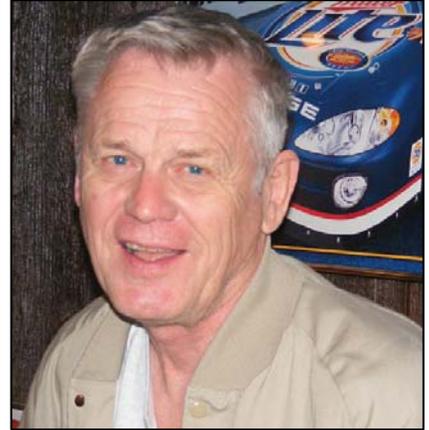


THE RED BARON SPEAKS

October 2008

As I make final plans for the Reno excursion, I would like to discuss what I call our two media forums we have which is the only way we have to distribute shuffleboard news. The Table Shuffleboard Association and www.eshuffleboard.com. They are both equally important to the future and prosperity of a sport or game we all dearly enjoy and love.



I know I have made the statement “never let your job interfere with your game”. I was fortunate to make my own schedule most of my career and this was not a problem. Most of you are not in that position. Both of our media outlets are distributed only electronically. I would estimate less than a third of the players have the equipment to receive the news. I know I consider myself a computer illiterate, but thanks to my youngest son who will graduate (I hope) from IUPUI (Indiana-Purdue University of Indianapolis) with a degree in Informational Systems (I think), I can do minimal things. I know TSA has the quarterly news letter and it keeps players in touch and is a valuable tool for our major events, local events need something shorter term.

I belong to two alphabet groups, one being AOPA (Aircraft Owners and Pilot Association) which has 350,000 plus members and is very strong in Washington lobbying. The other is AAI (Aviation Association of Indiana) which represents cities and towns that own and operate airports and is strong in the state legislature. These organizations are strong because they represent a lot of voters. The same can be said for corporate sponsors, they want numbers. Look at the success of the PGA, LPGA, ABC, etc. I remember when in the late seventies members of the Indianapolis Country Club were asked to take the newer players into their homes for an LPGA event and provide room and board for a week because they had not received a ranking high enough to attract a sponsor.

This is where TSA needs your membership to provide numbers for corporate sponsors. Eshuffleboard.com needs your donations to provide the publicity the sponsors would want. Until we increase our numbers, nothing will happen. With lots of members, someday an event promoter can convince a sponsor to contribute to the prize money. But we must return the favor by using their product. I remember several years ago a sponsor contributed to the prize fund and bought everyone around the water cooler a beverage. My partner and I were the only ones who continued to consume his product throughout the day and we have not seen him since.

Existing TSA members your dues are due in January. New members join and say you want to start in January. With an estimated over three thousand players in this country and Canada, if only ¼ of you contributed a few dollars to www.eshuffleboard.com and joined TSA, the two forums may be able to join forces for a monthly news letter again.

We need both entities to survive for the betterment of the sport. I know many of you are bitter because of the sudden demise of the Boardtalk and you feel you did not get your monies worth, but unless you were an advertiser, the most you are out is \$20, so let's let bygones be bygones.