

**CLOSER LOOK**

## USA BOWLING LAYS GROUNDWORK FOR A NATIONAL EVENT

**WHEN USA BOWLING** launched in the fall of 2011, the team-based program was structured along the lines of other youth sports – teams with coaches holding regular practices and playing matches once a week.

The next step for USA Bowling will take place this fall with the launch of USA Bowling Regional events in four cities. The regional tournaments will grow to eight events in 2014 and 16 events 2015. The regional tournament in 2015 will determine teams that will be invited to participate in the first USA Bowling National event in spring 2016.

Youth sports such as baseball and soccer hold regional events leading to national tournaments, so why shouldn't bowling provide teams the opportunity to follow the same type of path?

"Bowling is unique in that it can be an individual or a team sport," said Chad Murphy, International Bowling Campus Managing Director of Youth Development. "The North Pointe Junior Gold Championships is a great event for the individual bowler, and USA Bowling will provide a great national event for teams."

There will be two divisions at each regional, Under 12 and Under 15, and each team will be comprised of four bowlers.



**Regional events will have divisions for U15 and U12 teams.**

The format includes a qualifying round, round-robin match-play games using the Baker format and stepladder finals.

For just \$80 for U12 teams and \$90 for U15 teams – yes, the cost is per team – participants will receive an event gift

and trophies will be awarded to the top three teams.

### **The Schedule of Regional Events in 2013:**

**East – Oct. 12-13**

Rab's Country Lanes, Staten Island, N.Y.

**Midwest – Oct. 26-27**

Northrock Lanes, Wichita, Kan.

**South – Nov. 2-3**

Vestavia Bowl, Birmingham, Ala.

**West – Nov. 9-10**

Irvine Lanes, Irvine, Calif.

The regional events are open to any team; teams do not have to be members of a USA Bowling league but all participants will need to have a USBC Youth membership.

For those wondering how the USA Bowling regional events fit into the youth tournament landscape, these events are unique for youth bowlers because they are team-based for U15 and U12 teams and will use the Baker format. USA Bowling events will not replace the USBC Youth Open Championships.

USA Bowling is a product of the YES Fund, a joint initiative of the Bowling Proprietors' Association of America and USBC supported by founding partners Brunswick, Columbia 300, Ebonite, 900 Global, Hammer, North Pointe, QubicaAMF, Roto Grip, Storm and Track.

Go to **BOWL.com/USABowling** to learn more about the USA Bowling program and the regional tournaments.

USBC CHAMPIONSHIP SERIES

# ALL FOR ONE

**THE USBC MASTERS** and USBC Queens are two of the most prestigious bowling events held each year, and the tournaments will serve as the headline acts of the new USBC Championship Series.

The USBC Championship Series will bring six USBC tournaments to one loca-

USA Trials.

"Each of these USBC tournaments is outstanding in their own right, but bringing these events to one location provides an exciting package," USBC Managing Director of Membership and Events Pete Tredwell said. "The tournaments in the USBC Cham-

waubenon Bowl, the Greater Green Bay Conventions and Visitors Bureau, and the Brown County Professional Stadium District put together the winning bid.

Ashwaubenon Bowl will enjoy great exposure as the finals of both the USBC Masters and USBC Queens

The Masters, open to any USBC member, and Queens, open to all USBC female members, annually feature some of the biggest prize funds in the sport. The Senior Masters and Senior Queens draw the top senior bowlers age 50 and older while the Senior Championships is a national



tion for nearly a month of great competition during the summer of 2015.

Along with USBC's flagship events, the USBC Masters and USBC Queens, the series also will feature three top senior events – Senior Masters, Senior Queens and Senior Championships. Plus, spots on Team USA will be on the line with the Summer Team

championship Series will bring together the top competitors from throughout the country, from PBA bowlers to the best senior bowlers."

The inaugural USBC Championship Series will take place July 17-Aug. 11, 2015, at Ashwaubenon Bowl in Green Bay, Wis.

Working together during a competitive process, Ash-

will be broadcast on national television.

"The opportunity to serve as host for the first USBC Championship Series drew a great deal of interest," Tredwell said. "It was a great package of tournaments that USBC presented to interested cities and we expect the series to draw a good deal of sponsorship interest."

event for bowlers who qualify through their state's senior tournament.

The Summer Team USA Trials, which made its debut this past summer, features elite-level athletes competing for spots on Team USA.

Tentatively, the Queens and Senior Queens will kick off the 2015 USBC Championship Series, followed by the Summer Team USA Trials, the Masters, Senior Masters and the Senior Championships.

Go to **BOWL.com/Tournaments** to learn more about USBC tournaments.

## BOWL.COM CHANGES

# FAST & MOBILE

FOR USBC, THE communication process has many avenues, depending on the audience.

Email marketing, print publications, advertising and social media are used to make everyone aware of programs, tournaments, and news.

All of those communication tools depend on USBC's primary hub for information — BOWL.com. In late July, USBC rolled out a new look to the website, which receives more than 400,000 unique visitors a month during bowling season.

"We began the process of developing a new architecture for the website in late 2012, including a new design and examining the navigation of the site," said Jason Overstreet, USBC Managing Director of Marketing and Communications. "Key goals were to streamline the site, making it easier for people to find what they need, and enhance performance. At the same time, I wanted to keep the feel familiar and avoid any disruptions, especially for our associations."

The website now features six key dropdown menus on the homepage — Bowlers, Youth, Tournaments, Associations, USBC and the always popular "Find A ..." applications. There are no

duplications in the menus, so the user should be able to locate what they seek with a quick scan. Within the site, additional images highlight

key items making it easier to locate specific content.

But the key change with the design was to go with a narrower width to enhance

the experience for mobile users.

"A growing portion of website use is through mobile devices such as smart phones and tablets. This created a real strategic challenge for BOWL.com, which has thousands of legacy content pages and applications for different consumer and business uses," Overstreet said. "Rather than attempt a complex and expensive development change, we went with a design solution, shrinking the primary display size to fit a tablet and making the navigation buttons larger with a touch screen in mind."

BOWL.com now prominently displays videos throughout the site. Bowling fans who have become regular viewers of events on BowlTV, USBC's channel on YouTube, can immediately see if a live event is being shown on the home page.

Another change was made to the Youth and USA Bowling sections. Those areas now have a distinct look designed to fit a younger audience.

So whether you are on a desktop or on the go, take a look at BOWL.com to see the changes.



# USBC QUICK STRIKES

NEWS AND NOTES FROM THE UNITED STATES BOWLING CONGRESS

## Dexter extends sponsorship

Dexter Bowling will remain the title sponsor of the USBC High School All-American Team through 2016 after reaching a three-year partnership agreement with USBC.

Each school year since 2005-2006, five male and five female USBC High School members have been selected for the Dexter/USBC High School All-American Team. Each All-American receives a \$1,000 scholarship.

Selection to the Dexter/USBC High School All-American Team is one of the most prestigious honors a high school bowler can receive.

**Dexter**

## Dates set for Team USA Trials

The 2014 USBC Team USA Trials, where five men and five women will earn spots on Team USA, will take place at The Orleans Bowling Center in Las Vegas from Jan. 3-8, 2014.

Four bowlers recently earned spots on the team at the inaugural Summer Team USA Trials held at the International Training and Research Center (ITRC) in Arlington, Texas. Carolyn Dorin-Ballard, a USBC Hall of Famer who is USBC's Director of Coaching Certification and Development, along with Kayla Johnson, Geoffrey Young and

Nathan Bohr, earned automatic spots on Team USA 2014.

## Paeng earns Gold status

Paeng Nepomuceno of the Philippines, one of most regarded international competitors and coaches in the world, recently earned Gold level coaching validation through USBC Coaching Certification and Development.

Nepomuceno, 56, has worked with USBC for more than six years to promote the sport of bowling and coaching. He has taught Level 1, Bronze and Silver seminars throughout the world.

## TNBA youth bowlers train at ITRC

For the fourth consecutive year, youth bowlers and coaches from The National Bowling Association visited the ITRC for the TNBA Youth Weekend.

Eight youth bowlers, four coaches and four association officials, including Gregory P. Green, TNBA president, had the opportunity to go through training sessions and exercises similar to the ones used during Team USA training camp.

## Kegel founder honored with Jaryszak Award

Kegel founder John Davis was posthumously honored with the 2013 Jim Jaryszak Laneman Award during Bowl Expo. The award was presented to Jonathan Davis, John's son and the Chief Business Development Officer at Kegel, by USBC Director of Equipment Specifications Herman Glenn.

John Davis, who died in January at age 64, was a pioneer in lane maintenance. He had several patented inventions to clean and condition bowling lanes, starting with "The Key" cleaning tool that launched Kegel.

## USBC Gold coach receives USOC award

Michael Nyitray of Miami, a USBC Gold coach, was selected as the 2012 United States Olympic Committee Developmental Coach of the Year. He is the first two-time winner of the award, with the first coming in 2010.

Nyitray was one of five people to receive 2012 USOC Coach of the Year honors. The winners were recognized at the USOC Coach of the Year Awards Reception as part of the 2013 National Coaching Conference in Colorado Springs, Colo.



## CALENDAR

### Now-Sept. 5

#### USBC Queens

Strike Zone at Sunset Station Hotel and Casino  
Henderson, Nev.

### Oct. 24-29

#### USBC Senior Queens

International Training and Research Center  
Arlington, Texas

### Oct. 30- Nov. 1

#### ITRC Super Senior Classic

International Training and Research Center  
Arlington, Texas

### Jan. 3-8, 2014

#### USBC Team USA Trials

The Orleans  
Las Vegas

### Feb. 17-23, 2014

#### USBC Masters

Brunswick Zone Carolier  
North Brunswick, N.J.

### Feb. 28-July 12, 2014

#### USBC Open Championships

National Bowling Stadium  
Reno, Nev.

### April 11-June 29, 2014

#### USBC Women's Championships

Reno-Sparks  
Convention Center  
Reno, Nev.

Complete information on  
BOWL.com/Tournaments