

CLOSER LOOK

BOWLING COMBINE RETURNS

FOR A COLLEGE bowling coach with a limited recruiting budget, trying to find young bowlers to fit their program can be a daunting task. And exactly how does a young bowler go about getting the attention of collegiate coaches?

The inaugural Bowling Combine for College Prospects proved to be a successful solution for both college coaches and bowlers. The program returns in 2012 and will have even more spots available for athletes.

The Bowling Combine is set for Aug. 7-11 at the International Training and Research Center (ITRC) in Arlington, Texas. At the Combine, bowlers once again will be evaluated using today's most objective standards and latest technology. College coaches who attend will receive detailed analysis of the bowlers and will have the opportunity to meet the athletes.

"We had 72 bowlers take part in last year's event, and expect more interest this year, so more spots are available for bowlers who want to participate," Bryan O'Keefe, assistant coach for Team USA and the program director for The Bowling Combine, said.

Nearly 20 college coaches attended last year's event and several bowlers signed with college programs as a result of their participation in the

Combine.

"Any opportunity we have to rank and watch prospects is a place we need to go," Mike LoPresti of Fairleigh Dickinson University said after last year's Combine. "This is a great opportunity for any coach, to have somebody evaluate players for them. Then all we have to do is put the pieces together."

Open to bowlers who have collegiate eligibility remaining and have completed at least their sophomore year in high school, the Bowling Combine

tests athletes on specific skills and athletic ability, and provides an overall score using the Performance Evaluation Test (P.E.T. score). The scores are an objective measurement and can be used to compare the bowlers against each other and previous participants.

At the conclusion of the Combine, bowlers receive a Recruiting Kit that will have video shots and a detailed report of personal data collected during the Combine, including their overall P.E.T.

score.

Boys and girls will be in separate squads, and participants in each squad will go through a three-day evaluation.

"This was a great experience for everybody in high school that wants to bowl in college," said Anna Groce of Kernersville, N.C., after the 2011 Bowling Combine. "This is going to make everybody so much better because they are going to know what they have to work on when they go home to get better."



The 2012 Bowling Combine is set for Aug. 7-11.

Visit BOWL.com/combine or bowlingitrc.com to learn more and for applications to the Bowling Combine.

8 FOR 8 BOWLING CLUB

8 FOR 8 AIMS TO GET KIDS STARTED

THE FORMULA FOR attracting new kids to youth sports is no big secret. Children get excited about new gear while parents look at price and time commitment.

This fall, the bowling industry will use this recipe with the launch of the national 8 for 8 Bowling Club. The program offers kids the chance to join an 8-week league for \$8 per week and includes a custom-fitted ball. USBC is supporting the effort by including a free

membership.

"We need everyone involved with youth bowling to help us activate and promote the 8 for 8 Bowling Club," International Bowling Campus (IBC) Managing Director of Youth Development Chad Murphy said. "This is a great opportunity to get families that are new to the sport hooked on bowling."

The 8 for 8 Bowling Club is a partnership of the IBC in conjunction with Brunswick and Ebonite International. Brunswick

and Ebonite have agreed to provide balls for the program at a discounted price.

"Anyone who has worked in a center or pro shop has seen that magical moment when a young person gets their very own ball," Murphy said. "It's the key piece of the program and our industry partners have really stepped up to make this happen."

The 8 for 8 Bowling Club will be offered exclusively to BPAA and Strike Ten member centers and comes with a complete marketing kit to help the center and youth leaders spread the word and market this league program. Interested centers need to purchase a marketing kit through Strike Ten Entertainment. For details on the 8 for 8 League Program, contact Toby Brown at 800-871-7869 ext. 8444.

The 8 for 8 Bowling Club is scheduled for leagues starting September 1, 2012 through November 22, 2012.

"We hope the kids introduced to bowling through the 8 for 8 Bowling Club will stick with the sport and come back after the holidays," Murphy said. "We'll have more details about



Youths can bowl in an 8-week league for \$8 per week



Youth bowlers can get a custom-fitted ball through the program.

the program at Bowl Expo and encourage anyone looking for more information to contact IBC Youth or Strike Ten."

8 for 8 Bowling Club

What: New youth bowling program offers an 8-week league for \$8 per week and participants receive a custom-fitted ball.

When: Program is for leagues that start Sept. 1-Nov. 22, 2012.

Where: Exclusively available to BPAA and Strike Ten member centers.

Information: Contact Toby Brown at 800-871-7869 ext. 8444.



The 2013 Open Championships will be at the National Bowling Stadium.

USBC OPEN AND WOMEN'S CHAMPIONSHIPS

DOUBLE DOWN ON RENO

THE NEXT TWO years, USBC is taking a new approach with the Open and Women's Championships.

Holding the two largest participation events in the world in the same city for consecutive years represents a huge shift from traditional separation once tied to the Women's International Bowling Congress and American Bowling Congress. Still, bringing the events together also brings potential reward for both USBC and the tournament bowlers.

Ask a bowler how they first entered a USBC Championship and you will rarely find anyone who signed up on a whim or because of some slick marketing brochure. People need to see the events for themselves or be invited. Holding both

events in the same city allows not only participants to be exposed to both events but, more importantly, friends, family and significant others can more easily be invited on the trip. For the first time, a husband and son of someone bowling in the Women's Championships could join the trip and see the Open Championships or vice versa.

"USBC's new online registration system makes building teams for both events easy," USBC Managing Director of Tournaments Brian Lewis said. "Since you can lock in your dates in real time, we are hearing about Open Championships team captains signing up their wives or daughters on teams for the Women's Championships on the same

dates."

It's a little known fact that about 15 percent of Open Championships participants are women. Many of them must choose between bowling

either the Open or Women's Championships, since traveling to two major events a year is beyond most family budgets. Now these women potentially can bowl both events on the same trip, since the tournaments overlap from mid-April through June, adding hundreds more teams to the Women's Championships.

USBC soon will announce new side events and instructional opportunities at the National Bowling Stadium designed to appeal to everyone. This will give those who may not be ready to join a team, but still want bowl on the trip, a chance to be on the lanes.

"The whole premise is to provide a reason for all bowlers join us in Reno and be a part of the USBC Championships experience," Lewis said. "It's difficult for some longtime participants to understand why comfort and familiarity can be so important to newbies, but it's key. Keeping the same operation in Reno for two years may help us get some of those new bowlers hooked."

Any change comes with some risk, but USBC is betting two years in Reno will prove to be a wise gamble.

Registration for the 2013 events already is underway. Go to BOWL.com/tournaments for information.



The Women's Championships is at the Reno-Sparks Convention Center in 2013.

USBC QUICK STRIKES

NEWS AND NOTES FROM THE UNITED STATES BOWLING CONGRESS

Collegiate national championships to air Fridays in May

The USBC Intercollegiate Singles Championships and the USBC Intercollegiate Team Championships will air nationally on CBS Sports Network in May.

CBS Sports Network will air four one-hour shows over a four-week period each Friday at 10 p.m. Eastern starting May 4. Go to cbssportsnetwork.com to find the channel in your area.

The Intercollegiate Team Championships and Intercollegiate Singles Championships annually crown national champions in college bowling and this year marked the first time the events were held together. All four shows were taped at Sun Valley Lanes in Lincoln, Neb., on April 21.



Women's Championships kicks off in Reno

The 2012 USBC Women's Championships is underway at the National Bowling Stadium in Reno, Nev.

The tournament will run through July 8 and more than 6,100 teams are expected. Registration for the 2013

tournament is now open and a new online system allows captains to choose their squads immediately. Squad reservations will be on a first-come, first-served basis.

Go to BOWL.com/womenschamp for the latest news or to register for the Women's Championships.

Youth bowlers still have time to register for Youth Open

The USBC Youth Open Championships will be held in Indianapolis starting July 12. This is a great opportunity for youth bowlers to compete in a national tournament that will award nearly \$100,000 in scholarships. All USBC Youth bowlers are eligible and there is no qualifying.

Go to BOWL.com/youthopen for more details and to register.

Senior Masters in Las Vegas

The 2012 USBC Senior Masters will take place June 10-15 at South Point Bowling Center in Las Vegas. The Senior Masters is part of the Professional Bowlers Association Senior Tour and will showcase about 300 of the top senior bowlers competing for an estimated overall prize fund of \$125,000, with a first-place prize of \$16,000.

The 2012 event will be broadcast live on BowlTV. For information and to register, go to BOWL.com/seniormasters.

USA Bowling Summer Camps program

The International Bowling Campus (IBC) Youth Development team has a step-by-step guide to implementing a successful USA Bowling Summer Camp program.

There are three guides available – one-day camps, three-day camps and five-day camps. The guides are free and available to any proprietor or volunteer interested in boosting their youth participation this summer. Proprietors and Youth Coordinators also have the option of using the curriculum ideas to build their own custom program.

Log on to www.bpaa.com/youthresourcecenter – password: youth – to access all the guides and information to help implement a summer camp.



CALENDAR

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

Now-July 8
USBC Women's Championships
Reno, Nev.

June 10-15
USBC Senior Masters
Las Vegas

June 21-27
Bowling's U.S. Women's Open
Reno, Nev.

July 9-10
USBC Senior Championships
Reno, Nev.

July 14-20
North Pointe Junior Gold Championships
Indianapolis

July 12-14, 19-23, 27-28
USBC Youth Open Championships
Indianapolis

Oct. 19-23
USBC Senior Queens
Arlington, Texas

Complete information on BOWL.com/tournaments