



# Greater Edmonton SHUFFLEBOARD

Association

[shufflewithgesa.ca](http://shufflewithgesa.ca)

## President's Message

March 30 , 2025

So here we are about a month away from our season start. We anticipate the start date may be April 29th but we will send confirmation later.

In my last message to you, I indicated that we absolutely must get our membership numbers up if we are going to survive. To do this, it is up to each of us to promote GESHA as best we can. Many of you are aware that we had a group of NAIT marketing students perform a project as part of their training, to promote our club and increase our membership. They came up with several ideas and one theme was to use social media.

We know that many of you are pretty savvy on FaceBook, Instagram, and X. So here is what we want you to do in addition to your word of mouth campaign with friends, neighbours and family. We have attached our Poster, our Brochure, and an Instagram document to this message. We ask that you post these up to any and all of your social media sites. The instagram.jpg document is the correct size and can be posted to the other sites too. And, all of these can be emailed or texted to your address book. Repeat posting this stuff often over the next few weeks.

I also encourage you to clip out and post this YouTube video link to those sites and email/text it to anyone that you think may be interested.

<https://www.youtube.com/watch?v=RCWiIWtJHQI>

We will host a "Friends and Family" evening on Friday, May 16. Please mark this on your calendar and spread the word. And for those who have never played at our club before, that evening is absolutely **FREE, FREE, FREE!**

We have struggled to fill our 24 courts and the experts have indicated that 16 courts are more than adequate for running tournaments. So we have a buyer and will be selling 8 of our courts. This will ease our install and take down times as well. And speaking of the install, expect a call from Charlie Cull seeking volunteers towards the end of April.

Here is looking forward to great shuffle season!

Wally Benth  
President

Cell 780 690-5004  
[wbenth@telusplanet.net](mailto:wbenth@telusplanet.net)