

## CLOSER LOOK

# A VIP EXPERIENCE FOR OPEN CHAMPIONSHIPS BOWLERS

**IF YOU'VE NEVER** traveled first class, walked the red carpet or skipped the line at your favorite nightclub, now's your chance to be treated like a celebrity on bowling's biggest stage.

For the 2012 Open Championships in Baton Rouge, La., USBC has put together a VIP package to enhance anyone's trip to the national tournament. The package features several gifts, discounts and time on the practice lanes that can be purchased by going to [BOWL.com/vip](http://BOWL.com/vip).

Bowlers who purchase a VIP package will start seeing the benefits from the time they walk into the Baton Rouge River Center, as they will be

able to bypass the check-in lines and kick back in the new VIP Welcome/Express check-in area.

"Some people really enjoy the experience of exclusive access and benefits," USBC Managing Director of Tournaments Brian Lewis said. "The VIP package will put a group of bowlers in an elite club and everyone will see these VIPs receiving special treatment."

Arguably the most significant benefit for the VIPs will be time on the lanes to

on the new exclusive showcase practice lanes that feature the same lane surface and lane condition as the Open Championships.

"This is a benefit we have never offered before," Lewis said.

"We do not use the showcase lanes for competition, but they should play the same, giving VIPs the rare chance to gain comfort with the Open Championships shot before they

roll for score."

As VIPs walk down Center Aisle, there is no need to haul their equipment as it will be waiting for them at their lanes. Plus they can enjoy a worry-free evening out on the town after their team event knowing their bowling equipment is safe inside a complimentary locker at the Baton Rouge River Center.

These are just a few of the benefits included in the \$199.95 VIP member package at the 2012 USBC Open Championships. The VIP package does not include entry fees for the 2012 Open Championships.



prepare for the Open Championship. The VIP package includes a one-on-one lesson from international coach Bill Hall. The lesson with Hall will be in the tournament venue

## THE VIP EXPERIENCE

A look at the benefits of being an Open Championships VIP:

- **Member polo shirt** (as shown)
- **One-hour coaching session with international coach Bill Hall on the new showcase lanes inside the Baton Rouge River Center**
- **VIP membership card**
- **VIP Welcome/Express tournament check-in**
- **VIP photo/video package**
- **Complimentary locker**
- **Express weigh-in**
- **Complimentary seating at USBC-televised events**
- **A 25% discount at the on-site USBC SportStore**
- **\$50 Bowling Ball Express discount**

To learn more or to sign up to become an Open Championships VIP, go to [BOWL.com/vip](http://BOWL.com/vip) or call **800-514-2695 ext. 3151**.

PBA EXPERIENCE

# PBA EXPERIENCE BRINGS NEW ENERGY TO LEAGUES

**LEAGUE BOWLERS LOVE** to complain about lane conditions. This is a fact center managers know all too well. While the forgiving house shots may reduce complaints at the control desk, they can create another problem.

High-scoring leagues can run off both the most talented bowlers and new bowlers alike. Talented bowlers resent seeing others continually miss their mark yet still score well, while new bowlers feel intimidated watching so many strikes.

A PBA Experience league can level the playing field and bring new energy to a league. USBC Sport Bowling once again is offering PBA Experience for centers across the country.

What sets a Sport pattern apart from a traditional house condition is the ratio of oil applied to the lane. A Sport pattern is much flatter and less forgiving, while a house shot allows for a greater margin of error.

With the return of PBA Experience, bowlers can test their skills on the "Animal" oil patterns plus others such as the U.S. Open, Tournament of Champions and PBA World Championship featured at national and regional PBA events. Sport patterns help bowlers focus on accuracy and shot making and puts an emphasis on spares.

While many centers might think of a PBA Experience league as only appealing to the top bowlers, it can make less-skilled bowlers feel more comfortable and competitive.

"We really encourage center managers to give PBA Experience a try because many are surprised at how it can change the league dynamic," USBC Managing Director of Marketing and Membership Kevin Terry said. "Bowlers may not ask for Sport Bowling, but when it's offered centers are finding the change can boost customer loyalty."

USBC has staff dedicated to helping center managers and associations start and maintain PBA Experience leagues. While competing in a PBA Experience



league does require a membership upgrade, the program has premium awards, unique member discounts and the prestige of competing on the same conditions used on the PBA Tour.



In PBA Experience leagues, bowlers compete on the same conditions that Chris Barnes has to tackle on the PBA Tour.

You can learn more about the PBA Experience and the USBC Sport Bowling program by going online to [BOWL.com/sportbowling](http://BOWL.com/sportbowling).





With basic equipment, USBC can produce quality live streaming coverage.

LIVE STREAMING

# BOWLTV PUTS THE SPORT IN FOCUS

**IN THE EARLY** days of television, bowling proved to be one of the best sports to broadcast. The reason is simple: The excitement of a bowling match could be captured using the most basic equipment.

Think about it. Racing, for example, would be brutal to watch with only two cameras. Football and baseball are not much better. With outdoor sports, broadcasters have the added challenge of dealing with the elements.

"The same advantages that

made bowling a hit when television itself was a new medium also make bowling perfect for Internet broadcasting," USBC Managing Director of Media Pete Tredwell said. "A small crew with a couple of cameras can produce a great product."

USBC started streaming events live on the Internet in 2009 and since then has originated coverage from dozens of events across the world, attract-

ing millions of viewers.

"Just a few years ago, only a handful of people saw the drama of match play at the USBC Queens or Intercollegiate Team Championships," Tredwell said. "Now we have tens of thousands watching online."

USBC calls its video platform BowlTV and plans to continue enhancing the product in 2012 with a new partner. You now can find BowlTV's live streaming events on YouTube in addition to BOWL.com. YouTube is owned by the Internet giant Google and USBC hopes broadcasting on YouTube will expand the reach of BowlTV even further.

"USBC strives to be on the cutting edge when it comes to communication trends," Tredwell said. "With BowlTV we can bring great events to bowling fans and it's exciting as more people start to notice."

In addition to event coverage, USBC is developing a

regular studio show. The BowlTV Live show focuses on tips and allows audience members to ask USBC coaches questions via social media. BowlTV content on YouTube can be embedded on any website and USBC encourages associations and proprietors to share the videos.

"In many ways BowlTV is a service to the entire industry," Tredwell said. "We encourage all of our partners and members to let bowlers know about BowlTV and see for themselves that we are entering a new era of bowling television."

The schedule of upcoming live streaming events, which includes several top collegiate events, can be found on BOWL.com. Also, click on the BowlTV tab to find videos of recent tournaments, coaching tips, classic videos and more.

## USBC live streaming facts since 2009:

- More than 30 events
- More than 135 days of streaming
- More than two million live viewers
- Coverage of events in Europe and Asia



USBC's Bill Hoffman and Lucas Wiseman brought the action of the 2011 World Women's Championships in Hong Kong to U.S. fans.

# USBC QUICK STRIKES

NEWS AND NOTES FROM THE UNITED STATES BOWLING CONGRESS

## Roll 'N Grow memberships

The middle of the bowling season can still be a great time to start a league for younger kids. The USBC Roll 'N Grow membership is designed especially for the beginning bowler segment (ages 7 and under).

Roll 'N Grow launched in August and participating leagues and centers have provided great early feedback. Utilizing the Bowlopolis characters and products, USBC has included basic instructional pieces and awards especially for this age group. The goal is to keep these young people coming back for more by helping them learn the skills to hook them as lifelong bowlers.

### The Roll 'N Grow membership includes:

- USBC membership card
- A Bowlopolis DVD
- One issue of Bowlopolis The Mag
- Participation in USBC awards programs
- PeeWee progress report card and award stickers
- Enrollment in the Bowlopolis Kids Club

If your center or association would like help activating Roll 'N Grow, the IBC Youth Development team is always ready to help you.

To learn more, call **800-514-BOWL ext. 8426**, or email [contactus@ibcyouth.com](mailto:contactus@ibcyouth.com).



en's Championships in Reno, Nev., can find the right hotel to fit their budget. When booking hotel rooms, USBC members can take advantage of the Book Now/Pay Later feature which means they won't have to pay until 14 days before their check-in date.

Those needing to book a group block (10 or more rooms) for a USBC event can call [MyBowlingVacation.com](http://MyBowlingVacation.com) at 1-888-280-0637.

## 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](http://BOWL.com).

## Online registration is available for USBC Youth Open

The 2012 Youth Open will be in Indianapolis from July 12-28. Last year, more than \$90,000 in scholarships were awarded and taking part in the tournament is now easier as you can go online to sign up.

Remember, the tournament is open to all USBC Youth members – there is no qualifying – and there are four average-based divisions so competitors are matched according to skill, not age or gender.

Go to [BOWL.com/youthopen](http://BOWL.com/youthopen) for tournament information and to register.

## Dexter high school discount program

If you are starting a new high

school team, or if you are looking to help your team with new equipment, check out the Dexter High School Shoe Program.

You can put your team into high-performance bowling shoes at a great price through the program. Go to [BOWL.com/highschool](http://BOWL.com/highschool) for details.

## North Pointe Junior Gold qualifiers

With new divisions and \$250,000 in scholarships guaranteed to be awarded, the 2012 North Pointe Junior Gold Championships should be on every youth bowler's summer calendar.

The North Pointe Junior Gold Championships also is a great way for student-athletes to be seen by and to meet collegiate coaches.

To help bowlers make it to Indianapolis in July for the tournament, associations and centers can host a Junior Gold qualifier. For more information on how to run a qualifier, email [usbcjuniorgold@bowl.com](mailto:usbcjuniorgold@bowl.com).

## One-stop travel site for bowlers

Getting to USBC tournaments is now easier with [MyBowlingVacation.com](http://MyBowlingVacation.com), the USBC travel website. [MyBowlingVacation.com](http://MyBowlingVacation.com), the USBC travel website, makes it easier to get to USBC tournaments. [MyBowlingVacation.com](http://MyBowlingVacation.com) has negotiated the best rates for USBC members who make travel plans at the easy-to-use website.

Bowlers headed to the USBC Open Championships in Baton Rouge, La., or the USBC Wom-