIONSHIPS 2004

It is great to have the Lion Foundation continuing to support this event to be held in Taupo next year 12-19 June. Have you made your bookings yet? The Waikato IBC is looking forward to hosting in Taupo for the first time and a great time will be had by all.

The contact for accommodation enquires is Gay Young- telephone 07-386-6771

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