

WELCOME TO BOWLING

MAKING A GOOD FIRST IMPRESSION

PUT YOURSELF IN the shoes of a first-time league bowler.

If you were to do that, you probably would be in a pair of rented bowling shoes and your ball of choice will be either orange, blue or black – depending on the “house” ball you can grip best.

As you make your way to the settee area, your competitors start to join you. They have three-ball rollers, have their own bowling shoes and toss their logo bowling towels onto the ball return.

So, how are you feeling at this point – intimidated, overwhelmed or just out of place?

That scene has been played out each year in bowling centers the past few seasons. People looking for a fun night out with friends decide to sign up for league bowling but soon feel they don’t belong.

According to USBC data, 63 percent of those first-year bowlers won’t return for a second league season. That’s 63 percent of about 300,000 adult bowlers each season.

To help first-year bowlers become more comfortable and engaged, USBC has teamed with the industry’s top brands and coaches throughout the country to create the Welcome to Bowling program.

For the 2011-12 season, USBC members who have not been members the last three years will be offered the chance to get an Ebonite, Storm, Brunswick or 900 Global bowling ball for the promotional price of \$59.95, an introductory

half-hour bowling lesson for \$20 and will receive access to a special series of tips and online videos from USBC Coaching.

The Welcome to Bowling program is designed to benefit all of the bowling industry by getting the new bowler more engaged and invested in the sport:

- Pro shop operators will have access to new bowlers who need a ball drilled; they can explain how they can help the bowler with equipment needs
- Center managers will have bowlers more likely

The new USBC Welcome to Bowling program will help new bowlers get the equipment and coaching they need to get started on the right foot.



to return for a second season

- Ball manufacturers will see these bowlers become more knowledgeable and want to add to their arsenal

- Coaches will have new clients returning for more lessons

Possibly the most important piece of the puzzle is intangible. Bowling is about friendships and having a good time. This program is designed to spotlight the need for everyone to be more welcoming for new bowlers.

WELCOME TO BOWLING FEATURES

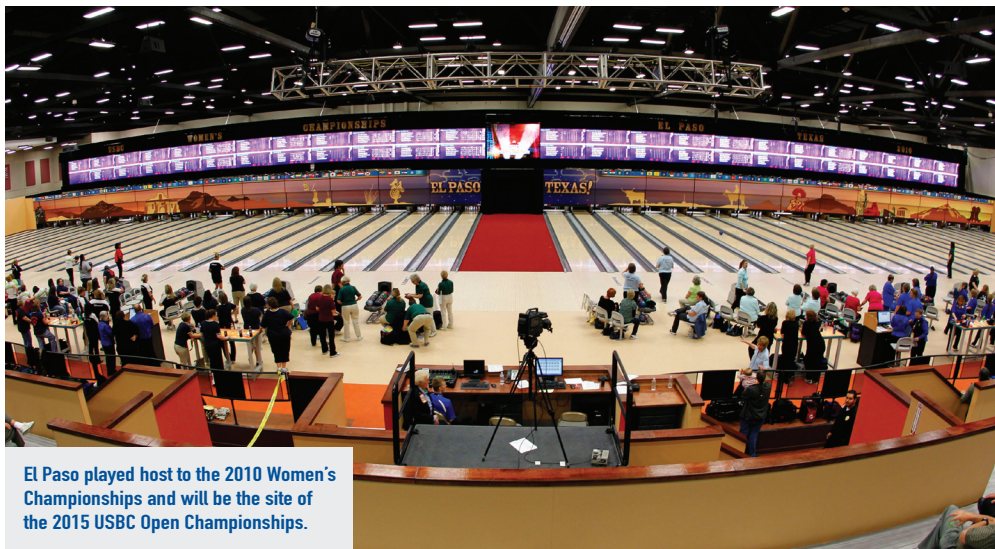
A quick look at the key components of the Welcome to Bowling program:

Ball Offer – Ebonite, Storm, Brunswick and 900 Global are offering a select ball to new bowlers for \$59.95. Ball will be shipped to the bowlers with instructions to visit their local pro shop for proper fitting and drilling. USBC recommends using an IBPSIA Certified pro shop.

Coaching Offer – USBC certified coaches will offer new bowlers an introductory half-hour lesson for \$20. Participating coaches are listed on BOWL.com.

Coaching Tips and Videos – USBC has developed a series of tips and online instructional videos specifically for beginning bowlers.

To learn more about the Welcome to Bowling program, go to BOWL.com/welcome.



El Paso played host to the 2010 Women's Championships and will be the site of the 2015 USBC Open Championships.

USBC TOURNAMENTS

AND WITH THE NEXT PICK, USBC SELECTS ... EL PASO!

SEVERAL YEARS BACK, the NFL tried something new on draft day — allowing fans to be in the audience as picks are announced. If you have watched coverage, you know what happens. With each selection, fans of the team will cheer and boo the choice. Football fans think they know best and are happy to tell management all about it!

USBC has the same thing happen every time a host

city is announced for a major championship. Some bowlers cheer and can't wait to reserve a spot while others have less-than-positive responses. In September, USBC made a much anticipated announcement about the winning bid to host the 2015 Open Championships going to El Paso, Texas. Whether you cheered or booed the decision, it can be useful to understand how USBC selects host cities.

Q: Why are certain cities and not others considered for an Open or Women's Championships?

First of all, a city must submit a bid. A big misconception is that USBC can simply decide to bring an event to any city of its choosing. Hosting the Open Championships requires committing about 100,000 square feet of convention space for several months and that can be impossible for many cities to make happen. Cities also need quality hotels near the venue and must help cover construction costs for the lanes.

Q: Once bids are submitted, how is a city selected?

There are many factors but the key question is asking what is best for the bowler's enjoyment, success of the event and USBC as an organization. USBC estimates how many teams will attend, considers appeal/newness of city, quality and

size of the venue, ease of travel and financial commitment of the city as part of the decision.

El Paso had many of these things in its favor. It's a new city for Open Championships bowlers, but has a proven track record after the city did a terrific job hosting the 2010 Women's Championships. There are multiple full-service hotels within walking distance of the venue and eight of the top 10 U.S. airline hubs have direct flights to El Paso. Plus, the weather is great there during the months of the event.

Q: Both the Open and Women's will be in Reno for 2013-14. Why is that?

Reno offered a unique opportunity for USBC to run its two largest participation events in arena settings in the same city. USBC is looking for ways to introduce new bowlers to these great events. Today, most leagues are mixed leagues; across the country couples typically bowl together. USBC hopes having opportunities for men and women to bowl in the same city, and the creation of new mixed events in Reno, will help expose a new generation to the championships experience.

BE TREATED LIKE A HIGH-ROLLER

USBC and its Reno partners have great incentives for the 2012 Women's Championships. If you bring a group of teams, you could be eligible to receive:

- **Free play credits at a casino**
- **Free food and drinks**
- **Free hotel suites**

Contact the USBC tournament reservations team at 800-514-2695 for details.

ROLLING ON

A look at the future sites for the USBC Open and Women's Championships:

Open Championships

2012 Baton Rouge, La.
2013 Reno, Nev.
2014 Reno, Nev.
2015 El Paso, Texas

Women's Championships

2012 Reno, Nev. (NBS)
2013 Reno, Nev. (RSCC)
2014 Reno, Nev. (RSCC)
2015 Reno, Nev. (NBS)

NBS: National Bowling Stadium; RSCC: Reno-Sparks Convention Center

USA BOWLING

GROW THE SPORT BY TEACHING THE SPORT

Coaching is a big part of the new USA Bowling Youth Sports System.



IF YOUR KID is playing youth football, there is someone coaching the team. If a family spends Saturdays at soccer games, it's a safe bet mom had the minivan rolling to soccer practice at least once during the week. It would be unthinkable to run most youth sports without volunteer coaches or practice days, yet for decades bowling leagues have done exactly that.

This fall, a new program for youth bowling launched to fix this huge issue. USA Bowling Youth Sports System has created the tools to allow kids to enjoy bowling the same way they do other sports. The program is available to any center willing to try an exciting new approach to youth bowling.

Chad Murphy, the International Bowling Campus Director of Youth Development, answers a few questions about the new program:

Q: Why did youth bowling need a new system?

A: Youth bowling programs have been successful but they really needed to be updated to better fit the way parents

and children compete in youth sports. This new system is designed to "get them in and get them excited" and will appeal more to today's parents and children.

Most youth sports today are all about skill instruction mixed with fun. The new USA Bowling system is different from traditional league play in that it features practice days separate from competition and one coach per team. In most youth bowling leagues, children would go to the center, have few minutes of warm-up and then start competition. Can you imagine if youth football or soccer ran this way?

Kids need the opportunity to practice in addition to competition. Without practice, they will not get better or feel connected to the sport and the next step would be to quit. The goal of the new USA Bowling system is to teach bowling and mix it along with the fun and competition, getting them ready to compete in a league model after they have the skills.

Another big factor was the length of the season. Kids today play more than one sport. The USA Bowling

system recommends an eight- to 12-week timeframe for a league so children are able to compete in bowling and other sports, which will allow parents more flexibility.

Q: What exactly is the USA Bowling system?

A: We followed the model of successful sports leagues such as soccer, baseball and basketball. Most parents are familiar and comfortable with this model: Match children of the same age and skill level, have a coach and regular practices so kids can learn the proper skills, and have competitions against other teams. The competitions are a team format with no handicap, similar to high school or collegiate bowling. A youth league with no handicap may sound scary, but I challenge you to name mainstream youth sports that put points on the scoreboard before the game starts.

Q: Who will coach in USA Bowling leagues?

A: Current youth coaches, parents, local association people and new volunteer coaches all are becoming involved in the program. USA Bowling already has held more than 40 free seminars throughout the country to train volunteers so they have the basic skills needed to teach the sport to youth bowlers.

Coaching is a key – to grow the sport you have to teach the sport. Building a proper foundation of skills is important in any sport, whether it's throwing a baseball, kicking a soccer ball or rolling a bowling ball. By having regular practices, youth bowlers will have time set aside to receive the coaching they need to compete in the sport.

Last, but not least, is the fact everyone gets to play – while there are age divisions, no one sits out and there is no rotation of players. Every participant will bowl.

Our team has developed a lot of support material to help centers get a USA Bowling program started in your area. We are asking everyone to give it a try and let us know how people respond.

THE USA BOWLING SYSTEM

The youth bowling leagues in the USA Bowling Youth Sports System have several features that distinguish it from traditional youth bowling leagues:

- **Instruction and regular practice with a dedicated coach for each team**
- **A short schedule of 8-12 weeks**
- **Kids of the same age and abilities competing together**
- **Teaching important life skills such as sportsmanship and teamwork**
- **Easy to implement with instruction books and marketing tools provided**



Visit BOWL.com/usabowling for all the information about the program, including a video, a Frequently Asked Questions section and more.

USBC QUICK STRIKES

NEWS AND NOTES FROM THE UNITED STATES BOWLING CONGRESS

Collegiate action live on BOWL.com

You can catch live action from top collegiate events during the 2011-12 season on BOWL.com. USBC will feature live stream coverage of several major collegiate tournaments during the season.

Go to BOWL.com for a complete list of live stream events. Also, each Wednesday, check out the Collegiate Ticker, a recap and results of all the collegiate tournaments from the weekend.



Bowling on the go

BowlTV, the video library of BOWL.com, features a collection of informative coaching tips and bowlers can access the information right from the settee area of their local bowling centers.

An optimized mobile version of BowlTV is available to iPhone and Android users, who can type bowl.com/tv into their browsers and get the latest advice from their favorite USBC coaches without even leaving the lanes.

BowlTV has a vast collection of videos and more are being added all the time. From coaching tips to tournament coverage to live streaming events, bowlers can be tuned into their favorite sport all the time.

Activate, be informed and get a discount

When USBC members receive their membership cards for the 2011-12 season, they will be asked to go to BOWL.com/activate to activate their membership. The activation

process is being done so USBC can communicate important news, updates and offer tips to members throughout the bowling season.

To encourage activation, members will receive a 20-percent discount offer at USBCSportStore.com when they activate. For those who do not activate their membership, they still are full USBC members and will receive all their benefits.

His name is E.A.R.L. ... really

OK, so it might not be People magazine, but USBC test robot E.A.R.L. recently made headlines as the cover story of Design News magazine's Mechatronics supplement.

Design News is a leading technical resource, providing technology news, opinion, and analysis, for engineers and engineering managers. The article detailed how designers created E.A.R.L. (Enhanced Automated Robotic Launcher) with the ability to release a ball with precise accuracy under a wide range of velocity, loft and axis rotation variables.



ITRC hosts its first Bowling Combine

More than 70 youth bowlers took part in the first Bowling Combine for College Prospects at the International Training and Research Center in August.

During the two-day program, which also was attended by nearly 20 college coaches, the athletes were put through tests that measured sport-specific skills and overall athleticism, including vertical leap and balance tests. They also took the "It Factor" test which looked at their bowling IQs and problem-solving abilities.

Details are being worked out but the Bowling Combine will return in 2012 with more spots for youth bowlers.

"It is extremely flattering to receive this type of attention," Neil Stremmel, USBC Managing Director of National Governing Body, said. "E.A.R.L. is a unique and innovative research tool that piques the interest of bowlers and techies."

CALENDAR

Jan. 2-6
USBC Team USA Trials
Las Vegas, Nev.

Jan. 22-29
USBC Masters
Henderson, Nev.

Feb. 11-July 9
USBC Open Championships
Baton Rouge, La.

March 9
USBC Intercollegiate Singles Championships Sectionals
Allentown, Pa.; Smyrna, Tenn.; Fairview Heights, Ill.; Euless, Texas

March 10-11
USBC Intercollegiate Team Championships Sectionals
Allentown, Pa.; Smyrna, Tenn.; Fairview Heights, Ill.; Euless, Texas

April 14-July 8
USBC Women's Championships
Reno, Nev.

April 18-21
USBC Intercollegiate Team Championships
Lincoln, Neb.

April 19-24
USBC Queens
Euless, Texas

Complete information, entry forms on BOWL.com.