



	Monday, April 27		
TIME	El Dorado Convention Center		
6:00 pm - 8:00 pm	Welcome Reception		

	Tuesday, April 28		
TIME	Silver Legacy Expo Hall		
9:00 am - 10:00 am	Thriving Through Change Keynote with Anne Bonney		

TIME	Silver Legacy Expo Hall		
10:30 am - 11:30 am	Your Field Services Managers and Youth Bowling Activation		
<i>11:30 am - 1:00 pm</i>	<i>Lunch</i>		
1:00 pm - 2:00 pm	<i>It Takes 4 to Tango</i>	<i>Right Document, Right Purpose</i>	<i>Networking Session Tournaments</i>
2:30 pm - 3:30 pm	<i>Online Home Base: Website Review</i>	<i>Sparking Confidence through Rules Knowledge</i>	<i>Non-Profits and For Profits Partnership</i>
4:00 pm - 5:15 pm	<i>Momentum Leader</i>	<i>The Member Experience</i>	<i>Empowering Your Committees</i>

Wednesday, April 29			
TIME	Silver Legacy Expo Hall		
9:00 am - 10:00 am	<i>Social Media Super Session</i>	<i>Moving Mountains</i>	<i>Thinking Better, Together</i>
10:30 am - 11:30 am		<i>Sparking Confidence through Rules Knowledge</i>	<i>Emotional Intelligence</i>
11:30 am - 1:00 pm	<i>Lunch</i>		
	Reno Ballroom		
1:00 pm - 2:45 pm	<i>Meet the Candidates</i>		
3:00 pm - 5:00 pm	<i>Annual Meeting Session I</i>		
Thursday, April 30			
TIME	Reno Ballroom		
9:00 am - 11:30 am	<i>Annual Meeting Session II</i>		
11:30 am - 1:30 pm	<i>Lunch</i>		
1:30 pm - 3:30 pm	<i>Annual Meeting Session III</i>		
3:45 pm - 4:30 pm	<i>Town Hall</i>		

Workshop Descriptions

Tuesday, April 28

Thriving Through Change

9 a.m. – 10 a.m.

Change is part of every season. In this high-energy keynote, Change Leadership Authority Anne Bonney delivers practical tools, bold insights, and empowering strategies to help you face uncertainty with confidence and resilience. Whether it's new technologies, evolving board and member service needs, or market pressures in bowling. Join Anne for a high-energy session that helps you move through the uncertainty of an ever-changing landscape with courage, clarity, and maybe even a shred of enjoyment.

Presenter:

Anne Bonney – Energizing Keynote Speaker

Your Field Services Manager Team and Activating Youth Bowling

10:30 a.m. – 11:30 a.m.

USBC has expanded the Field Services team in our commitment to servicing associations and to support the efforts to grow youth bowling. Join us as we meet the new team members and learn about their plans to service our associations, and spark new interest in youth programs with you, and your bowling centers.

Presenters:

Field Services Team

It Takes 4 To Tango

1 p.m. – 2 p.m.

International speaker, author, and former NFL Cheerleader Candy Whirley energizes audiences worldwide to work better together—and stop driving each other crazy. In *It Takes 4 to Tango*, Candy explores her 4 C's of Leadership—Confidence, Communication, Creativity, and Change—while guiding volunteers and association members to better understand themselves and others. Through humor, movement, and insight, participants will explore personality styles, learn to navigate differences, and discover practical ways to prevent communication breakdowns, negotiation let-downs, and delegation fall-downs.

Presenter:

Candy Whirley – Speaker and Author

Right Document, Right Purpose

1 p.m. – 2 p.m.

This practical, one-hour education session helps association leaders clearly understand and correctly utilize the USBC Policy Manual, local association bylaws, and the association operations manual. Participants will learn how each document serves a distinct purpose supporting governance, defining structure, and guiding day-to-day operations and how using the right document at the right time leads to compliant, consistent decision-making. No pressure, but there will be a fun quiz to test what you've learned!

Presenters:

David Fields and Tina Brown, Field Services Managers

Networking Session – Association Tournaments

1 p.m. – 2 p.m.

Spend some time with your fellow tournament directors and learn from one another what new tools and services you are providing to enhance your tournaments. This round table time is sure to get you motivated and connected with fellow associations to improve your tournaments for you members.

Moderators:

Jarrold Gallegos and Cory Shogren, Field Service Managers

Your Online Home Base - Website Review

2:30 p.m. – 3:30 p.m.

Want to improve your association's website? Don't know where to begin? Join Rocky Bush as she gives you ways to complete an analysis on your association's website so you can determine what's most important for your members and their user experience and roadmap to make updates. If you care about your members finding your home base, don't miss this one.

Moderators:

Rocky Bush – Creative and Social Media Ninja

Sparking Confidence through Rules Knowledge

2:30 p.m. – 3:30 p.m.

Protecting the integrity of the sport through consistent, accurate rules decisions is a critical responsibility for league, tournament, and association officials. To help you in this role, join the USBC Rules Staff for an in-depth discussion on key rules of the sport, followed by an interactive quiz designed to test and strengthen your knowledge.

Presenters:

Mike Spridco and Gary Schmit - USBC Rules Team

Non-Profit and For-Profit Partnership, with Your Centers

2:30 p.m. – 3:30 p.m.

We are a nonprofit organization, working inside for-profit businesses bowling centers. That overlap can at times create friction, since the customers for the center and the association are not always the same. We'll clarify roles, explore how business decisions drive center behavior, and share practical tools to create "win-win" solutions instead of tug-of-war over lanes, schedules, and resources.

Presenter:

Cory Shogren and Hugo Cartagena, Field Service Managers

The Momentum Leader

4:00 p.m. – 5:15 p.m.

The Momentum Leader equips today's association leaders with practical, modern tools to strengthen communication, elevate teamwork, and build a high-performing leadership culture. Discover how clear, consistent leadership fuels momentum across volunteers, centers, and the bowler experience.

Presenters:

Tina Brown and David Fields, Field Service Managers

The Member Experience

4:00 p.m. – 5:15 p.m.

Want to improve your bowler's experience with your association? This session is for you. This customer first workshop identifies the six steps to driving a consistent customer experience that helps separate good from great with a wonderful approach to "Five Star Service Standards" and a fully-engaged team. We visit the three economies (price, convenience and experience) and identify the top reasons people buy (pssst, it's not price). We will also dig a little deeper and discuss difficult customers and how you can repair a brand issue with communication, empathy, and solutions-based problem-solving.

Presenters:

John Kennedy – Leadership Consultant

Empowering Your Committees

4:00 p.m. – 5:15 p.m.

Your board is the backbone of your association. To be as effective and as efficient as it can, your committees should be the muscle and nerves that keep the operations working smoothly. Join us for a practical look at ways your association can become more efficient by empowering your committees and (t)asking them with a yearly game plan that can lead to efficiencies for your board.

Presenters:

Samuel Guy – Director of Field Services

Joseph Robb – Field Service Manager

Wednesday, April 24

Super Session

Kick Start Your Social Media Campaign

9:00 a.m. – 11:30 a.m.

Is your social media strategy just to post whenever you remember? Do you want some real-life application and best practices for your association's social pages that will increase engagement and get more eyeballs on your events? Have we got a session for you!

Join Rocky Bush as she gives you real life tips for idea generation, tournament promotion, and learn the basics of Canva to improve your visual appeal, which will surely jumpstart your association's social presence.

Presenters:

Rocky Bush – Creative and Social Media Ninja

Start Moving Mountains

9:00 a.m. – 10:00 a.m.

Join leadership expert John Kennedy to learn about your roadmap to strategy and execution. During this hour he will help you and your association navigate the challenge of balancing both planning and execution of an annual action plan that is relevant, measurable and accountable.

Presenter:

John Kennedy – Leadership Consultant

Thinking Better, Together

9:00 a.m. – 10:00 a.m.

In this seminar we will dig into the "6 Thinking Hats" by Edward de Bono and see how it can improve your board's communication and effectiveness. A methodology that uses six colored hats to represent different thinking styles to help groups use parallel thinking for more productive decision making. If you want your board to get on the same page and make decisions faster, this session is for you.

Presenters:

Cory Shogren, Tina Brown, David Fields – Field Service Managers

Sparking Confidence through Rules Knowledge

10:30 a.m. – 11:30 a.m.

Protecting the integrity of the sport through consistent, accurate rules decisions is a critical responsibility for league, tournament, and association officials. To help you in this role, join the USBC Rules Staff for an in-depth discussion on key rules of the sport, followed by an interactive quiz designed to test and strengthen your knowledge.

Presenters:

Mike Spridco and Gary Schmit - USBC Rules Team

Emotional Intelligence – Get off the Roller Coaster

10:30 a.m. – 11:30 a.m.

Buckle up....and be ready to be entertained, energized and enter a new way of thinking! Have you ever had volunteers know just what buttons to push! We all have....and that's why Candy loves to teach Association Leaders how to get their emotions under control. In this session, you will laugh and learn a lot in an hour about your emotions and how to CALM DOWN without someone saying "Calm Down!" In this session we will analyze your emotions by exploring what aggravates you by knowing exactly what tics you off! Then we will discuss how to manage the obstacles so you can choose your emotions by being proactive NOT reactive, so you will have a clear head to recognize the emotions in people who are not like you! Simple....right?

Presenter:

Candy Whirley – Speaker and Author