



A Future FOR
THE Sport



eNEWS



This Week's Arsenal

- Bringing Bowlers Back update – National Bowling Day
- Association Bylaws
- USBC System Maintenance
- Live BowITV Coverage



MARKETING & PROMOTIONS

Bring Bowlers Back – National Bowling Day

Saturday, August 14th is National Bowling Day this year, and it's just a few short weeks away. We encourage each association to touch base with your centers to see what they are doing and then see what you can do to support the effort.

Two weeks ago in the eNews we discussed a call campaign to market to those bowlers who took this year off during the pandemic. This could be a great way to encourage them to get back on the lanes and visit the centers on 8/14 as a step to get ready for the upcoming league season.

A reminder that postcards have been mailed to all bowlers from last year, and in the first week of August a letter will be arriving to each of these bowlers as well. A phone call from a local bowling representative is a great way your association can support the effort.



ASSOCIATION RESOURCE CENTER (ARC)

USBC Association Updated Bylaws

Updated fillable association bylaws for State, Local, and Affiliate Associations for the 2021-2022 season have been uploaded to the Association Resource Center on bowl.com.

It is encouraged that all associations review their bylaws annually and submit the most up to date version to associationservices@bowl.com or your Regional Manager.

A full review of policy changes for the upcoming season can be found [HERE](#).

To find the 2021-2022 season fillable bylaws template for your association, please [CLICK HERE](#).



SPECIAL ANNOUNCEMENTS

USBC SYSTEM MAINTENANCE JULY 30-AUG. 1

USBC will perform systems maintenance starting Friday, July 30 at 3 p.m. (Eastern) until Sunday, Aug. 1 at 11 a.m. (Eastern).

During this time, several online applications may not be available, including:

- Online Join USBC (will shut down Friday, July 30 at 1 a.m. EST)
- Junior Gold Membership Portal
- Youth Membership Processing
- WinLABS Transmittals
- Collegiate Membership
- Collegiate Tournament Portal
- Supply Orders
- Online Tournament Certification

We thank you in advance for your understanding.



Live BowITV Podcasts & More

Be sure to visit [BowITV.com](https://www.bowitv.com) to check out the week's great content.

You will need to register and sign in through the USBC Community Login to watch.

The upcoming livestream schedule (all times Eastern):