



# **ASSOCIATION**

## LEADERSHIP ACADEMY

### DAY1

#### **Time USBC Association Leadership Academy**

- 10:00 to 10:30 AM** Welcome & Introductions
- 10:30 to 11:00 AM** Association Wheel of Life
- 11:00 AM to 12:00 PM** The Board Member Orientation
- 12:00 to 1:00 PM** Lunch
- 1:00 to 2:15 PM** Email Marketing & Communication
- 2:30 to 3:30 PM** Bowling Technology Study | Center Certification
- 3:30 to 4:45 PM** Growing & Utilizing Association Revenue
- 5:00 to 6:00 PM** Key Takeaways
- 6:00 to 7:00 PM** Dinner

### DAY2

#### **Time USBC Association Leadership Academy**

- 8:00 to 9:00 AM** Breakfast & Networking
- 9:00 to 10:15 AM** The Keys to a Powerful League Secretary Relationship
- 10:30 to 11:45 AM** The Business of Bowling
- 12:00 to 1:00 PM** Lunch
- 1:00 to 2:00 PM** "Why Should I Certify?"
- 2:15 to 3:15 PM** Key Takeaways / Close

United States Bowling Congress

A **Future** FOR  
THE **Sport**