

# INTERNATIONAL BOWLING CAMPUS

## YOUTH COMMITTEE REPORT

The International Bowling Campus (IBC) Youth Committee is proud of the successes and progress of the past year. Together, we can get a few more kids to go bowling more often!

The IBC Youth Committee is made up of a diverse group of individuals who represent all of the youth bowling spectrum and have been working together to shape *A Future for the Sport*.

The **Mission** of the Youth Development Team is to “Cultivate opportunities to grow youth bowling through services, developmental programs and competitions.” Through this mission, we will deliver on a **Vision** of encouraging all children to experience the fun of organized bowling.

With the continued partnership of USBC and BPAA through the International Bowling Campus (IBC), they are providing us the opportunity with their continued financial support to keep youth bowling moving forward, growing and turning our youth bowlers into lifetime bowlers.

This year with a joint effort, IBC Youth has a new Strategic plan with a brand new look. We really wanted to focus on our core values:

To **SERVICE** bowling with **INTEGRITY** in all areas through **EDUCATION**, **TEAMWORK** and **COLLABORATION** with our partners. Above all, demonstrate and foster **LEADERSHIP** within the organization at all levels.

Let’s take a look at the products!

**Membership** – The cost of the memberships has remained unchanged. Collegiate and Junior Gold once again saw growth in membership and has record-breaking numbers. In order to target youth members at a younger age, more than 20,000 youth members 8 and under received a free Bowlopolis Upgrade kit.

**Junior Gold** – With a total number of 3,832 participants at the Junior Gold National Championships in Dallas, this event once again broke records. The program continues to look at new ways to evolve its brand and announced a new U17 division will be created for the 2019-2020 season.

**Youth Open** – The bowling.com Youth Open Championships had a successful launch of its new registration. The new system allowed consumers a more effective and efficient way to register the teams for the event. The event awarded over \$90,000 in scholarships.

**Pepsi Championships** – The Pepsi Youth Championships (Pepsi Tournament) is open to all USBC Youth members. This continues to be the largest youth scholarship in the country with more than 25,000 kids participating at the local level. Last season, the tournament awarded over \$600,000 in scholarships at the local and state levels.

**Bowler's Ed** – The Bowler's Ed program awarded a total of 46 grants to school districts and organizations around the country. There were over 4,300 curriculums handed out around the country to assist educators in teaching the program..

**High School/Middle School** – The department remains committed to being a resource for local and state initiatives seeking to create and grow high school bowling. The program moved the high school grant program online, which made it more visible to the public. As a result, there was an increase in the total amount of applications received, which allowed the program to issue all four \$2,500 grants.

**Collegiate** – Collegiate bowling continues to be one of the segments growing in the bowling industry. USBC Collegiate set records with 221 member schools and 3,825 student-athletes.

**USA Bowling** – The brand once again conducted 16 Regional Tournaments and the USA Bowling National Championships. Last season proved to be another successful season with the tournament setting record numbers in participants and teams.

The coaching program has been our flagship program and by developing more USA Bowling coaches, which, in turn, help make it possible for the league concept to flourish. We provide a minimum of 50 seminars each year, at no charge to those who apply.

A new USA Bowling Development Manager was hired to work with centers and associations who were interested in launching USA youth leagues in their local market. This re-launch of the program went into seven different local markets and resulted in 125 new bowlers.

Congratulations to our Award recipients for 2018-2019:

- David Dahms Coach of the Year – Connie Emlich
- USBC Volunteer of the Year – Lenny Higgins
- USBC Youth Ambassadors of the Year – William Hrivnak and Paytin Elizabeth Lee
- Alberta Crowe – Mabel Cummins
- Chuck Hall Star of Tomorrow – Trace Nuss
- Annual Zeb Scholarship – Alexander Kobus

This year USBC, as the National Governing Body for the sport of bowling as recognized by the United States Olympic Committee, has addressed its adherence to SafeSport policies through its playing rules and bylaws. The U.S. Center for SafeSport works collaboratively with sport organizations to ensure a culture of safety through awareness, education and training programs, so that every athlete is safe, supported and strengthened through sports.

Please visit [BOWL.com/SafeSport](https://www.usbc.com/SafeSport) for all the rules and bylaws USBC has put into place.

If you haven't already, we invite you to check out our online Youth Resource Center at [BOWL.com/YouthResourceCenter](https://www.usbc.com/YouthResourceCenter). The Resource Center was built to provide the tools necessary to build and promote youth programming.

We will continue to have great exposure on national television with our continued partnership with CBS Sports Network. Continuing to see the success of our youth is so exciting and a fantastic way to promote the sport of bowling.

I would like to take this opportunity to thank Kelly Marlin for his passion, hard work and dedication to youth bowling and the IBC youth committee. Thank you for everything you have done and will continue to do for youth bowling.

**#MoreKidsBowling**

**#AFutureForTheSport**

**“Progress is not inevitable. It’s up to us to create it”**

Respectfully submitted,

**IBC Youth Committee**

Melissa McDaniel, chair

Blair Blumensheid

Mike Cannington

Chad Estes

Chrissie Kent

Kelly Marlin

Taffany Shipp

Nadine Swee

Irene Wilson

Gary Brown, staff liaison



# IBC Youth Development

## STRATEGIC PLAN

### VISION

For all children to experience the fun of organized bowling.

### MISSION

Cultivate opportunities to grow youth bowling through services, developmental programs and competitions.

### CORE VALUES



SERVICE



INTEGRITY



EDUCATION



TEAMWORK



COLLABORATION



LEADERSHIP

**SERVICE** bowling with **INTEGRITY** in all areas through **EDUCATION**, **TEAMWORK** and **COLLABORATION** with our partners. Above all, demonstrate and foster **LEADERSHIP** within the organization at all levels.

### STRATEGIC PRIORITIES

- **Membership:** Creating opportunities for fun and friendly competition, sportsmanship, teamwork and leadership development.
- **Tournaments:** Organize youth championships and events that deliver an exceptional experience for all bowlers.
- **Education:** Provide educational tools and resources to motivate and support the bowling community.
- **Scholastic:** Present an avenue for kids to participate in bowling through school-based programs.
- **Marketing:** Create more opportunities for youth bowling by delivering promotional marketing strategies to increase awareness of youth development programs.
- **Innovation:** Leverage advancing technology to improve operational efficiencies.

# MORE  
KIDS  
BOWLING