

COVER STORY

SHOW AND TELL

WATCH WHAT YOU want, when you want.

Streaming services have become a way of life, especially in the last decade or so. From Hulu to Sling to Netflix and Amazon, there are many services available to watch the programming you want. And having everything on-demand no longer is a luxury, but an expectation.

USBC has been dedicated to bringing bowling fans video and live coverage of its events for more than decade, when it made its first trek into the live stream world under the BowlTV banner. Not only were early rounds of competitions at major USBC events live streamed, but fans had the chance to watch Team USA compete in events throughout the world through the magic of the internet.

The latest step in USBC's efforts to deliver the sport happened earlier this year with the launch of BowlTV.com, the new website and video streaming service for USBC. While live streams of major events will remain a big part of BowlTV.com, the new website features a wide variety of on-demand video content.

From instructional videos to historical archives to unique behind-the-scenes experiences, BowlTV will be a go-to site

for everything about bowling. The new platform has several channels, with each taking a different look at the sport.

The LAB showcases the latest innovations in bowling instruction and technology from the Team USA coaching staff and expert guests. You can watch Team USA head coach Rod Ross break down some of the top bowlers in the sport or USBC Director of Coaching Stephen Padilla look at how to analyze a bowler.

Did you know 2019 USBC Hall of Fame inductees Chris Barnes and Mika Koivuniemi each made their first USBC Masters television show in 2000? You can find out who won that event on THE VAULT, which has a treasure of newly digitized historical telecasts from events such as the Professional Women's Bowling As-

sociation (PWBA) Tour, World Team Challenge and Intercollegiate Team Championships.

The BACKSTAGE channel features a variety of experience videos. It includes E.A.R.L.'s Journey to 900 series, where the International Training and Research Center's state-of-the-art ball-throwing robot seeks to roll a perfect series, plus a behind-the-scenes look at events.

Another element on BowlTV.com will be a section dedicated to blogs from some of the best minds in the sport of bowling.

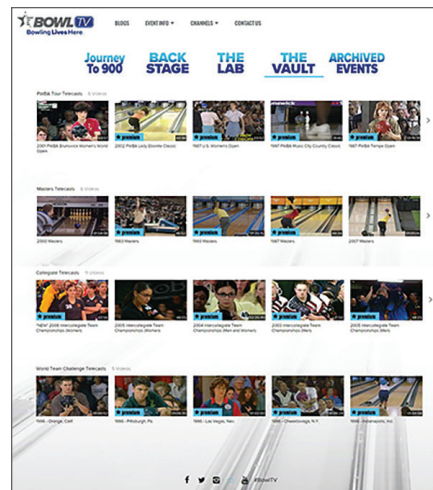
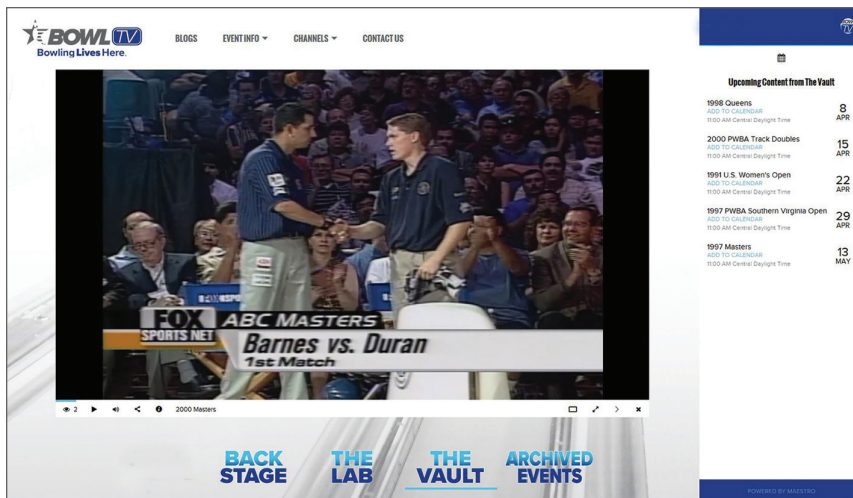
Want to learn more about equipment? Lou Marquez, a USBC Gold coach and former president of the International Bowling Pro Shop and Instructors Association, knows his way around a pro shop. He discusses topics such as what

goes into fitting and drilling a ball for a bowler, ball surface, and more as he seeks to help those just getting started in the game and those who have been bowling for many years. Ross and Padilla also shares insights from their years coaching some of the world's top athletes.

The Lab, the Vault, Backstage and the blogs are all on-demand, so you can watch or read at any time.

That, of course, is not true on the LIVE EVENTS channel. But where else can you watch live coverage of PWBA Tour events, Team USA competitions, USBC Collegiate and Junior Gold events, and much more? The events will have a new look, too, with expanded coverage, meaning fans will get to see more players at each event.





BowlTV.com's THE VAULT features historical telecasts, including newly digitized content, from events such as the 2000 USBC Masters.

Of course, if you miss an event, just check ARCHIVED EVENTS. All shows will be delivered into the archive shortly after the live show ends.

"Our goal is to provide a great experience for bowlers to enjoy USBC's videos as a complement to the news and information on BOWL.com," said Deputy Managing Director Jason Overstreet. "The platform brings every type of content into one place with a blend of free videos and premium content."

BowlTV.com offers several ways to subscribe, with monthly, yearly and event-specific subscriptions. Premium subscriptions are \$9.95 monthly or \$79.95 for the year and all premium subscriptions have a 14-day free trial so customers can cancel with no obligation.

The new platform of BowlTV.com allows USBC to provide several live streams at the same time, which means the capability of providing expanded coverage of events – more cameras on more lanes

– or to stream more than one event at a time.

In March, for example, BowlTV.com was able to live stream the Intercollegiate Team and Singles sectionals, held simultaneously in four cities – Stratford, New Jersey; Smyrna, Tennessee; Addison, Illinois; and Dallas – while also live streaming Team USA's Pan American Trials from the International

Training and Research Center in Arlington, Texas.

Five cities, five concurrent livestreams.

Of course, none of this would have been possible two decades ago. Advances in technology, particularly the speed to upload video content, including live video, are the reasons we now can spend a cold or rainy weekend on the coach watching a live

show, or archives of events we missed, on everything from our phone to our television.

But this is just the start of the new BowlTV. While it will continue to be the place to watch live coverage of major bowling events, from the best youth competitors to today's top professionals and seniors in the game, it will look to offer all bowling fans even more in the coming months.

Live on BowlTV

Expanded coverage of the PWBA season, which is underway, is just part of a busy schedule on BowlTV.com over the next few months. Some notable events to check out:

May 9-11 – PWBA Lincoln Open. Standard events on the PWBA Tour are covered from qualifying through the stepladder finals

May 15 – PWBA Hall of Fame induction ceremony. The first class in 16 years

May 16-20 – USBC Queens. First major of the PWBA Tour season

June 4-9 – USBC Senior Masters. Features the sport's greatest veterans

June 16-22 – U.S. Women's Open. The second women's major is a grueling test

July 11-12 – USA Bowling National Championships. See who makes the national title matches

July 14 – Junior Gold Championships Opening Ceremony

July 18-20 – Junior Gold Championships match play

Visit **BowlTV.com** for subscription information and full schedule of events.

SCHOLARSHIPS

FUTURE ASSISTANCE

THE JUNIOR GOLD Championships has seen steady growth for many years heading into 2019, with records set each of the last eight years for the number of competitors at the annual tournament and number of members in the program.

One other number worth noting is the amount of the scholarship funds awarded at the youth events held in tandem with the Junior Gold Championships. Last July in Dallas, between the Junior Gold Championships, Youth Open Championships, Survivor tournament and the opening ceremony, almost half a million dollars in scholarships were put into the SMART accounts of youth bowlers.

As the sport continues to grow at the college level, many schools offer scholarship assistance for bowlers. Women's bowling has been a National Collegiate Athletic Association (NCAA) varsity sport, with



Mabel Cummins, right, who won a world title with Kamerin Peters at the World Bowling Junior Championships, is the 2019 Alberta E. Crowe Star of Tomorrow.

many schools offering athletic scholarships, since 2004.

But what many people are shocked to find out, even those who have children who bowl in youth leagues, is the amount of scholarships available simply because they are a USBC Youth member. Each year, the International Bowling Campus

Youth Committee awards several scholarships to youth member not only for skills on the lanes, but for involvement in the community and performance in school.

The Star of Tomorrow awards are two of the major awards presented to youth bowlers each year, with each winner receiving a \$6,000 scholarship.

Trace Nuss said the scholarship he received as the Chuck Hall Star of Tomorrow "will help me pursue my education so that I, too, can pay it forward and continue making a positive difference in the lives of others." He was honored not only for his bowling accomplishments, but his work with Spe-

cial Olympics in Tampa, Florida. Nuss also was the 2018 Annual Zeb Scholarship recipient.

The Alberta E. Crowe Star of Tomorrow Award winner, Mabel Cummins of Elburn, Illinois, is a senior in high school but already is a world and national champion. She won gold in doubles with Kamerin Peters at the World Bowling Junior Championships in France in March and won the U15 girls title at the 2016 Junior Gold Championships. In the top-10 of her graduating class, Cummins is headed to Vanderbilt to work toward a degree in pathology and to bowl for the Commodores.

Cummins and Nuss were among 22 scholarship recipients this spring who were selected from the more than 500 USBC Youth bowlers who submitted online applications. Ten more scholarships will be awarded to those selected for the Dexter High School All-American Team.

Youth Scholarships

IBC Youth awarded more than \$50,000 in scholarships this spring. Visit BOWL.com/Scholarships to learn more:

SCHOLARSHIP	NUMBER AWARDED	TOTAL AMOUNT
Annual Zeb Scholarship	1	\$2,500
Youth Ambassador of the Year	2	\$3,000
Alberta E. Crowe Star of Tomorrow	1	\$6,000
Chuck Hall of Star Tomorrow	1	\$6,000
Gift of Life	12	\$12,000
Earl of Anthony Scholarships	5	\$25,000

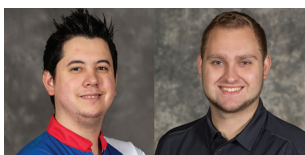


Trace Nuss, 2019 Chuck Hall Star of Tomorrow, was also honored at the USBC Convention in 2018.

Visit BOWL.com/Youth to learn more about youth bowling programs and scholarships available to USBC Youth Members.

USBC QUICK STRIKES

NEWS AND NOTES FROM THE UNITED STATES BOWLING CONGRESS



Butturff, Pate qualify for Pan Am Games

Jakob Butturff of Tempe, Arizona, who captured his first major title at the 2019 USBC Masters, and Nick Pate of Inver Grove Heights, Minnesota, earned the two men's positions on Team USA for the Pan American Games, which will take place July 26 through Aug. 11 in Lima, Peru.

The two-part qualifying process for Team USA members took finishes at the Pan American Games Trials (60 percent) in March and the 2019 USBC Masters (40 percent). The two women's representative for the four-person team will be determined at the 2019 USBC Queens from May 15-21 at Northrock Lanes in Wichita, Kansas.

Rick Wiltse earns gold coach certification



Rick Wiltse, a Master Teaching Professional at the Kegel Training Center in Lake

Wales, Florida, earned USBC Gold coaching certification, the highest level, in March.

Becoming a USBC Gold coach through USBC Coaching Certification and Development is similar to obtaining a doctorate in a field of study. Candidates are required to demonstrate knowledge of the latest techniques and information through practical application and discussion.

Wiltse receives the Fred Borden USBC Gold Coach Award for successfully completing the program. He becomes the 18th active USBC Gold coach in the United States. Visit BOWL.com/

Coaching to learn more about USBC coaching certifications.

CBS Sports Network to have 19 bowling shows

CBS Sports Network will televise 19 bowling shows in 2019 with the finals of eight events televised live, including the stepladder finals of five major events.

The finals of every major on the PWBA Tour, starting with the USBC Queens stepladder finals on May 21, will be televised live. The U.S. Women's Open (June 23), PWBA Players Championship (Sept. 8), and PWBA Tour Championship (Sept. 18), plus the finals of the 2019 U.S. Open (Oct. 30), a major on the PBA Tour, will be televised live.

The first three Saturdays in August will have a live TV show, each starting 5 p.m. (Eastern), with the stepladder of a PWBA Elite-field event.

The finals of each division of the Junior Gold Championships, including the new U17 division, will air starting in July, and the title matches of the USA Bowling National Championships, also taped for broadcast, will be shown in August. Visit BOWL.com/BowlingOnCBSSN for the complete schedule.

Bowler's Ed kits awarded to 20 schools

International Bowling Campus Youth Development recently awarded Bowler's Ed kits to 20 schools and organizations based on submitted applications. The Bowler's Ed kits provide educators and youth organizers the needed tools to engage children in a true bowling experience.

Montrose County School District Adapted Physical Education Program in Colorado, is one of the 20 recipients of the kits. Bowler's Ed added an adaptive needs section to its program in 2015.

A total of 142 Bowler's Ed kits

have been awarded to school and organizations across the country since 2016. Visit BOWL.com/BowlersEd to learn more about the program.

Site determined for 2020 U.S. Open



Sun Valley Lanes in Lincoln, Nebraska, will be the host center for the

2020 U.S. Open, a major event on the Professional Bowlers Association (PBA) Tour.

The 2020 event will kick off Feb. 16, with the stepladder finals televised live on FOX on Sunday, Feb. 23. With the stepladder finals on FOX from 2020 through 2022, as part of a multi-year agreement between the PBA, BPAA and USBC, the event moves from late October to February.

Iowa bowler sets mark as oldest with 800 series



Jim Novak of Cedar Rapids, Iowa, who participates in three senior bowling

leagues each week at May City Bowl, became the oldest bowler to roll an 800 series.

At 91 years, 2 months and 21 days old, Novak put together games of 279, 256 and 268 for an 803 series during his Young at Heart league on Feb. 26. He topped the previous mark of 85 years and 9 days, set by William Lautenschlager of Stockton, California, in 2016.

"Honestly, I'd given up on having another day like that, because an 800 series really is hard to come by," said Novak, who owns 35 USBC-certified perfect games. "A 300 is one thing, but putting three games together is so tough. This came as a total surprise."

CALENDAR

May 2-4
PWBA Twin Cities Open
Cedarvale Lanes
Eagan, Minn.

May 9-11
PWBA Lincoln Open
Sun Valley Lanes
Lincoln, Neb.

May 15-21
USBC Queens
Northrock Lanes
Wichita, Kan.

May 29-June 2
Super Senior Classic
Sam's Town Bowling Center
Las Vegas

May 30-June 1
PWBA Sonoma County Open
Double Decker Lanes
Rohnert Park, Calif.

June 2-9
USBC Senior Masters
Sam's Town Bowling Center
Las Vegas

June 6-8
PWBA Tucson Open
Golden Pin Lanes
Tucson, Ariz.

June 13-15
PWBA Fountain Valley Open
Fountain Bowl
Fountain Valley, Calif.

June 16-23
U.S. Women's Open
Texas Station
North Las Vegas

June 23-27
International Bowl Expo
Las Vegas

July 11-12, 19
USA Bowling National Championships
Astro Lanes, Thunderbolt Lanes, Detroit

July 11-2, 19-21, 27-28
Youth Open Championships
Sterling Lanes
Sterling Heights, Mich.

July 13-20
Junior Gold Championships
AMF Rose Bowl Lanes, Astro Lanes, Bowl One Lanes, Century Bowl, Skore Lanes, Sterling Lanes, Super Bowl Lanes, Thunderbolt Lanes, Detroit

July 25-28
PBA/PWBA Striking Against Breast Cancer Mixed Doubles
Copperfield Bowl
Houston

July 26-Aug. 11
Pan American Games
Lima, Peru

Aug. 1-3
PWBA East Hartford Open
Silver Lanes
East Hartford, Conn.

Go to BOWL.com/Tournaments for complete information.