

CLOSER LOOK

# TV COVERAGE EXPANDED FOR COLLEGIATE NATIONAL EVENTS

**USBC'S VISION IS** simple: Create lifelong bowlers. To make this vision a reality, the next generation needs dreams to go after. "For many kids, being part of a collegiate championship

on national television is their dream," International Bowling Campus Director of Youth Development Chad Murphy said. "Families have a lot of options in youth sports and for bowling to stay on the priority list, a strong collegiate program with national exposure is a must."

This year, USBC Collegiate is increasing television coverage to four broadcast dates

and will showcase the USBC Intercollegiate Singles Championships for the first time. The broadcast agreement with CBS Sports Network, formerly CBS College Sports Network, is for a four-week recorded series that will air nationally in May on Fridays at 10 p.m. (Eastern). The series includes telecasts of the USBC Intercollegiate Singles Championships and the USBC Intercollegiate Team Championships.

"This agreement allows us to showcase more college bowling to a national television audience," USBC Managing Director of Media and Events Pete Tredwell said.

"Leading up to the television shows, bowling fans will be able to watch all rounds of qualifying and match play, from both events, live online on BowlTV."

All four shows will be taped at Sun Valley Lanes in Lincoln, Neb., on April 21. The Intercollegiate Team Championships will be featured

on two of the broadcasts – the men's final and the women's final. The remaining two broadcasts will feature the top four men and top four women in the Intercollegiate Singles Championships battling in the semifinals and finals.

"The energy in collegiate bowling is contagious and I have said many times that this segment is the best example of what bowling has to offer as a sport," Murphy said. "The number of collegiate teams and scholarship opportunities continue to grow every year and, as an industry, I'm excited that we are moving forward to highlight this for youth bowlers and parents."

CBS Sports Network will have TV coverage of the USBC Collegiate team and singles events.



## USBC Intercollegiate Singles and Team Championships

**April 17-21, 2012**  
**Sun Valley Lanes,**  
**Lincoln, Neb.**

Qualifying and match play live on BowlTV

**National TV coverage**  
**CBS Sports Network**  
**Fridays in May**  
**10 p.m. Eastern**

**USBC OPEN CHAMPIONSHIPS**

# A NEW EXPERIENCE FOR 2013

**FOR MOST BOWLERS** nothing can rival the experience of the USBC Open Championships. Walking down center aisle and bowling in a stadium setting with your friends is the highlight of the season for thousands of bowlers. Yes, there was a somewhat cumbersome registration process, and some bowlers felt the doubles and singles events could be better if the pace and lane conditions were more like the team event.

"USBC leadership is always looking for ways the make our events more enjoyable," USBC Managing Director of Tournaments Brian Lewis said. "There are a lot of opinions about the Open, but when our surveys show a consensus among the bowlers for a change, we will try to make it happen."

**New Registration System**

A new online registration system for the 2013 Open became available for team captains in March. Now, instead of dealing with multiple payment deadlines and hoping to receive



All squads will bowl on fresh oil in 2013.



their first choice of squad times, team captains can see what's available in real time and immediately select a date and squad time, much like buying concert tickets online. Doubles and singles times can be selected and locked in the same way.

Another exciting feature of the new system is that captains will be able to log in and manage their rosters and information or make payments any time. With

the ability to make changes on their own, captains no longer will have to fax or mail any paperwork.

The new system is first-come, first-served, so teams should register as soon as possible to reserve their preferred dates and times. The same system also will be used for the 2013 USBC Women's Championships.

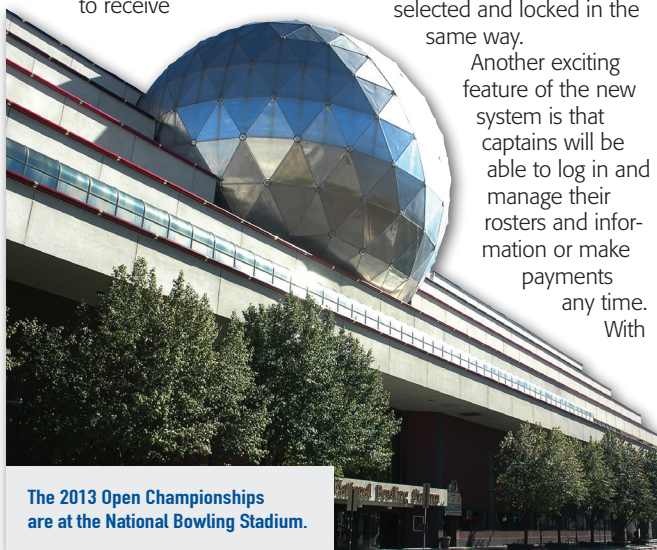
**Fresh Oil, Six on a Pair for Doubles and Singles**

Doubles and singles events will be different in 2013 with a couple of changes designed to improve the competition and experience on the lanes. All bowlers will have fresh oil on the lanes to start doubles and singles in 2013. This change comes following feedback from bowlers interested in a more pure competition for these events.

"Providing fresh oil for doubles and singles will make the events more equitable for everyone," Lewis said. "With the success of the move to fresh oil for both team events starting with the 2003 Open Championships, it made good sense to take it a step further."

Also new in 2013, doubles and singles events will have six bowlers on a pair, up from four in previous years. This change comes following feedback from bowlers about feeling rushed through doubles and singles.

"Our goal is to make bowling a USBC Championships event a great experience from registration until the last ball is rolled," Lewis said. "We look forward to a fantastic 2013 in Reno when all the changes take effect."



The 2013 Open Championships are at the National Bowling Stadium.

USBC YOUTH OPEN CHAMPIONSHIPS

# YOUTH OPEN PROVIDES SUMMERTIME FUN

**WHEN MAKING PLANS** for summer break, students might consider a few days at the beach, going to an amusement park or taking in a few baseball games. But youth league coordinators and coaches should make sure their USBC Youth bowlers are aware of another great option, one that could help the bowlers grow their scholarship fund.

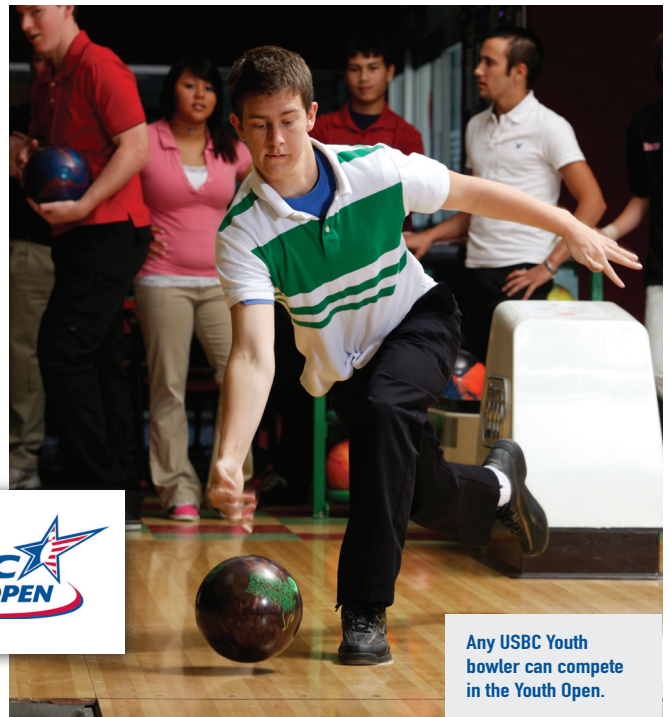
The USBC Youth Open Championships will be held in July in Indianapolis. The tournament is only in its fifth year but this year alone nearly \$100,000 in scholarships will be awarded. Plus, it is the national tournament for USBC Youth bowlers.

"The Youth Open has become a very popular summer destination for youth bowlers," International Bowling Campus Managing Director of Youth Development Chad Murphy said. "The chance to win scholarships and compete for a national title is enticing, but these bowlers come from all over the country for the opportunity to meet other bowlers, hang out and have fun competing."

The USBC Youth Open is a non-qualify-

ing tournament. Simply put, any USBC Youth member can bowl in the tournament. Participants bowl nine games total - three games each of singles, doubles and four-player team, and the scores are combined for the optional all-events score.

There are four divisions based on average so participants are matched according to skill, not age or gender. Boys and girls compete together on the lanes and in the standings, except



Any USBC Youth bowler can compete in the Youth Open.



for all-events that has separate boys and girls rankings in each division. Teams and doubles pairs can be all boys, all girls or a mix.

For bowlers already headed to Indianapolis for the North Pointe Junior Gold Championships, they can get together with siblings or friends to bowl in the Youth Open before or after Junior Gold.

Junior Gold members also can take part in a special scholarship side event. For a \$20 entry fee, Junior Gold bowlers will have a division that will

award a \$500 scholarship to the winner, and 100% of entry fees will be awarded in scholarships at a 1:4 ratio.

If a USBC Youth bowler is interested in competing in the Youth Open but does not have a team, they can sign up for the Friendship Squad and be placed on a team and with a doubles partner, if needed.

## USBC YOUTH OPEN

July 12-14, 19-23, 27-28  
Expo Bowl • Indianapolis

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

# USBC QUICK STRIKES

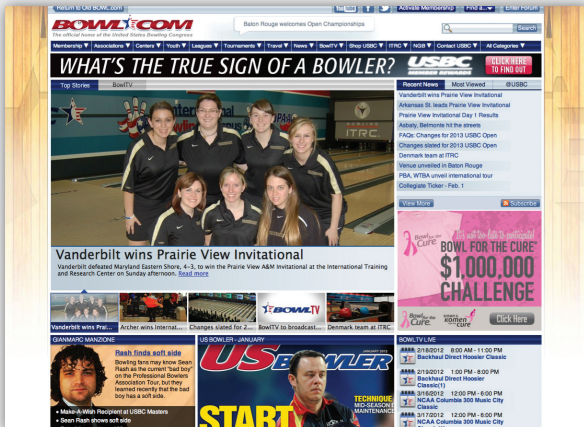
NEWS AND NOTES FROM THE UNITED STATES BOWLING CONGRESS

## Check out the new BOWL.com

The USBC website, BOWL.com, has a new look and has been enhanced with a more user-friendly navigation.

The website still has easy access to popular features such as Find A Member and BowlTV so fans can quickly view recent videos uploaded by USBC.

Check out the enhanced BOWL.com for the latest news and features from USBC.



## USBC Convention is right around the corner

The USBC Queens telecast from the International Training and Research Center leads off the week of the 2012 USBC Convention, which will be April 25-28 in Arlington, Texas.

Workshops, including a look at youth tournaments, testing new membership products,

association processing systems and more, will be held April 25-26. The USBC Hall of Fame induction ceremonies will take place on April 26.

The Annual Meeting will take place April 26-27, with the legislative session and board elections scheduled for the second day.

Visit [BOWL.com/convention](http://BOWL.com/convention)

for complete schedules and information.

## Deadline extended for Women's Championships

The entry deadline for the 2012 USBC Women's Championships at the National Bowling Stadium in Reno, Nev., has been extended to April 1.

The tournament, which runs from April 14 through July 8, is open to any female USBC member and features a three-division, 100-percent-handicap format. For information, go to [BOWL.com/womenschamp](http://BOWL.com/womenschamp).

## Application deadline for Dexter/USBC High School All-American Team

The deadline to nominate a standout high school bowler for the Dexter/USBC High School All-American Team is March 23.

Each year, five male and five female USBC High School members are selected based on bowling accomplishments, academic achievement, letters of recommendation, extracurricular and community involvement, submitted essays and resumes. For more information and nomination forms, go to [BOWL.com/highschool](http://BOWL.com/highschool). Only coaches or team administrators can nominate eligible contenders.

## CALENDAR

**Now-July 9**  
**USBC Open Championships**  
Baton Rouge, La.

**March 9**  
**USBC Intercollegiate Singles Championships sectionals**  
Allentown, Pa.; Smyrna, Tenn.; Fairview Heights, Ill.; Eules, Texas

**March 10-11**  
**USBC Intercollegiate Team Championships sectionals**  
Allentown, Pa.; Smyrna, Tenn.; Fairview Heights, Ill.; Eules, Texas

**April 14-July 8**  
**USBC Women's Championships**  
Reno, Nev.

**April 17-21**  
**USBC Intercollegiate Singles Championships and USBC Team Championships**  
Lincoln, Neb.

**April 19-24**  
**USBC Queens**  
Eules, Texas

**April 25-28**  
**USBC Convention**  
Arlington, Texas

Complete information, entry forms on [BOWL.com](http://BOWL.com).

## Open Championships are underway

The 2012 USBC Open Championships kicked off Feb. 11 and will run through July 9 in Baton Rouge, La. Competitors still have the opportunity to practice on the same oil pattern and lane surface being featured on the main tournament lanes at the Baton Rouge River Center by signing up for a session on the Showcase Lanes.

USBC has built four showcase lanes on the venue's second level. Bowlers can book one-hour practice sessions so they can loosen up, try out their equipment or game-plan for the conditions before their nine games of Open Championships competition. USBC Silver coach Bill Hall is available by appointment for those seeking feedback or coaching.

To reserve your practice times, call 866-977-7433 or email [usbcopychampionships@bowl.com](mailto:usbcopychampionships@bowl.com).

