



2011 Annual Report Highlights

Administration

- ★ Renewed the club's not-for-profit incorporation status under the (Ontario) *Corporations Act* (after involuntary dissolution in 2010) and adjusted the formal address of the club's head office to reflect that of the secretary.
- ★ Filled the president position mid-term after the resignation of the former president.
- ★ Developed a Strategic Five-Year Plan.
- ★ The Executive Committee met 7 times to plan and implement projects and activities.
- ★ Developed and distributed the 2011 Code of Etiquette to promote sportsmanship, fair play and courtesy.
- ★ Members of the Executive Committee participated at District 7 and OLBA meetings.
- ★ The junior club took over operation of the refreshment fridge.
- ★ The Executive Committee proposed two changes to the bylaws at the 2011 Annual General Meeting.

Memberships

- ★ Held May and early June open houses for prospective members. The junior club hosted a separate open house.
- ★ Welcomed 4 new members to the club.
- ★ Produced new member profile sheets that were posted on the bulletin board.
- ★ Kept membership fees the same as the last three years.

Member Success

- ★ Our members participated in: Seniors' Games; district competition at men's fours, men's singles, men's pairs, men's novice triples.
- ★ Club was represented at the provincial finals for men's novice triples.
- ★ Continued outstanding success by junior bowlers (see page 4).
- ★ Members bowled at many other lawn bowling clubs including: Heritage, New Hamburg, London, St. Mary's, Hanover, Chesley, Elora, Peterborough, Oshawa, Guelph, New Hamburg, Simcoe, Montreal, Elmira, Cobourg.

Marketing

- ★ Revised format for website pages and updated the information. This includes improved navigation for users of the website including a newsletter sign-up feature. Photos from 2011 activities will be added in the fall.
- ★ Developed a club logo as part of the continuing improvement in visual identity. This has been integrated into all official club documents and promotional material and will be added to the website in fall 2011.
- ★ Distributed news releases for the results of each tournament. These included photographs of the winning teams. The news releases were sent to local media, members, other contacts and used on the club website.
- ★ *Kitchener Citizen* published an article and photograph on the open houses and the club.

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Special Events

- ★ Organized a fundraiser bus trip to the casino in Niagara Falls.
- ★ Held a ham dinner fundraiser.
- ★ Held a card party fundraiser hosted by Emmanuel Village.
- ★ Hosted a bowling camp for the Stratford YMCA.
- ★ Hosted two corporate rentals of the club. Members provided lawn bowling instruction.
- ★ Welcomed K-W Accessibility for handicapped bowling.

Infrastructure

- ★ City of Kitchener re-painted the back wall of the clubhouse after winter vandalism.
- ★ The club purchased a new coffee maker.

Greens

- ★ Developed and implemented a greens usage rotation calendar.
- ★ Implemented a greens fertilizer plan.
- ★ Purchased a new fertilizer spreader.
- ★ Sand was replaced in 1/3 of the ditches.
- ★ Conducted weeding and maintenance work days with the support of members.
- ★ Eliminated the greenskeeper position. Members of the Executive Committee provided leadership to give direction to other members on the regular maintenance of the greens.
- ★ A successful daily greens dew raking program. Six members rotated in this important early morning chore.
- ★ Continued a more aggressive schedule of verticutting and aerating the greens.
- ★ An extremely dry July and August required aggressive watering. This has increased water costs.
- ★ Adjusted afternoon mowing schedule for jitney days and for Fridays before tournaments.
- ★ Visiting bowlers made many comments on improvements to the greens.

Tournaments

- ★ Conducted 7 tournaments which drew participants from Chesley, Heritage, Goderich, New Hamburg, Guelph, Elora, Sauble Beach, Midland.
- ★ Cash prizes for our tournaments were generously provided by: Emmanuel Village; Giant Tiger, Forest Hill Plaza; D. A. Kurt Insurance; London Life; BDO; C. W. Tweed and Son Insurance. Emmanuel Village also catered lunch at one tournament.
- ★ Tournament results were posted online, in the clubhouse and e-mailed to members and others who participated in the tournaments.
- ★ Standardized the prize system.
- ★ Lower tournament participation is expected to result in an adjustment in tournament scheduling for 2012.

Jitneys

- ★ Switched to a single 12-end game format later in the season because of fewer members participating in the second games of Tuesday and Thursday jitneys.

Miscellaneous

- ★ Repair work on Spadina made access to the club difficult and frustrating. Mill Street access was also difficult at times.
- ★ Unable to make contact with the city official to remove two trees outside the fence that are affecting the greens.
- ★ This was the club's 50th year at the Wentworth Avenue location.
- ★ Promoted the child tax credit benefit.

Fast Track

- ★ Three members are on schedule to take coaching certification in October.
- ★ The club will receive a grant to upgrade interior lighting for energy efficiency. Supplies and installation are covered and the work will be done this fall.

Strategic Plan Sets Sights on an Exciting Future

Whether it's shopping lists or school assignments, we all know the importance of planning and the value of being focused and organized. Now the Kitchener Lawn Bowling Club has its own "road map" for the future: a strategic five-year plan that covers the period 2011-2015.

Last winter, the Executive Committee discussed ways in which we might improve the club and lead it towards an exciting future. The Executive realized that similar to the commitment to improve one's own personal physical fitness, our club needs to set meaningful goals and then work – step by step – to achieve them. So the plan was developed and president Kris Stinson test-marketed the first draft to a focus group of members in April. The rest of the members heard all about it at the May meeting.

The KLBC Strategic Five-Year Plan is a very comprehensive document that touches on all aspects of what the club can be and should be. It identifies the mission that we will be "a vibrant organization that provides a safe and welcoming environment for players of all ages and skill levels." And enunciates the vision that over the course of the five-year period, we will become "the lawn bowling club of choice for residents of Waterloo Region."

The core values of the club are set out as:

- ✓ accessibility
- ✓ membership loyalty and teamwork;
- ✓ mentorship and learning;

- ✓ community engagement; sportsmanship, respect and positive social interaction on and off the greens;
- ✓ sustainability.

The meat of the plan is detailed as a set of desired outcomes, the achievement of which will define the club by the end of the 2015 season. This includes everything from membership targets, promotions and improved greens to tournaments, member competency and competitiveness and much more. Each desired outcome is designed to make us "stretch" to become a better and more efficient and effective club.

Getting all of this work done will not be easy. The list of targets is very detailed and ambitious. Not every target will be reached at the same pace; some will take years to achieve. The new Executive Committee will be working over the winter to refine the list, cut the targets into bite-sized portions for what is practical and achievable in 2012 and provide the leadership to get them done. Obviously, considerable immediate effort must be put into increasing the number of members.

Every member of the Kitchener Lawn Bowling Club is encouraged to be involved. What can you do to make the desired outcomes happen? Make sure you have a copy of the KLBC Strategic Plan, 2011-2015. Ask any member of the Executive if you need one!

The Kitchener Lawn Bowling Club's Executive Committee appreciates member support this season. Thanks to everyone who worked on the greens, helped in the kitchen, kept the clubhouse neat and clean, provided goodies, worked on tournaments, organized fund-raising events and spread the good word about our club and lawn bowling. Your sportsmanship and positive attitude makes us all winners.

Have a great winter and remember that your membership is valid until May 31, 2012.

Members Shine at Top-Flight Competitions

While most members are usually content to chuck a few bowls on Tuesday and Thursday evenings, there are others who view the Kitchener greens as just a beginning. Again in 2011, KLBC members participated in tournaments, playdowns and elite competitions all over Ontario and beyond!

The year started off well with Otto Richert, Barbara Martin and Martin VanBrunschoot carrying the club banner to the Senior's Games in Elora. As usual, this fun-loving threesome were very competitive.

For the first time in probably 25 years, KLBC had an entry in the district men's fours playdowns. Mike McNorton, Craig Phaneuf, Josh Cameron and Kris Stinson quickly formed a rink team for the very early season District 7 competition at the Heritage Greens Lawn Bowling Club. It is hoped that this will be the emergence of a fours powerhouse or that other KLBC fours rinks will compete in 2012 and beyond.

Josh Cameron skipped a team that won the District 7 novice triples playdowns. Craig Phaneuf and a player from the Elora Rocks club rounded out the three-man squad. They advanced to provincial finals in Hanover before being eliminated. Congratulations, Josh and Craig for making it to the provincials!

Josh and Mike McNorton teamed up to represent the club at the District 7 men's doubles playdowns. Mike also played in District 7 singles where he lost in the final singles match to Heritage's Mike Wagner who went on to capture silver at the provincials and advanced to the nationals.

Not to be outdone from the women's side, Kaitlin Ryan repeated as Ontario girl's bowler of the year. Kaitlin also qualified in the Ontario women's juniors to play at the Canada Junior Lawn Bowling Championships that were held at Montreal's Westmount Lawn

Bowling Club in August. Kaitlin took the silver medal at the national championships.

Josh Cameron also qualified to represent Ontario at the nationals and finished fourth in the men's under-18 finals. He also finished second in Ontario boy's bowler of the year.

Josh and Mike McNorton also competed at the men's 2011 World Junior Cup Selection (under 25 qualifier) that followed the juniors in Montreal. Josh showed incredible stamina and skill and came up just short of a medal match after two defeats (one to Mike) on the final day. Josh and Mike bowled well in a strong field. Had they won, they would have represented Canada at the 2011 World Cup in Australia later this year.

"We are extremely proud of the commitment of Kaitlin, Josh and Mike in becoming elite competitors at the national level," noted club president Kris Stinson in a news release issued to Kitchener area media in August. "Their hard work brings distinction to themselves and adds to the winning traditions of the Kitchener Lawn Bowling Club."

And Kaitlin Ryan and Mike McNorton teamed up to win the prestigious Ryan Bester Cup in Hanover among 22 teams of open pairs competition.

It is gratifying to all members that our juniors are recognized provincially and even nationally for their skill levels and sportsmanship. Sometimes we don't see some of the younger members at jitneys and wonder if they are losing interest. Nothing could be further from the truth: one reports that he bowled in 17 tournaments including playdowns! This increase in club entries at the elite level fulfills an important part of the Strategic Five-Year Plan.

It would be great to repeat playdowns participation in 2012. How about women's singles and doubles? Ladies???