



## MAY 10th IS OPEN HOUSE DAY

The Southwest Division has set aside Saturday, May 10th, for the first-ever new member Open House Day encompassing all Southern California lawn bowling clubs. Every club between San Diego and Santa Maria, big and small, situated in public parks or gated communities, is encouraged to participate. Many have already indicated they'll be part of the action.

Using a program tested successfully during the past 18 months at several Southern California LBCs, participating clubs will be aided by advertising and media support, manpower and technical know-how provided by a detailed set of guidelines. The Division will make available banners, flyers, a colorful "all about bowls" tri-fold, professionally produced advertising artwork, a DVD/VHS for newcomers, and a host of other valuable tools.

"The idea," says men's SWD president Mert Isaacman, "is to set every participating club on a straight-and-narrow that works. And to do it collectively, to minimize costs while achieving maximum results."

All SWD club representatives received a bound copy

of the "Guidelines For Conducting An Open House" at the Annual General Meeting in January, and copies of the complete program can be found on the SWD's website under the MARKETING button at: <http://swlawnbowls.com/marketing.html>

"This new Open House program not only spells out everything you need to know about recruiting new members (via an open house), but it presents it in step-by-step, easy-to-follow language. The program succeeded in drawing more than two hundred prospects last year in several one-day events, with a net result of signing up one-third of the prospects to club membership" reports Isaacman.

The Open House program was developed by members of the Newport Harbor Lawn Bowling Club, under the stewardship of John Groothuis, Len Cormier and Myrna Chan. Between a single open house in 2006 and another in 2007, Newport Harbor welcomed 128 new members. Last year, of the 175 prospects who attended the club's May open house 37 of them joined the club on the same day! Another 28 joined during the two months that followed.

"The program works," says Isaacman. "I look forward to the men and women of every club taking advantage of this solid, cost-efficient opportunity to increase the membership in Southern California. Opportunity is knocking!"

A sample of the prepared advertisement that will be available to all LBCs for promoting their May 10<sup>th</sup> Open House. The shown Newport Harbor information is easily replaceable by similar local information.

### Index

CONTENTS	PAGE	CONTENTS	PAGE	CONTENTS	PAGE
Open House Day	1	2008 SWD Leadership	3	Survive a Heart Attack	7
Crystal Bowl	2	Team Southwest	3	Attorney's Free Advice	7
Dr Goodwick	3	2008 Tournament Schedule	4&5		
		Pro World Bowls Tour	6		



**ASKED:** Is it true that some of our local bowlers competed recently in a tournament over in England that paid 30,000 pounds (nearly \$60,000) to the winner? Was Tiger Woods playing?

**CRYSTAL BOWL:** Tiger Woods was probably picking up \$800,000 to a million at assorted PGA events between November 2007 and February 2008, while some of our top U.S. bowlers—mostly Southern Californians—competed in five PBA (professional) indoor bowls events in England, Scotland and Wales that featured purses ranging between \$102,000 and \$366,000! Event winners took home between 40-80 thousand dollars.

No. None of our people came back home with the big bucks. But they came home with a piece of each pie. See the PBA story on page 6.

The Professional Bowlers Association, lawn bowls answer to the PGA, proves that an organization of the willing can make the universally accepted impossible possible.

**ASKED:** Which type of shot, a draw or a drive, is the higher percentage choice for the average bowler?

**CRYSTAL BOWL:** Where is Dr. Goodwick when you need him? An answer, if there is one, is more complex than the question. Essentially, the type of shot depends upon the game situation—which includes all sorts of considerations—and the person with the bowl in his or her hand.

## THE CRYSTAL BOWL

According to an article in a respected South African bowls magazine, upon observation of the top bowlers in that country, it was determined that the odds of achieving a successful result are 9 to 1 for a draw attempt, 4-to-1 for a drive. Simplified reasoning says a draw shot has to be perfect or near perfect to succeed. A drive shot can miss its target but still effect success out of the havoc it causes. Keep in mind that these odds and comments are derived from observations of highest level competitors.

Some of our so-called “tournament” players and capable average bowlers use the “drive shot” as a handy weapon. Used discreetly by a skilled player, it can be the difference in match. Not every capable bowler, however, chooses discretion. Which explains why certain names don’t appear at the top of result sheets as frequently as they otherwise could.

On the other hand, “weighted shots” used by the skill-challenged bowler—*you know who you are*—promises wing and a prayer time on the bowling green. Kind of like a quarterback attempting a ‘bomb’ on every other play. Some say it’s a macho thing. Or getting a kick out of watching old people scatter for their lives. Or “skill, schmill”.

There is, of course, a range of definition between the “weighted shot” and a “drive”. If you don’t know what that means you shouldn’t be a practitioner of either.

Dr. Goodwick would probably observe that there’s no law against heavyshottitis. And he’d advise, if you’re so inclined to make it part of your game, why not take some time to practice the shots so you’re comfortable that your success rate has the chance to fall in the “likely” zone rather than “hail Mary” class.

**ASKED:** There’s a bowl resting on the rink boundary line and declared in play. As a subsequent bowl is delivered from the mat, the bowl on the boundary falls over out of bounds. The delivered bowl wicks off the now (but never declared) out of bounds bowl and comes to rest in the played rink. What’s the ruling?

**CRYSTAL BOWL:** According to USLBA chief umpire, Conrad Melton, the answer is found in the current rulebook: Law 28.3.1.3 (on page 33)—*Bowl displacement by a neutral person or object....Displacement of a bowl in its original course...that did not disturb the head before it was displaced...(and was) running on a bias that would have brought it back into the rink of play, (but before it could get there was) displaced (by the dead bowl resting) outside the rink boundaries... and the bowl (did) not disturb the head after (being) displaced...that bowl should be replayed. If the delivered bowl, after displacement, disturbs the head...the skips should agree how to replace the head and then have the bowl replayed. If they cannot agree, they should declare the end dead.*

**ASKED:** How is the Winter League faring?

**CRYSTAL BOWL:** Thanks to Bob Ratcliffe (Pasadena), the very active “commissioner” of the League, the League continues to prosper. As this is being written, scheduled club vs club competition is nearly complete. However, some of the teams in both the Trophy and Development divisions still have make-up matches to complete, necessitated by postponements caused by January-February rains. A Division-wide set of playoffs is scheduled for early March.

You can follow the progress of the Winter League at: [trylawnbowling.com](http://trylawnbowling.com)

**NEXT ISSUE COPY DEADLINE  
MAY 30**

**LOT'S OF FAMILIAR FACES**  
**2008 SWD LEADERSHIP**

Sixty-seven Delegates to the 2008 SWD Annual General Meeting on January 19th re-elected the previous year's entire slate of Men's officers for calendar 2008. Mert Isaacman continues in the president's chair, while vice-president Howard Harris, secretary Conrad Melton, treasurer Brian Studwell, and national councilor Sam DeLisle are re-upped for another year.

Also elected, named to represent their SWD Districts are:

- |                         |                |                  |                   |
|-------------------------|----------------|------------------|-------------------|
| <i>Central District</i> | Gary Jones     | <i>alternate</i> | Bob Hauerwass     |
| <i>Citrus District</i>  | Joe Bender     | <i>alternate</i> | Don Hollingsworth |
| <i>Coast District</i>   | Tom Hargraves  | <i>alternate</i> | Albert Schmid     |
| <i>North District</i>   | Ron Zenone     | <i>alternate</i> | Stan Bloom        |
| <i>Orange District</i>  | Cliff Hilliard | <i>alternate</i> | Bob Schmalholz    |
| <i>South District</i>   | TBA.           | <i>alternate</i> | TBA               |
| <i>West District</i>    | Bill Wolff     | <i>alternate</i> | Marty Bierman     |

SW President Isaacman called AGM delegates attention to and stressed the importance of the planned May 10th division-wide Open House program, and how it has already grown the membership of each club that has employed the system. The program was developed and organized by Newport Harbor LBC members Len Cormier, Myrna Chan and Martin Groothius, who delivered an informative seminar following the AGM describing the aggressive plan. They distributed booklets containing the format, directives and system suggested for use by each club on the May 10th date. The SWWD (women's organization), led by president Maryna Hyland, participated in the seminar. (SEE RELATED STORY ON PAGE 1)

Marketing Committee Chairman Stan Bloom showed delegates a prototype of the new "about lawn bowling" tri-fold, copies of which will be distributed to every SWD club for membership recruitment and general use.

Isaacman displayed a new bowling shirt that will be available to all bowlers (\$20), featuring the new Southwest Division logo. It will be formally introduced at the Southwest Open in early May. Tony Baer created the archetype logo design, and Myrna Chan and Len Cormier added the final touches.

DEAR DR. GOODWICK.....



RX for more consistent excellence

**Quaking Over Faults!**

I'm sick and tired of having smart-aleck rule-freaks tell me that I'm foot-faulting. So what if part of my foot isn't on the mat? Foot-faulting is a stupid rule that should be abolished!

*Farley Dirtburger*

**Dear Mr. Dirtburger,**

Good news Farley! Foot faults have been all but eliminated from the game. Law 20.1 in the 2007 Laws of the Sport of Bowls makes it very clear that as long as a bowler first puts one foot fully on the mat, even if only for a second, s/he may then move almost anywhere s/he wants. S/he only is required to have "part" of his/her toe, heel or foot on the edge on the mat.

The fine folks at World Bowls (who provide the entire bowling world with its laws) may not have intended to do away with foot faults, but their words tell the tale. As long as you first stand fully on the mat, then you can move your foot or feet wherever you want to—as long as some part of it/them is on top of the mat when you release your bowl. Unless or until they change Law 20.1 in the future, foot faults are just a piece of bowls' history.

**TEAM SOUTHWEST**

The annual men's Team Southwest, the 14 men who achieved the Division's top tournament performance records during 2007, is announced by the SWD Tournament Committee.

- |               |                 |
|---------------|-----------------|
| Bill Brault   | Patrick Chan    |
| Liam Courtney | Loren Dion      |
| Phil Dunn     | Charlie Herbert |
| Ivan Hyland   | Bob Nunes       |
| Jim Olson     | Ed Quo          |
| Phil Salt     | Michael Siddall |
| Steve Smith   | Roger Teske     |



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## 2008 Southwest

DATE	MEN SPONSOR	WOMEN SPONSOR	CLUB INVITATIONAL	LOCATION
3/8 Sat.			Don Goodrich Senior Triples	Sun City
3/9 Sun.		Vet-Novice Mix or Match Triples		Santa Anita
3/15 Sat.			Stirrat Mixed Triples	Santa Ana
3/16 Sun.			'International' 10-Star	Santa Monica
3/19 Wed.		Ladies Day		Hemet
3/22 Sat.		Australian Pairs		Riverside
3/29 Sat.- 3/30 Sun.	So. CA Triples (Both Days)	K Harland Triples (Sat.)		Men - Riverside Women - Santa Anita
4/5 Sat.			The Groves Mixed Triples	The Groves
4/12 Sat. - 4/13 Sun.	So. CA Rinks (Both Days)	California Bears (Sat.)		Men - MacKenzie Park Women - Joslyn-Lake Hodges
4/16 Wed.		Ladies Day		Santa Ana
4/19 Sat.			Carnival	Long Beach
4/26 Sat.			Amador Martinez Triples	Oxnard
5/3 Sat. - 5/8 Thu.		Southwest Division Open		Santa Anita
5/10 Sat.	OPEN HOUSE	OPEN HOUSE	OPEN HOUSE	OPEN HOUSE
5/17 Sat.			Jean MacAuley Mixed Triples	Laguna Woods
5/21 Wed.		Ladies Day		Redlands
5/24 Sat. - 5/26 Mon.			Disney Tournament	Beverly Hills
5/31 Sat. - 6/1 Sun.	Murray-Allison Singles (Both Days)	Division Rinks (Sat.)		Men - Laguna Beach Women - Long Beach
6/7 Sat.			City of Hope Triples	Santa Anita
6/8 Sun.			Senior (55+) Games	Pasadena
6/14 Sat.			Laguna Beach Open Pairs	Laguna Beach
6/15 Sun.	Novice Singles	Novice Singles		Newport
6/18 Wed.		Ladies Day		Long Beach
6/21 Sat. - 6/22 Sun.	US Pairs Playdowns	US Pairs Playdowns		Men - Laguna Beach Women - Newport
6/28 Sat. - 6/29 Sun.	US Pairs Playdowns (Finals)	US Pairs Playdowns (Finals)		Men - Laguna Beach Women - Newport
7/5 Sat.			Ralph Ecton Triples	Oxnard
7/12 Sat.			Virginia Marlar 2+2 Mixed Rinks	Laguna Woods
7/16 Wed.		Ladies Day		Newport
7/19 Sat. - 7/20 Sun.	US Singles Playdowns	US Singles Playdowns		Men - Newport Women - Long Beach
7/26 Sat. - 7/27 Sun.	US Singles Playdowns (Finals)	US Singles Playdowns (Finals)		Men - Newport Women - Long Beach

## Tournament Schedule

DATE	MEN SPONSOR	WOMEN SPONSOR	CLUB INVITATIONAL	LOCATION
8/2 Sat.			Ruth Erickson Triples	San Diego
8/3 Sun.	Fox Mixed Pairs			San Diego
8/6 - 8/9	North American Challenge			Ontario, Canada
8/9 Sat.	OPEN HOUSE	OPEN HOUSE	OPEN HOUSE	OPEN HOUSE
8/16 Sat. - 8/22 Fri.	PBA Qualifiers			Santa Maria
8/20 Wed.		Ladies Day		Laguna Beach
8/23 Sat. - 8/24 Sun.	Cary-MacDonald Pairs (Both Days)	Vet-Novice Pairs (Sat.)		Men - Long Beach Women - Laguna Beach
8/29 Fri.			Santa Barbara Triples	Santa Barbara
8/30 Sat.			Australian Pairs	MacKenzie Park
8/31 Sun.			Joe Duran Triples	Santa Barbara
9/1 Mon.			George Watson Triples	MacKenzie Park
9/6 Sat.			Pat Gonzales Mixed Australian Pairs	Long Beach
9/7 Sun.			Quinnell Rinks	Santa Monica
9/11 Thu.			9-11 Charity Tournament	Newport
9/13 - 9/19	USLBA NATIONAL OPEN			PIMD
9/20 - 9/25	PIMD OPEN			PIMD
9/17 Wed.		Ladies Day		Laguna Woods
9/20 Sat.			Persina Mixed Triples	Newport
9/21 Sun.	Novice Pairs			Laguna Woods
9/27 Sat.			The Detta Marvin Mixed Triples	Laguna Beach
9/28 Sun.			Invitational Triples	Holmby Park
10/4 Sat.	5-Man All Star	Women's 5-Star		Men - Laguna Beach Women - Newport
10/5 Sun.	Waterbury			Laguna Woods
10/11 Sat.			Joslyn Mixed Triples	Joslyn-Lake Hodges
10/11 - 10/18	MAP Int'l. Challenge		Newport,	Laguna Beach
10/18 Sat.			Aussie Pairs	Riverside
10/19 Sun.			Maccabee Pairs	Beverly Hills
10/26 Sun.	Men & Women Vet-Novice Pairs			Laguna Beach, MacKenzie Park, Pasadena, Sun City
10/26 -10/30	US CHAMPIONSHIPS			Sun City, AZ
11/1 Sat.			Mixed Triples	Sun City
11/8 Sat.		Eberle-McCowen Mixed Pairs (Men Skip)		Santa Anita
11/15 Sat.			59 and Under Pairs	Pasadena
11/19 Wed.		Ladies Day		Riverside
11/22 Sat.		Vet-Novice Mix or Match Triples		Long Beach
12/17 Wed.		Ladies Day Christmas Luncheon		Santa Anita

## SWD ON PRO WORLD BOWLS TOUR

By Jim Olson

The Southwest Division qualified four of the five players who represented the United States on the five-event international Professional Bowlers Association's 2007-2008 winter World Bowls Tour.

Jim Olson (San Diego LBC) and Phil Dunn (Santa Monica) were the U.S. Pairs entry at the Potter's World Indoors Bowls Championships, held at Potter's Leisure Resort in England, January 7-14, on the shore of the North Sea.

The two-bowls competition was single-elimination, played in a two 9-end sets and 3-end tie-breaker format. First prize was 10,000 British pounds (about \$20,000 US) to the Pairs champion, and 30,000 pounds (about \$60,000 US) to the Singles winner. Travel expenses to and from the competition were reimbursed to the competitors, and both lodging and meals were provided. Each team that competes in the first round of the event received a minimum prize guarantee of 1,500 pounds. All WBT events feature similar prize purses and amenities.

To aid television coverage and live spectator viewing, all matches on the World Bowls Tour are played on a single indoor "carpet" rink, approximately 108 feet long by 16 feet wide, and teams use either red or green bowls.

Olson/Dunn's first Pairs opponent was Israel. The Southern Californians won the first set 11-4, but lost the second. In the required best of 3-ends tie-breaker, they were 2-0 winners.

Their second round match pitted them the following day against Canadians Jamie McGowan and Francis Yau. Although the Americans got off to large lead, the first set ended in a tie. With Olson & Dunn holding a 7-1 lead after four ends in the second set, the Canadians elevated their game and rallied to capture the set, and with it the match, eliminating Jim and Phil.

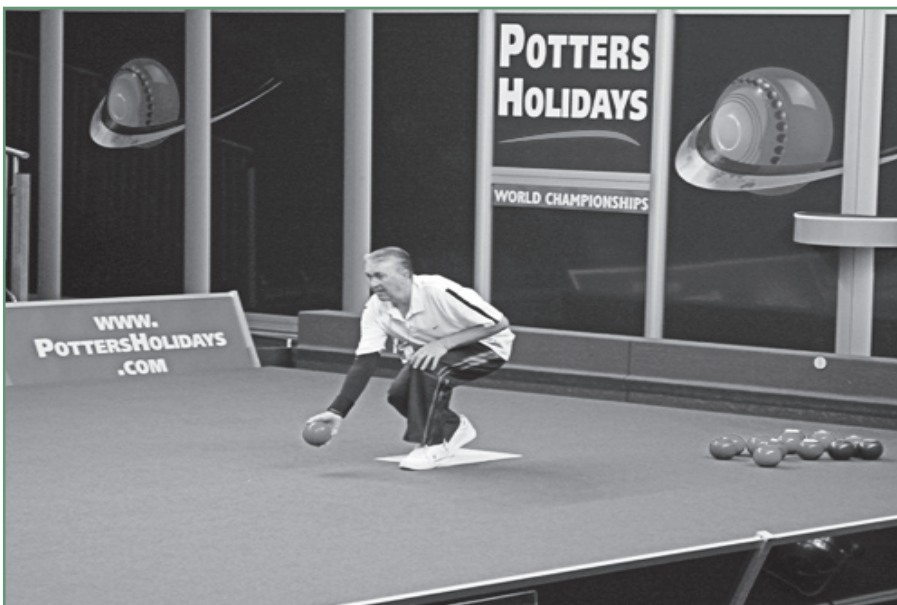
Three additional Singles events make up the World Bowls Tour. Tony Baer (Newport Harbor LBC), Loren Dion (MacKenzie Park), and Steve Smith (San Diego/Pittsburgh), represented the U.S. PBA in those events.

Tony Baer was the surprise of the Engage Mutual Assurance National Open, played at Sheffield, England in early November (07), when he took the World's number one player, David Gourlay, to a third tie-breaker. Baer won the first set 7-6, but lost the second 9-4. The opponents split the first two tie-breaking ends, but Gourlay captured the final-end tie-breaker to win the match.

In late November (07), Loren Dion was the U.S. rep at the Great British Mobility Group Scottish International Open at Perth, Scotland. His first round opponent was the world's #9 rated bowler, Australian Kelvin Kerkow. The Santa Barbaran lost both sets.

Steve Smith was the U.S. entry at the Welsh International Open played in Llanelli, Wales in early February (08). His first round draw was England's Mervyn King, the world's eighth ranked player. Smith lost both sets.

The U.S. qualifying tournament for next winter's PBA events will be played at the Santa Maria (CA) LBC in August 2008. For more information about participating in the qualifiers or information about the Professional Bowls Association, contact Frank Souza at: [frslb1up@cox.net](mailto:frslb1up@cox.net)



U.S. bowler Phil Dunn (*Santa Monica LBC*) tests the 17.5 seconds carpet speed during a practice session for the PBA's Potters Holidays Indoor Pairs World Championships in Sheffield, England. If this photo was in color you would notice the bowling "green" is royal blue carpet and the mat is yellow. You can readily see the playing surface is a single rink, with sponsor messages behind the player and on a riser along rink-side. To accommodate TV coverage of professional indoor matches competitors play only one way, and score in sets.

## HOW TO SURVIVE A HEART ATTACK

By F. Daniel Rochman MD

Let's say it's 6:15 p.m. and you're driving home alone after an unusually hard day on the job. You're really tired, upset and frustrated. Suddenly you start experiencing severe pain in your chest that starts to radiate out into your arm and up into your jaw.

You are only about five miles from the hospital nearest your home. Unfortunately, you don't know if you'll be able to make it that far.

### WHAT CAN YOU DO?

Perhaps you've been trained in CPR, but the guy that taught the course neglected to tell you how to perform it on yourself. Since many people are alone when they suffer a heart attack, this bit of information seems to be in order. Without help, the person whose heart stops beating properly and who begins to feel faint, has only about 10 seconds left before losing consciousness. However, these victims can help themselves by coughing repeatedly and very vigorously.

A deep breath should be taken before each cough, and the cough must be deep and prolonged, as when producing sputum from deep inside the chest. Coughs must be repeated about every 2 seconds without let up until help arrives, or until the heart is felt to be beating normally again.

Deep breaths get oxygen into the lungs, and coughing movements squeeze the heart and keep the blood circulating. The squeezing pressure on the heart also helps it regain normal rhythm. In this way, heart attack victims can get to a hospital.

*(Reprinted from The Mended Hearts, Inc. publication, Heart Response)*

## AN ATTORNEY'S FREE ADVICE

*Compliments of Jim Plunkett, Santa Anita LBC\**

A corporate attorney sent the following out to the employees in his company.

1—Do not sign the back of your credit cards. Instead of signing, put:  
'PHOTO ID REQUIRED.'

2—When you are writing checks to pay on your credit card accounts, DO NOT put the complete account number on the 'For' line. Instead, just put the last four numbers. The credit card company knows the rest of the number, and anyone who might be handling your check as it passes through all the check processing channels won't have access to it.

3—Never have your SS# printed on your checks. (DUH!) You can add it if it's necessary. But if you have it printed, anyone can copy it.

4—Place the contents of your wallet on a photocopy machine. Do both sides of each license, credit card, etc. You will know what you had in your wallet and all of the account numbers and phone numbers to call and cancel. Keep the photocopy in a safe place.

5—It is also good to carry a PHOTOCOPY of your passport when you travel either here or abroad.

6—To limit the damage in case your wallet is lost or stolen, the key is having the toll free numbers and your card numbers handy so you know whom to call. Keep those where you can find them. (Read item #4. again)

7—File a police report immediately in the jurisdiction where your credit cards, etc. were stolen. This proves to credit providers you were diligent, and this is a first step toward an investigation (if there ever is one).

But here's what is perhaps most important of all:

8—Call the 3 national credit reporting organizations immediately to place a fraud alert on your name, and also call the Social Security fraud line number.

The alert means any company that checks your credit knows your information was stolen, and they have to contact you by phone to authorize new credit.

Here are the numbers you'll need to contact if your wallet has been lost or stolen:

- 1) Equifax— 1-800-525-6285
- 2) Experian— (formerly TRW): 1-888-397-3742
- 3) Trans Union—1-800-680 7289
- 4) Social Security Administration (fraud line)—1-800-269-0271

\* *Jim Plunkett is not an attorney*

## SOUTHWEST DIVISION CLUBS

Alhambra

Beverly Hills

Cambria

Friendly Valley

Hemet-Joslyn

Hermosa Beach

Holmby Park

Joslyn Lake Hodges

Laguna Beach

Laguna Woods

Long Beach

MacKenzie Park

Newport Harbor

Oaks North

Oxnard

Pasadena

Pomona

Redlands

Riverside

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