

USBC MIXED

NEW EVENT BRINGS EVERYONE TOGETHER



The Mixed

Some highlights about The Mixed, a new USBC national event:

- Debuts in 2015 alongside the Women's Championships at the National Bowling Stadium in Reno, Nev.
- Four-member teams will be comprised of two men and two women
- Mixed doubles and singles competition also will be part of the event
- Several average-based divisions; all scores will be scratch

THE USBC OPEN AND WOMEN'S CHAMPIONSHIPS are great national tournaments, but isn't it time to mix up things a little?

Starting in 2015, The USBC Mixed looks to do just that. The new USBC national tournament will debut alongside the USBC Women's Championships at the one-of-a-kind National Bowling Stadium in Reno, Nev.

The Mixed will feature four-player mixed teams, mixed doubles and singles competition, and just like the Women's Championships, bowlers will be divided into divisions that have them competing only against bowlers of similar skill levels. This aspect will help eliminate some of the

competitive intimidation and allow bowlers to focus more on the fun.

The mixed component of the tournament will entice couples to travel and bowl together as well as give the men who

accompany Women's Championships participants to town a chance to compete and maybe earn some prize money of their own.

The event was designed with the understanding that packing up your bowling equipment and flying across the country to compete in a national tournament against tens of thousands of bowlers can be intimidating for any USBC member.

The Mixed will give bowlers a

chance to enjoy the experience of traveling to compete, and they'll get a taste of competition on the national stage but with several average-based divisions, convenient squad times and a friendly, laid-back environment.

Women's Championships bowlers will have the opportunity to compete in both great national tournaments for the price of one plane ticket, while newcomers and Open Championships regulars can experience additional exciting cities and unique tournament venues.

The Mixed will accompany the Women's Championships to Las Vegas in 2016 as the first major USBC events to be held in the new 60-lane bowling arena at South Point



Hotel and Casino, which is under construction. With the Open Championships headed there for the first time in 2017, The Mixed would provide male competitors with a sneak peek of the new facility, potentially on their way home from the 2016 Open Championships in Reno.

More details about the divisional structure, cost and start of reservations for the 2015 USBC Mixed will be available soon, but it's never too soon to start putting your teams together!

USBC ADULT BASIC MEMBERSHIP

NEW MEMBERSHIP COVERS THE BASICS

IF YOU'RE A PROPRIETOR OR ASSOCIATION LEADER, you now have the opportunity to give bowlers in short-season leagues the great benefits of USBC membership at a much more attractive price.

The USBC Adult Basic membership became available March 1 and costs just \$10, not including state dues. The key component of the membership is that it gives bowlers a USBC-certified average so they can compete in local, state and national tournaments.

For bowlers to be eligible for the USBC Adult Basic membership, there are a few requirements:

- The league must have 16 or fewer sessions
- The league must designate as a short-season league
- The membership only will be good for that league

If a bowler wants to participate in another short-season league, they would have to purchase another USBC Adult Basic membership or upgrade to the USBC Standard membership.



Of course, once a bowler reaches the minimum 21 games, they will have an official USBC-certified average so they can compete in tournaments throughout the season, just as they would if they held a standard membership. Also, the league's prize fund will be bonded.

"USBC membership flexibility is important for association leaders and proprietors as they create programs for bowlers," USBC President Andrew Cain said when the new membership was announced. "The Adult Basic membership

was developed so associations will have a lower-cost product for bowlers who compete in short-duration leagues."

When delegates at the 2012 USBC Annual Meeting approved the change to have all memberships end each July 31, USBC explored providing a reasonably-priced alternative for proprietors and bowlers who wanted a USBC membership for short-season leagues, particularly in the spring or summer. The USBC Adult Basic membership provides that alternative.

To be able to deliver a lower-

cost membership, high score awards such as rings and plaques are not included, though they will be recognized and officially recorded by USBC, and membership cards will be electronic only.

Of course, bowlers with a current Adult Standard membership would not have to purchase a USBC Adult Basic membership to compete in a

short-season league and they would be eligible for honor score awards earned in the league.

Of the \$10 cost for the USBC Adult Basic membership, \$7 will go to USBC National and \$3 to the local association. State associations may charge their current dues which could add, at most, \$1 to the cost.

More details about the membership, including answers to Commonly Asked Questions about the USBC Adult Basic Membership, can be found at BOWL.com/201415ProgramChanges.

NEW YOUTH MEMBERSHIP

NEW APPROACH ENCOURAGES COLLABORATIVE EFFORT

GETTING MORE YOUNGSTERS TO BOWL

might seem like a pretty simple task. These days, however, children have more and more options when it comes to sports and entertainment.

But there is a belief that if you can just get the next generation into the bowling center, many will discover the joy of the sport and stay for years to come. That, quite simply, is the reason USBC and the Bowling Proprietors' Association of America made a \$5 million commitment to a new youth membership and activation program.

The numbers really don't lie – children have been turning to those other options during the last few years and an aggressive, new approach was needed.

That new approach begins August 1 this year when the cost of a USBC Youth membership drops to \$4, which will greatly benefit families, and the International Bowling Campus (IBC) Youth Development team backs this new youth program



with field staff dedicated to youth initiatives.

"In addition to keeping our current bowlers, we need to have a stronger recruitment effort," said Chad Murphy, IBC Managing Director of Youth Development. "A lower-cost membership product will make it more enticing to families to give bowling a try. From there, we can teach them about our programs, the scholarships that are available, and just the fun competition bowling provides."

Bowling centers will have the responsibility of processing youth memberships but

IBC Youth Development recommends that centers and USBC local associations collaborate to build strong youth programs. Many centers and associations already have a great system for youth leagues in place.

Murphy also said putting IBC Youth Development staff members in the field to work closely and to develop relationships with the proprietors and centers is a key component of the new initiative.

"Our staff will be out there helping proprietors and centers in any way we can," Murphy said. "This is their business and working closely with them to develop strong youth programs will benefit all of us."

The IBC Youth Resource Center has much more information to help proprietors and associations with the changes, including How-To guides that address many questions. Go to BOWL.com/YouthResourceCenter and click on USBC Youth to learn more.

The new Youth Membership

What to know about the new USBC Youth membership that takes effect Aug. 1:

- USBC Youth membership will cost \$4
- Proprietors/centers will handle processing but are encouraged to collaborate with local associations
- Field staff dedicated to helping with programs
- Upgrades available for Bowlopolis and Junior Gold memberships

USBC QUICK STRIKES

NEWS AND NOTES FROM THE UNITED STATES BOWLING CONGRESS

Slated USBC board candidates

Three incumbents are among the six slated candidates vying for four open positions on the USBC Board of Directors. The slate of candidates was determined by the USBC Nominating Committee; delegates attending the 2014 USBC Annual Meeting in Reno, Nev., will vote on the four open board positions on April 25.

Incumbents Jo Dimond of Columbus, Ohio, Robert Spigner of Chicago and Marci Williams of Wichita, Kan., are joined by Brian Bulko of El Paso, Texas, Jay Daryman of York, Pa., and Karl Kielich of El Paso, Texas, as slated candidates. Go to BOWL.com/Convention for more information about the candidates.

Track Bowling joins Showcase Lanes

Track Bowling will be the official sponsor of the Showcase Lanes and BowlTV during the 2014 USBC Open and Women's Championships in Reno, Nev. The Track Showcase Lanes, located on the ground floor of



USBC Open Championships



Reno's National Bowling Stadium, will be home to The Columbia 300 Forty Frame

Game and again will be available for bowlers to book practice sessions. BowlTV will feature nearly 30 live broadcasts from the NBS and nearby RenoSparks Convention Center during the tournaments.

The 111th USBC Open Championships already is underway at the NBS. The USBC Women's Championships starts April 11 at the RenoSparks Convention Center.

Forty Frame Game at the NBS

The Forty Frame Game and

USBC agreed on a partnership that brings the popular tournament to the National Bowling Stadium's Track Showcase Lanes in 2014 and Columbia 300 will be the title sponsor of the event.

The Columbia 300 Forty Frame Game, which started in 1989, has been held in the same host city as the USBC Open Championships since 1992, but this is the first time the two events will be held in the same venue. The Columbia 300 Forty Frame Game is a handicap singles tournament of 40 continuous frames that includes no-tap frames, mulligans, bonus pins and other fun challenges. There also is a variety of side events and doubles for bowlers to earn additional prize money.

Walker joins SMART board

John Walker, President and Chief Executive Officer of QubicaAMF Worldwide, joined the SMART Corporation Board of Directors in January. Walker replaces attorney and financial consultant Sandy Hansell, who is retiring from the SMART Board. SMART is a scholarship management program for youth bowlers.

CALENDAR

Now-July 13, 2014

USBC Open Championships
National Bowling Stadium
Reno, Nev.

March 14, 2014

XBowling Intercollegiate Singles Sectionals
Allentown, Pa.; Fort Worth, Texas; Addison, Ill.; Smyrna, Tenn.

March 15-16, 2014

XBowling Intercollegiate Team Sectionals
Allentown, Pa.; Fort Worth, Texas; Addison, Ill.; Smyrna, Tenn.

April 11-June 30, 2014

USBC Women's Championships
RenoSparks Convention Center
Reno, Nev.

April 14 and 18, 2014

XBowling Intercollegiate Singles Championships
RenoSparks Convention Center
Reno, Nev.

April 16-18, 2014

XBowling Intercollegiate Team Championships
RenoSparks Convention Center
Reno, Nev.

April 22-25

USBC Convention
Silver Legacy Resort and Casino
Reno, Nev.

June 8-13, 2014

USBC Senior Masters
South Point Bowling Center
Las Vegas

June 21-22, 2014

Bowling.com Youth Open Championships West Region presented by USBC
Cal Bowl
Lakewood, Calif.

June 27-July 3, 2014

USBC Queens
USBC Senior Queens
National Bowling Stadium
Reno, Nev.

July 7-9, 2014

USBC Senior Championships
National Bowling Stadium
Reno, Nev.

July 10-27, 2014

Bowling.com Youth Open Championships presented by USBC
AMF Thruway Lanes
Cheektowaga, N.Y.

July 12-18, 2014

2014 Junior Gold Championships
Buffalo, N.Y.

Complete information on
BOWL.com/Tournaments

Wichita, Kan., to host ITC, ISC in 2015

The 2015 XBowling Intercollegiate Team and Singles Championships will be held April 13-18 at Northrock Lanes in Wichita, Kan. An agreement between USBC and the Wichita USBC, Wichita Sports Commission and JOMA Bowling will bring the premier events of the college bowling season together for the fourth consecutive year.

Northrock Lanes played host to the ITC on four previous occasions (1999, 2000, 2007 and 2008).