

**Report to the AGM - October 2,2005**  
**Director of Membership Development**

This season has been one of ups and downs. Some programmes have been very successful and others have been a disappointment.

The Friday night junior programme never got off the ground for a number of reasons. Poor weather and poor timing on opening night followed by Greg Dolsky's resignation. Hopefully, next year will be different. I would like to stay involved in this area and will continue to be the Commonwealth Club's representative to the LBAA Junior programme if that meets with your approval.

Due to lack of available coaching a number of new members joined the club this season without the benefit of proper learn-to-bowl lessons. Most of them learned the basics by playing with the jitney groups and have been absorbed into the club easily.

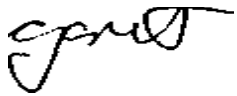
The most successful programme was definitely the High School Learn-to-Bowl sessions. This season we handled over 1000 grade 10,11 and 12 students from Jasper Place, Ross Sheppard, Edmonton Christian and Strathcona Composite High Schools. We held sessions in May, June, July and September and there were even requests for bookings for last week and next week which I turned down. Some of the students attended more than one session and quickly developed a fair level of skill on the bowling green. Aside from the obvious financial benefit to the club which totalled over \$3000.00 this season, we can't go wrong by exposing so many young people to our game. I am convinced that when we get our new indoor bowling facility adjacent to the Commonwealth Club we will be able to foster more interest at these schools during the winter which will translate into more involvement in our summer programmes.

Thank you very much to all the volunteers who helped me this year with a special mention to Ivan Johansson. I couldn't have got through the year without you. I have spent the last three years as the Director of Membership Development in this club and if I have learned anything during that time it is that we will have no success in increasing our membership until we have a professional marketing programme for the sport coordinated throughout the province and the country. Those at the senior levels of lawn bowling e.g. BCB and LBAA need to take the lead by providing financial help and training for clubs. We can't do the job with well-meaning amateurs who have no expertise in the field.

It has been an interesting and challenging experience being part of the Executive Committee but I am definitely looking forward to next season when I can relax and really concentrate on improving my game.

Good luck to the new Executive and see you all next year.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Margaret Bruce', written in a cursive style.

Margaret Bruce, Director of Membership Development