

BOWLING ON TV

THE ULTIMATE IN REALITY TV

REALITY TELEVISION has grown tremendously in the last decade, making stars of “celebrities” who can dance, somewhat, and, for some inexplicable reason, people named Kardashian.

Such is the power of TV. But the ultimate in reality TV is sport competitions. It has everything you could want – drama, edge-of-your-seat moments, good guys vs. bad guys, the thrill of

victory and, of course, the agony of defeat.



That is why the announcement that CBS Sports Network will broadcast 23 bowling events in 2016 is such tremendous news. It’s a shot in the arm not only for the burgeoning Professional

Women’s Bowling Association, but it is an investment for everyone involved in bowling as we continue to build a future for the sport.

For those who might have missed the news, CBS Sports Network will televise 23 major championship bowling events this year, highlighted by live broadcasts of the U.S. Open and all four majors on the PWBA Tour.

But it doesn’t stop there. The growing Junior Gold Championships presented by Storm, Roto Grip and Master will be televised for the second consecutive year, while the Intercollegiate Championships, both the team and singles competitions, return to CBS Sports Network, as well.

Both Junior Gold and collegiate participation are at all-time highs and more kids than ever are funding their education with bowling scholarships. Putting these programs in the TV spotlight can only help to educate more people about the



determined the qualifiers for the national championship event. It showcases the team concept for youth bowlers, much like Little League Baseball, and everyone has seen TV’s impact on that sport.

When people see bowling on TV, it also puts the sport top of mind, which is important for growth. It also is a tool to attract new bowlers. How many people knew about the sport of curling 10 years ago?

The TV package features event coverage Tuesdays in primetime for 18 weeks starting May 10 with the Intercollegiate Championships. Nearly all events in the package, including the PWBA Tour, U.S. Open and youth events, are collaboratively funded by USBC and the

Bowling Proprietors’ Association of America (BPAA).

“Bowling will be on national television every week from May to September,” USBC Executive Director Chad Murphy said.

And it doesn’t get any more real than that.

opportunities in bowling and continue the growth.

New to the television package in 2016 will be coverage of the USA Bowling Championships. USA Bowling is a youth-team program and a series of regional tournaments

Camera eye

A quick breakdown of the 23 events that will air on CBS Sports Network starting May 10:

- 4** Intercollegiate Championships shows
- 5** Junior Gold Championships, USA Bowling shows
- 13** PWBA shows
- 1** U.S. Open



PWBA TOUR

READY FOR ANOTHER ROAD SHOW

THE PROFESSIONAL Women's Bowling Association Tour roared back into action last year and will build on that momentum when the 2016 PWBA Tour schedule kicks off with the PWBA Las Vegas Open in late April.

The PWBA drew great interest during its relaunch season, and it was easy to feel the excitement as the women returned to the lanes. The opening event quickly sold out, forcing the PWBA to add more spots to the field and bump up the number of entries for other events.

For 2016, the PWBA will have more enhancements for both competitors and fans. The schedule will have additional events, which means new host centers and new opportunities for fans to watch the action, there will be a new format and television schedule and players will have more reasons to get their PWBA Tour cards.



Expanded schedule

The PWBA held 11 events in its return in 2015, including three majors – the USBC Queens, U.S. Women's Open and PWBA Tour Championship. The 2016 PWBA Tour season will have 14 events, including a fourth major, as the PWBA Players Championship makes its return.



The expanded schedule means the PWBA Tour will visit a few new cities, with some host cities and centers back on the schedule, including the PWBA Storm Sacramento Open, PWBA Wichita Open, PWBA Greater Detroit Open and PWBA Lincoln Open.

The 2016 season will have an additional stop in California for the PWBA Sonoma County Open in Rohnert Park, two trips to Las Vegas (PWBA Las Vegas Open and USBC Queens), and visits to Kentucky (PWBA Lexington Open), New York (PWBA Rochester Open) and Florida (PWBA St. Petersburg-Clearwater Open).

Lights, camera, and all the great action

CBS Sports Network will have live telecasts of the four majors on the PWBA Tour as part of its agreement to televise 13

of the 14 PWBA Tour stops in 2016.

The PWBA Tour's TV schedule kicks off Thursday, May 26, with a live telecast of the USBC Queens. The finals of the regular-season PWBA events will be taped on location at the major event sites to be televised on Tuesdays in primetime at later dates.

To account for the taping of finals, there are slight changes to the format for 2016 PWBA Standard Tour events. This season, all bowlers will compete in 12 games of qualifying, but the first cut will be to 32 players for a new cashers' round. All bowlers in the cashers' round will bowl an additional six games to determine the top 12, who will advance to round-robin match play.

Match play will be split between two groups and feature six more games. The top qualifier in each group will advance to the televised stepladder final, with the top seed being determined by total pins. The second,

third and fourth qualifiers in each group then will bowl in a group stepladder final to determine the final two spots on the TV show.

For the group stepladder, the third and fourth qualifiers will face off

in a one-game match, and the winner will advance to bowl the second qualifier in the group. The winners of each group stepladder final will meet in the opening match of the stepladder final.

Visit PWBA.com and check the Tournaments tab to find out more about times, locations and service providers for each event.

Bowling with benefits

Membership always has its privileges, and those who join the PWBA certainly will recognize the benefits in 2016. Many benefits remain the same, such as having





the opportunity to enter all PWBA Standard events at a reduced cost, but there are some new perks.

In 2016, PWBA members will have the chance to enter the PWBA Players Championship, they will receive discounted practice rates at all official PWBA Practice Centers and will have the ability to compete in all PBA events and pay the same entry fee as PBA members.

The PWBA, which originally launched in 1960 but suspended operations in 2003, is in the second of a three-year commitment from the United States Bowling Congress and Bowling Proprietors' Association of America. For complete information, including the 2016 schedule and player biographies, be sure to visit PWBA.com.



PLAYERS TO WATCH

A LOOK AT FIVE PLAYERS TO WATCH ON THE PWBA TOUR IN 2016:



Stefanie Johnson (Grand Prairie, Texas) – The 2015 PWBA Rookie of the Year was edged for the points title but led the tour in match-play appearances with 10. She was third in earnings.

Kelly Kulick (Union, N.J.) – The PWBA spokesperson made a tour-high six championship-round appearances but did not win a title. Still, she cashed in nine events and finished fifth on the money list.



Liz Johnson (Cheektowaga, N.Y.) – Her three victories included two majors, which pushed her to the top of the money list with \$92,700 and PWBA Player of the Year honors. She retired from the Team USA program to focus on PWBA plus some PBA events.

Danielle McEwan (Stony Point, N.Y.) – After winning the PWBA Tour Championship to end the year, she won a PBA regional, won two golds and a bronze medal at the 2015 World Bowling Women's Championships and won her third USBC Team USA Trials title.



Jennifer Higgins (Westerville, Ohio) – She will be a rookie on the PWBA Tour this year. The former Team USA member was 10th at the PWBA Topeka Open in 2015. She took fourth at both the 2013 and 2014 USBC Queens.

USBC QUICK STRIKES

NEWS AND NOTES FROM THE UNITED STATES BOWLING CONGRESS

Bowling Combine set for Aug. 9-13

The 2016 Bowling Combine for College Prospects will take place Aug. 9-13 at the International Training and Research Center in Arlington, Texas. For the sixth consecutive year, young bowlers will be evaluated using state-of-the-art technology and collegiate coaches also are invited to attend to meet potential student-athletes.

Student-athletes will need to submit an application by May 9; the cost will be \$150 for those accepted and the limited-field program has sold out each year. Coaches will need to register to attend but there is no cost. Go to BOWL.com/Combine for complete information and to apply.



ITRC to host world coaches

Coaches will have the opportunity to learn from the best minds in the bowling world as the International and Training Research Center in Arlington, Texas, once again will host the World Bowling Coach Conference - 2016.

The educational conference, which will have an emphasis on team coaching and player training, will take place May 6-8. All coaches are invited to attend. Go to WorldBowlingCoach.com for more details and to register.



Las Vegas.
Current USBC President

Frank Wilkinson of Staten Island, New York, was one of three candidates slated by the USBC

Nominating Committee. He is joined by incumbent director Mark Martin of Waterford, Michigan, and Jeffrey Ussery of Tonganoxie, Kansas, on the list of slated candidates.

Among the four legislative proposals to USBC National Bylaws is a proposal to increase national dues for the first time in 10 years. The present bylaw states dues cannot exceed \$10; the proposal asks to raise the dues ceiling to \$15. Two other bylaw proposals seek to require non-merged local and non-merged state associations to merge by Aug. 1, 2018.

Go to BOWL.com/Convention for more information.

IBC Youth awards 35 Bowler's Ed grants

The International Bowling Campus Youth Development team recently awarded Bowler's Ed grants to 35 schools and organizations. The grants are awarded in the form of mobile

bowling equipment that helps teach the sport of bowling to children.

While the cost to IBC Youth will be higher than in past years – the value of a kit is \$1,300 – the kits will help introduce bowling to an estimated 150,000 children. The New York State USBC assisted by providing two of the grants.

The Mobile Bowling Equipment program annually helps schools, youth groups and other organizations teach students the lifelong sport of bowling through education, instruction, fitness and fun.

Winners selected in Bowl for the Cure contest

The Bowl for the Cure® Fabulous Four essay contest winners have been determined and the four women will take part in an exciting bowling adventure that will include competing in the 2016 USBC Women's Championships.

The Fabulous Four winners are Annissa Grooms of Manchester, Ohio, Marisol Guerrero of

Rosenberg, Texas, Joyce Harris of Kokomo, Indiana, and Katie Pogue of Saginaw, Texas. The Fabulous Four essay contest is part of Bowl for the Cure®, a year-round fundraising initiative sponsored by USBC in partnership with Susan G. Komen®.

The winners receive a five-day trip that includes a stay in the Dallas/Fort Worth area with a tour of Komen headquarters before they head to Las Vegas to compete in the 2016 USBC Women's Championships. Visit BOWL.com/FabulousFour to learn more.



CALENDAR

March 5-July 11, 2016
USBC Open Championships
National Bowling Stadium
Reno, Nev.

March 11-13, 2016
Intercollegiate Team and Singles Sectionals
Addison, Ill.; Las Vegas; Smyrna, Tenn.; Stratford, N.J.

April 9-July 11, 2016
USBC Women's Championships
South Point Bowling Plaza
Las Vegas

April 10-July 10, 2016
USBC Mixed Championships
South Point Bowling Plaza
Las Vegas

April 19-23, 2016
Intercollegiate Team and Singles Championships
Northrock Lanes
Wichita, Kan.

April 26-29, 2016
USBC Convention
The Orleans Hotel & Casino
Las Vegas

April 28-May 1, 2016
PWBA Las Vegas Open
Texas Station
Las Vegas

May 5-8, 2016
PWBA Sonoma County Open
Double Decker Lanes
Rohnert Park, Calif.

May 12-15, 2016
PWBA Storm Sacramento Open
Steve Cook's Fireside Lanes
Citrus Heights, Calif.

May 16-20, 2016
USBC Senior Championships
The Orleans Hotel & Casino
Las Vegas

May 20-26, 2016
USBC Queens
The Orleans Hotel & Casino
Las Vegas

June 2-5, 2016
PWBA Wichita Open
Northrock Lanes
Wichita, Kan.

June 9-12, 2016
PWBA Lincoln Open
Sun Valley Lanes
Lincoln, Neb.

June 16-19, 2016
PWBA Greater Detroit Open
Super Bowl
Canton, Mich.

June 16-19, 2016
ITRC Super Senior Classic
Sam's Town Bowling Center
Las Vegas

June 19-25, 2016
USBC Senior Masters
Sam's Town Bowling Center
Las Vegas

Go to BOWL.com/Tournaments for complete information.

Legislative proposals, slated candidates

Delegates will vote to fill three open positions on the USBC Board of Directors and decide seven legislative proposals involving changes to bylaws, league rules and tournament rules during the 2016 USBC Convention and Annual Meeting scheduled for April 26-29 at The Orleans in

