

CLOSER LOOK

ACTIVATING USBC MEMBERSHIP WILL UNLOCK NEW COLLECTION

USBC'S ACTIVATE YOUR Membership campaign returns for the 2012-13 season with a new bonus – access to a unique Signature Collection of shirts and accessories only available for members who activate.

"Last season we saw a lot of excitement surrounding the activate concept," said Kevin Terry, USBC Managing Director of Marketing and Membership. "Members told us they wanted exclusive access and products as part of the program this year, and this collection will appeal to all members."

The Signature Collection includes items such as retro bowling shirts, high-quality polos, and travel gear. In addition to having access to the Signature Collection, bowlers who activate their membership will receive news and information about USBC programs throughout the season.

"Bowlers want to stay updated and connected," Terry said. "We have so many great programs, such as our Welcome 2 Bowling Program and USBC Member Rewards, and we want to make sure our members know about these programs and take advantage of

the many benefits of being a USBC member.

"We encourage everyone to take a few minutes to activate their membership and check out the

Signature Collection. There is great value and savings for our members, since the goal of the program is to thank them for activating."




While USBC encourages all league bowlers to activate their membership, doing so is strictly optional. USBC members who do not activate will have full standing and all traditional association benefits.

"We hope to create some chatter on the lanes as the new season begins," Terry said. "Our vision is league bowlers talking about activating membership, and enjoying the benefit of new shirts from the Signature Collection to start the year."

Bowlers can activate their membership by going to BOWL.com and clicking on the Activate Membership tab at the top of the page.

USBC Benefits

While activating will unlock the Signature Collection, USBC membership always has provided great benefits:

- Member Rewards program that can save bowlers on everyday expenses from companies such as Nationwide Insurance, Humana, T-Mobile, American Airlines, DirecTV and more.
- Awards for achievements on the lanes
- A certified average
- National tournaments

YOUTH BOWLING

LET'S GO TEAM!

By Chad Murphy

IBC Managing Director
of Youth Development

AT THE HIGH SCHOOL and collegiate level, bowling continues to experience steady growth. Anyone who has seen a high school or collegiate tournament knows the excitement the sport generates at that level.

And what do these segments of youth bowling have in common? Both are treated and executed as a team sport with coaches preparing the team for competition.

Most standard youth programs do not feature a similar model for the younger kids. It seems so simple, but are we really giving our younger bowlers the support needed to turn them into lifetime advocates?

There is no doubt coaching will need to become more of a focus if we are going to have success retaining these kids. Here is a new formula everyone involved with youth bowling should focus on:

**Coaching =
Retention period**

A year ago, the International Bowling Campus Youth Development team launched a new initiative branded USA Bowling. Our goal is to create a more mainstream sports model for bowling – we sell it as Little League baseball in a bowling center.

It is something new for bowling, so immediately many

people put their guard up. But in reality this system isn't new and already exists in most centers around the country at the high school and collegiate level. The system is exactly what is featured and working with the older kids.

Research shows high school, collegiate and USA Bowling is what is needed to build successful youth programming. Three things stand out in research about successful youth extracurricular activities:

- A need to enjoy the activ-

ity, to have fun

- A need to feel support from peers, friends and adult leaders

- An opportunity for a challenge, to build skills and increase self-worth

These three things show us the need for teams, led by adult leaders, competing with friends. We just defined high school and collegiate bowling. This also is the foundation of the USA Bowling model.

No matter what program you decide to run as a center manager or youth director,

please make sure it is staffed, supported and built with adult leaders of some kind to enhance the experience of the younger kids. Put some emphasis on team play and the peer-to-peer social interaction that is imperative to success.

Every kid in this country can bowl, and every kid in this country can learn to bowl better. Take them down that road and they will become lifelong bowlers. Remember:

**Coaching =
Retention period.**



Team play and coaching are key to retaining youth bowlers.

WELCOME 2 BOWLING

WELCOME AGAIN

THE WELCOME 2 Bowling program USBC launched last season will return in 2012-13 with more to offer first-time league bowlers.

The program was launched to reverse the trend of first-

WELCOME 2 BOWLING



year league bowlers who did not return for a second league season. When USBC data showed more than half of about 300,000 adult first-year bowlers decided not to come back for a second season, the big question was: Why?

The reasons they did not return varied, but the simple answer often was they didn't enjoy the league experience. Many just felt out of place or intimidated as they used a house ball and tried to compete against veteran league bowlers.

The Welcome 2 Bowling program can bring these new bowlers to a more comfortable level by giving them the tools to succeed.

Once again, first-year bowlers will have the opportunity to purchase a mid-performance bowling ball from partners in the program.



Brunswick, Ebonite, Storm and 900 Global each are offering a ball for the promotional price of \$59.95, an incredible value for the bowler.

New for the 2012-13 season, bowlers can receive a free 30-minute lesson from a USBC certified coach.

"With a little coaching and proper equipment, the first-year bowler will feel more comfortable and have a greater connection to the game and that alone will make them more excited about continuing to compete

in the sport," said Kevin Terry, USBC Managing Director of Marketing and Membership. "We hope to have everyone in bowling centers talking about Welcome 2 Bowling and engaging new members. This needs to be a team effort."

First-year bowlers will be able to go online to order their bowling ball and it will be shipped directly to them. USBC Coaching is working with certified coaches to provide bowlers with contact information for a coach in their area.

"We appreciate all the coaches who have stepped up to be a part of the program and the ball manufacturers who again are supporting Welcome 2 Bowling," Terry said. "I believe everyone in bowling understands the importance of league retention and success will benefit all touch points of the industry."

Go to BOWL.com/Welcome to learn more about the Welcome 2 Bowling program.

Welcome 2 Bowling Program

A quick look at the key components of the Welcome 2 Bowling program. Go to BOWL.com/Welcome for details:

New ball for \$59.95 – Ebonite, Storm, Brunswick and 900 Global are offering a select ball to new bowlers for this introductory price. Balls will be shipped to the bowlers with instructions to visit their local pro shop for proper fitting and drilling.

Free coaching lesson – USBC certified coaches provide a free half-hour lesson. The contact information for participating coaches will be listed on BOWL.com.

More coaching tips – USBC has developed a series of online instructional videos specifically for beginning bowlers.

USBC QUICK STRIKES

NEWS AND NOTES FROM THE UNITED STATES BOWLING CONGRESS

New 11-in-a-Row trophy

USBC introduced a laser-engraved crystal-style trophy for the 11-in-a-row award for the 2012-13 season. The new trophy is six inches tall and comes in a commemorative box. The award is given to a bowler who is able to record 11 consecutive strikes in a single game when the score is 299 or less. It is awarded once per member per season (Aug. 1 thru July 31).



Junior Gold records

The 2012 North Pointe Junior Gold Championships presented by Brunswick that was held in July in Indianapolis, sold 2,088 spots to shatter the previous record of 1,980 entries (2009). It was a 14-percent increase over last year's mark. More than 500 centers held 836 Junior Gold qualifiers, up from the 337 centers that held qualifiers last season.

The USBC Junior Gold program had more than 4,000 members for the first time in the program's 15-year history, a 12-percent

increase over last season's record.

Team USA starts U15 development program

Youth bowlers age 15 and younger have a new reason to be USBC Junior Gold members with the creation of a U15 development program for Junior Team USA. The move comes in connection with a successful addition of a new U15 division as part of the North Pointe Junior Gold Championships.

Four U15 bowlers in this year's Junior Gold Cham-

pionships who were age eligible to compete in the Tournament of the Americas in 2013 earned the first spots in the new developmental program. The young bowlers will have the chance to train at the International Training and Research Center (ITRC) with the Team USA coaching staff.

Supporting SMART

In a demonstration of support for the SMART Corporation Fund, the Southern California Grand Prix Scholarship Foundation has transferred more than \$475,000 in youth scholarship funds to SMART. The Foundation of the Bowling Proprietors Association of Southern California had previously managed the Grand Prix funds prior to the transfer to SMART.

The USBC SMART (Scholarship Management and Accounting Reports for Tenpins) program began in 1994 as a service offering the bowling community a centralized location to manage bowling scholarship funds as well as providing USBC members with a resource for inquiries about bowling scholarships.

CALENDAR

Sept. 18-25
WTBA World Singles Championships
Limassol, Cyprus

Oct. 19-23
USBC Senior Queens
Arlington, Texas

Nov. 24-Dec. 2
48th QubicaAMF Bowling World Cup
Wroclaw, Poland

January 2-7, 2013
USBC Team USA Trials
Henderson, Nev.

Feb. 18-24, 2013
USBC Masters
North Brunswick, N.J.

March 1-June 29, 2013
USBC Open Championships
Reno, Nev.

March 8-10, 2013
USBC Intercollegiate Championships Sectionals
Allentown, Pa.; Smyrna, Tenn.; Fairview Heights, Ill.; Las Vegas

April 12-July 7, 2013
USBC Women's Championships
Reno, Nev.

April 15-20, 2013
USBC Intercollegiate Championships
Lincoln, Neb.

Complete information on BOWL.com/tournaments

Changes for Pepsi Youth Championships

The Pepsi Youth Championships will have age-based divisions and scratch competition for the 2012-13 season. The changes were made after conducting research through the state Pepsi coordinators, and discussions by board members of Bowling Proprietors' Association of America, USBC and the USBC Youth committee.

The Pepsi Youth Championships will feature five divisions for both boys and girls – U6, U8, U12, U15 and U20 – and all divisions will use scratch scores. Previously, the Pepsi had divisions for 11 and under and 12 and over using handicap, and a scratch division for 12 and over. Go to BOWL.com/pepsiyouath for more details.

