

The Board Talk

News and Views
from the World
of Shuffleboard

Vol. 2 No. 11

The Board Talk is published by George & Donna Wilber, 421 E. Sheridan Road, Lansing, Michigan 48906; phone 517-371-2538.

November 1985

The Hammer

We're on the threshold of beginning our third year of trying to be a "voice of shuffleboard" in the U.S.

Nearing that landmark prompts us to look at the progress we've made during the past two years, and to the future which, at this point, looks pretty bleak. A third year means it won't be just us looking at the red ink; the IRS, in its infinite wisdom, has some rules about operating a venture at a loss for more than two years.

We started *The Board Talk* two years ago with visions of a 12-page (or more) publication with lots of ads so every shuffleboarder could afford a minimal subscription fee. It would generate enough income, we dreamed, so we could cover every major tournament and chase down every viable news lead for features on the special people who make up the World of Shuffleboard.

So far, we're a long way from that goal. Approaches to advertisers have fallen on disinterested ears. Faithful subscribers share their paid-for *Board Talks* with those who don't feel the need to subscribe as long as they can read someone else's. Cost-cutting measures — going to a lower class mailing permit, limiting travel and depending instead on volunteer reports, limiting the number of pages — have not been enough to put us in the black.

Frankly, we would have given up months ago had it not been for those faithful few who, along with us, believe in the concept of a national communications network for shuffleboarders: our two lone regular advertisers (they're in this issue), the new subscribers and those who have renewed their subscription for another year, our typesetter/graphics designer who has gone unrewarded for the past several months. They're the ones who have kept us going and hoping for better days ahead.

It's not easy to share these concerns, but the time has come to set pride aside. We need help. How can you help? First, if your subscription has run out, renew it. Second, you can use the coupon inside to order a Christmas gift subscription for another shuffleboarder. Third, you can encourage your favorite shuffleboard establishment to become an advertiser (there's a special Christmas/New Year's ad offer inside). Fourth, you can convince your tournament host bars to buy ads to complement the free editorial space they get. Fifth, you can stop sharing your *Board Talk* with those who are getting a "free ride" on your paid subscription. Instead, tell them what they're missing and give them the subscription coupon from your newsletter.

Finally, if you know of someone who can do this better than we can, who is willing and able to take a gamble, tell them *The Board Talk* is for sale.

We assure you, we won't abandon our subscribers. One of the above options will assure that.

George & Donna Wilber
Publishers

Tourney Talk

Thanksgiving Weekend Doubles at Stagger Inn, Bellflower, Calif.

There's still time to enter the big Thanksgiving Weekend Doubles Tournament at the Stagger Inn, 9108 Alondra Blvd., Bellflower, Calif., Nov. 29-30, Dec. 1. Al Stewart, A & M Amusement Services, is co-sponsoring the tourney.

Entry fee is \$250 per team. There will also be a singles tourney if time permits, with an entry fee of \$150. Double elimination, four boards, 100% payback — 60%, 30% and 10%. Auction will start at noon on Friday.

Two new motels are within a block of The Stagger Inn with rooms available from \$26 to \$28 per night.

For tournament and lodging information, call Ray Hogan today: 213-866-9311 or 213-866-0900.

Mixed Doubles, Wagon Wheel, Nov. 30-Dec. 1

The Wagon Wheel in Lake Orion will host a mixed doubles tournament on Saturday, Nov. 30 and Sunday, Dec. 1. \$25 per team entry fee. Double elimination, two-game knockout. Calcutta starts at 1 p.m. on Saturday. Pays 50% — 25% — 15% — 10%. For information, call 313-693-6789.

Canadian Championships Decided at Manitoba

The Manitoba Shuffleboard Association hosted the Canadian Shuffleboard Championships on Oct. 9-12 (see article). Winners of the mixed doubles were Terry Burns and Darlene Docile of Vancouver. Mike Harley of New Brunswick won the men's singles and Faye Serofin of Manitoba won the ladies' singles. Karen Kammerer and Sherri Clark of Saskatchewan were winners in the ladies' doubles. Mike Jacoby and Harvey Groleau of Manitoba won the men's doubles. Grand Aggregate winners were Manitoba.

3rd World Championship Tourney Hosted by Corporate Image

The 3rd Annual World Championship Shuffleboard Tournament was held at the Corporate Image, 5418 Bretwood Stair Road, Ft. Worth, Texas, Oct. 11-14.

In the draw partners event, David Williams of Ft. Worth (continued on page 3)

**A red check here _____
means your subscription
has expired. Don't miss
the next issue — renew
your subscription today!**