

BOWLING'S U.S. OPEN

TAKING A MAJOR STEP



Kelly Kulick

THERE ARE A FEW DETAILS TO BE DETERMINED, but the decision of USBC and the Bowling Proprietors' Association of America to move forward together with Bowling's U.S. Open men's and women's tournaments was an important step for bowling.

Early in May, an agreement was reached that will have each organization investing \$100,000 for each of the next three years to allow the tournaments to continue.



BPAA President Cathy DeSocio and USBC President Andrew Cain each pointed to the fact that USBC and BPAA are committed to making certain these two major tournaments will continue to be conducted. The agreement also shows the collaborative efforts of those at the International Bowling Campus to support competitive bowling.

"There was no hesitation on the part of either group to make sure we continued Bowling's U.S. Open," USBC Interim Executive Director Chad Murphy said. "The commitment is not a small one, but I believe the investments by USBC and BPAA will pay off



2012 Bowling's U.S. Women's Open

for many years to come."

The continued development and growth of the sport relies on competitive bowling. The young bowlers of today, from elementary age to collegiate bowlers, need to see there is a future to the sport.

The U.S. Open name itself is a powerful one for all sports, whether you are taking

about bowling, golf, tennis — any sport that holds a national open championship.

Bowling's U.S. Open, which dates to the early 1940s when it was known as the BPAA All-Star, is one of the sport's majors and the list of all-time winners is a who's who of bowling. The sport needs to have avenues, such as the Professional Bowlers Tour and events like the Queens and the U.S. Open, to provide opportunities for competition for future bowlers.

As for the details of the tournaments, sites and dates will have to be determined for each event. USBC, which annually operates the USBC Masters and the Queens, will oversee the operation and marketing of the events.

Television will be one of the bigger details to possibly work out. USBC has provided live stream coverage of major bowling tournaments for several years, including qualifying and match-play rounds of the USBC Queens.

While the HD broadcasts through BowlTV have been well-received, a sponsor could be brought in to assist with production costs of putting Bowling's U.S. Open on television.

The details will need to be worked out because if there is one thing for certain, the next Bowling's U.S. Open will take place in 2015.

YOUTH MEMBERSHIP

A NEW GATEWAY FOR YOUTH BOWLING

THE START OF THE 2014-2015 SEASON quickly is approaching and the new season will be decidedly different for associations and centers when it comes to youth bowlers.

USBC and the Bowling Proprietors' Association of America (BPAA) announced last August that the organizations were committing \$5 million in support of a new youth membership and activation program. It all starts August 1 with the new USBC Youth membership that will cost \$4 and have a limited number of upgrades.

Bowling centers, rather than USBC local associations, will have processing responsibility under the new program though many center operators and USBC local associations already are collaborating on mutually-beneficial partnerships to process youth memberships.

The change also includes a new portal for handling youth memberships.

"The upcoming season will mark a significant change in the way youth memberships are handled but this is the start of a process to bring more youth into the sport," said Chad Murphy, USBC Interim Executive Director and Managing Director of the International Bowling Campus (IBC) Youth Development. "The lower cost makes it more affordable for families and the new portal will open the door for many additional opportunities in the future."

The IBC Youth Development team worked with Sports Logic Group to develop a new online portal to process youth membership. Delegates to the USBC Convention got their first look at the portal in April, and center and associations recently were sent login codes to prepare for the season.



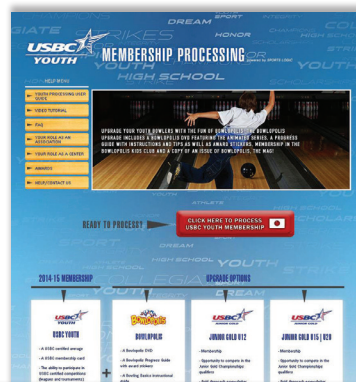
The online portal itself, located at BOWL.com/YouthProcessing, also has a wealth of information for those needing to learn more about the changes.

The portal includes a youth processing user guide, a video tutorial, a Frequently Asked Questions section, PDFs explaining the roles of centers and associations in the new process, plus descriptions and costs of membership upgrade options.

The new youth product, new processing

portal and the investment by USBC and BPAA was needed to change the escalating membership cost that peaked at \$17

and created a barrier for introducing children to bowling. The long-term goal is to develop the portal for parents to exclusively self-register their children for leagues, a model that has proven highly successful for other youth sports.



www.BOWL.com/YouthProcessing

Go to **BOWL.com/Youth** to learn more about programs and tournaments available to youth bowlers.

NATIONAL TOURNAMENTS

SETTING SIGHTS ON 2015

WITH THE 2014 USBC OPEN CHAMPIONSHIPS coming to a close this month, bowlers already have turned their focus to next year's national tournaments.

Registration now is open for the 2015 USBC Open and Women's Championships, and the new USBC Mixed event, and each has special reasons for teams to get on board.

The 2015 USBC Women's Championships will be at the National Bowling Stadium from April 10 through June 30, 2015, and will be joined by The Mixed, which will provide a great opportunity for families and friends to travel and bowl together.

For women's teams planning to bowl the Women's Championships, there are several incentives for registering and paying in full by Aug. 1, 2014. Not only will the team receive \$15 in Championships Cash for each team member upon checking in at the National Bowling Stadium next year, the team will be guaranteed the same timeframe for the 2016 Women's Championships at the new \$30 million bowling facility at South Point Hotel and Casino in Las Vegas.

"The 2016 Women's Championships will be USBC's first national tournament at the new facility in Las Vegas, and we expect to see increased demand," said Jason Overstreet, USBC Deputy Executive Director. "USBC wants to take care of our loyal teams that register and pay early for Reno by providing them first rights for the same dates for Las Vegas in 2016."

The Championships Cash incentive will be available to all USBC Mixed teams that are entered by a captain who also has a team at the Women's Championships.

The Open Championships will make its first trip to El Paso, Texas, in 2015, starting March 7 and running through July 11 (last team date). El Paso played host to the very successful 2010 Women's Championships and was eager to bring another major tournament to the El Paso Convention Center.

Online registration for all tournaments is open. Dates and times are filled in real-time, so team captains can see what's available once they log in. Captains also can manage the rosters and set doubles pairings at their convenience.

On to the Next One

A QUICK LOOK AT THE 2015 NATIONAL TOURNAMENTS



Open Championships

- March 7-July 11, 2015 (last team date)
- El Paso Convention Center, El Paso, Texas

Notable: First trip to Texas since 2006 and first visit to El Paso in 112 years of Open Championships competition.



Women's Championships

- April 10-June 30, 2015
- National Bowling Stadium, Reno, Nev.

Notable: Shifts from the unique convention-center setting back to the one-of-a-kind NBS.



The Mixed

- April 10-June 30, 2015
- National Bowling Stadium, Reno, Nev.

Notable: Debut of four-person mixed tournament

Go to BOWL.com/Tournaments to learn more about the national tournaments and to register.

USBC QUICK STRIKES

NEWS AND NOTES FROM THE UNITED STATES BOWLING CONGRESS



Bowlopolis app now available

The Bowlopolis animated series now is available for those on the go. With the Bowlopolis Episode Theatre app, available through the App Store and Play Store, kids and adults alike can watch Layne, the Evil Kingpin, Reset, Carrie and all the characters of Bowlopolis.

Bowlopolis is a joint production of the Bowling Proprietors' of America and the United States Bowling Congress.



USBC, PBA reach deal on Masters

USBC and the Professional Bowlers Association announced a multi-year agreement to include the USBC Masters in a showcase timeslot on national television as part of the PBA Tour schedule in 2015 and 2016.

The 2015 USBC Masters is set for Ashwaubenon Bowl in Green Bay, Wis., starting Feb. 2 with the finals broadcast Feb. 8. The 2016 USBC Masters will return to Brunswick Zone Carolier in North Brunswick, N.J., where the event was a sellout in 2013 and 2014.

USA Bowling to host eight regional events

Eight centers across the country will hold USA Bowling Regional events this fall and registration now is underway for the team-based competitions.

The USA Bowling Regional events were introduced last year to provide additional opportunities for youth team competition. The eight centers that will host events are: Mike Aulby's Arrowhead Bowl in Lafayette, Ind. (Oct. 4-5); Paradise Bowl in Tacoma, Wash. (Oct. 11-12); Don Carter Lanes in Rockford, Ill. (Oct. 18-19); Pin Chasers Midtown in Tampa, Fla. (Oct. 25-26); Northrock Lanes in Wichita, Kan. (Nov. 1-2); Rab's Country

Lanes in Staten Island, N.Y. (Nov. 8-9); Fountain Bowl in Fountain Valley, Calif. (Nov. 15-16); and Vestavia Bowl in Birmingham, Ala. (Nov. 22-23).

Go to **BOWL.com/USABowling** to learn more.

O'Keefe earns Gold coach status

Bryan O'Keefe, who was a Team USA assistant coach for four years, recently was awarded Gold-level coaching Certification and Development department. USBC Gold is the highest level of certification a bowling coach can achieve, similar to obtaining a doctorate in a field of study.



Bryan O'Keefe

Coaches still can attend Combine

The 2014 Bowling Combine is set for July 22-26 at the International Training and Research Center in Arlington, Texas. While

the application process for student-athletes is closed, college coaches still can sign up to attend.

Last year, coaches from 30 collegiate programs took part in the Bowling Combine. Coaches who attend receive an evaluation of each bowler, plus have the opportunity for one-on-one contact with prospective student-athletes. Coaches interested in attending this year's Bowling Combine should go to **BOWL.com/Combine** for details and to register.

Louisiana high school receives grant

St. Amant High School in St. Amant, La., which launched its bowling program this past season, was selected to receive a \$2,500 grant through the High School Grant Program of the Youth Education Services (YES) Fund. The program provides grants to high school bowling programs that show a financial need because of budget cuts or other changes, or for schools that are starting a new program.

Hart, Johnson join 100,000-Pin Club

USBC Hall of Famer Bob Hart of Suwanee, Ga., and Maynard Johnson of Crystal, Minn., each reached a significant milestone at the USBC Open Championships in Reno, Nev., joining the 100,000-Pin Club. Only 15 bowlers have knocked down 100,000 pins in their Open Championships careers.



2013 Bowling Combine

CALENDAR

Now-July 12, 2014
USBC Open Championships
National Bowling Stadium
Reno, Nev.

Now-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
Junior Gold Championships
Buffalo, N.Y.

July 17-20, 2014
Pan-American Olympic Festival
Puebla, Mexico

July 27-August 2, 2014
Lee Evans Tournament of the Americas
Strikers Lanes
Sunrise, Fla.

August 6-15, 2014
WTBA Youth Championships
Hong Kong

Aug. 29-31, 2014
Summer Team USA Trials
International Training and Research Center
Arlington, Texas

Sept. 12-17, 2014
PABCON Women's Championships
Cali, Colombia

December 4-15
WTBA World Men's Championships
Abu Dhabi, United Arab Emirates

Go to **BOWL.com/Tournaments** for complete information.

Four board members elected

Delegates elected four board members at the USBC Annual Meeting in late April. Jo Dimond of Columbus, Ohio, Marci Williams of Wichita, Kan., and Robert Spigner of Chicago, each who were currently on the board, were elected along with Karl Kielich of El Paso, Texas. Kielich served a two-year term on the board from 2011-2013. The board members will begin their three-year terms Aug. 1.