

## CLOSER LOOK

# VIP PROGRAM EXPANDS FOR 2013

**EXPERT COACHING FROM** a USBC Silver coach on the tournament lane conditions, a cool polo shirt and several more benefits and discounts proved to be a great experience for bowlers at the 2012 Open Championships.

So how does the VIP program that launched in Baton Rouge, La., follow its sold-out success? Well, it simply gets better.



The Showcase Lanes feature the tournament lane conditions.

With the Open Championships and Women's Championships in Reno, Nev., in 2013, all bowlers will have the opportunity to add to their championships experience by purchasing a VIP package. Of course, that's only if they act fast. Because of limited space, once again the number of VIP spots is limited.

"The response to the VIP program was tremendous and we are excited to be able to add a Women's Championships VIP program in 2013," said Brian Lewis, USBC Managing Director of Tournaments. "While quite a few of last year's VIPs signed up primarily for access to the Showcase Lanes and the coaching, many came away saying they enjoyed all the benefits and that made for a great experience."

The features of the VIP package for the Open and Women's Championships will include:

- **A Nike Dri-Fit VIP polo shirt along with a VIP lanyard and credential**
- **Preferred access and a free one-hour coaching session on the 900 Global Showcase Lanes, which will feature the tournament lane conditions**
- **VIP Welcome/Express tournament check-in**
- **VIP photo package**
- **Complimentary locker**



The VIP package includes a one-hour coaching session.

Discounts from Bowling Ball Express and at the on-site USBC Sport Store, and complimentary seating at USBC-televised events (USBC Masters, USBC Queens) also are included. An added bonus for women's VIP members is a special wine-tasting package.

For all VIPs who choose to stay at Eldorado, Circus Circus or Silver Legacy, they

will receive \$25 in food credit and \$25 in beverage credit that can be used at any of the three hotels.

The VIP package costs \$229.95 and, because certain portions of the program must be scheduled, bowlers are required to purchase the VIP membership at least 30 days prior to their dates of competition.

To get complete details or to sign up, visit [BOWL.com/VIP](http://BOWL.com/VIP).

**SOCIAL MEDIA**

# HITTING THE SOCIAL SCENE

## FACEBOOK. TWITTER. YOUTUBE.

These days, many people spend a lot of time on social networking sites such as these to not only communicate with

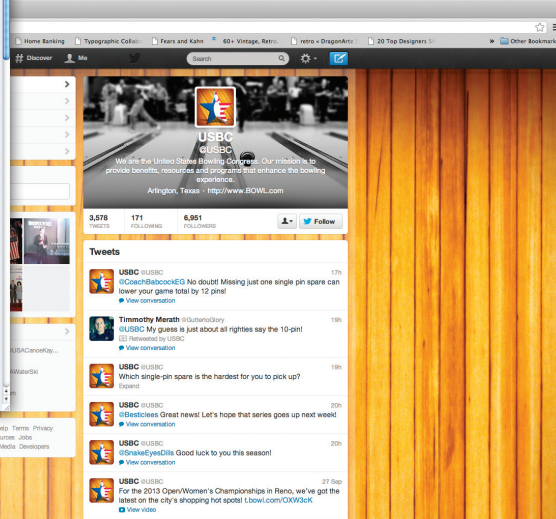
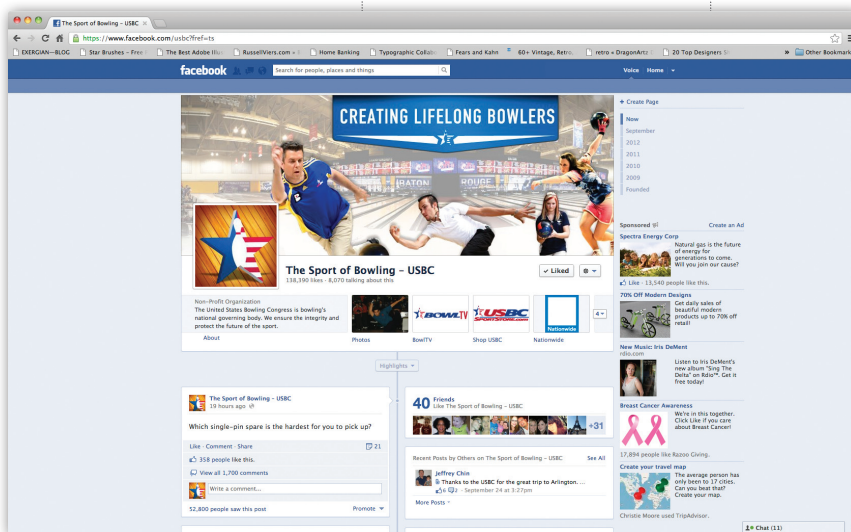
improve your average. With a new quick coaching tip posted at least once a week, thousands of bowlers have been able to pick up some advice

Marketing and Communications. "Developing a strong social media foundation helps USBC develop a relationship with bowlers and can be an asset for our partners"

BowlTV's upcoming

January. Go to BOWL.com to see the complete live streaming schedule.

You can watch all of the action at YouTube.com/BowlTV and don't forget to follow USBC on Facebook at Facebook.com/USBC and on Twitter at Twitter.com/USBC



their friends and families, but as a way to gather information about their favorite sports.

For bowling fans, USBC is at the forefront of bowling's social media presence, boasting the largest bowling Facebook page in the world with more than 140,000 "Likes".

From coaching tips to live streaming alerts, USBC provides plenty of news, information and even fun tidbits on its social media platforms.

USBC's Facebook fan page and groups offer bowlers from across the country, and throughout the world, the chance to interact with one another. And following USBC on social media could even

on Facebook and Twitter.

It doesn't stop there. USBC's YouTube channel, BowlTV, has a variety of coaching tips, features and live events for USBC members to enjoy. This includes BowlTV Live, which airs every other Wednesday at 4 p.m. Eastern and takes questions from viewers.

"BowlTV is gaining recognition as a brand name and thousands of people are connecting with USBC on Facebook and Twitter as a direct result of the live stream coverage," said Jason Overstreet, USBC Managing Director of

schedule includes a variety of top collegiate events as well as the USBC Team USA Trials in

to keep up with the latest happenings in the world of bowling.

## Activate and Stay Connected

USBC members can make certain they stay connected by activating their membership. Members who go to BOWL.com/Activate and activate their membership not only will receive news and information about USBC programs throughout the season, but will gain access to a unique Signature Collection of shirts and accessories only available for members who activate.



# YOUTH BOWLING

# A NEW FORMULA FOR THE PEPSI

**THE PEPSI YOUTH** Championships will have a new look for the 2012-13 season.

The International Bowling Campus Youth Development team made the announcement this summer that the Pepsi will have five age divisions for both boys and girls – U6, U8, U12, U15 and U20. The other big change was to move from a handicap format to a competition based on scratch scores.

Making changes to a long-standing youth tournament such as the Pepsi Youth Championships is important if youth bowling is going to move forward. The changes were not taken lightly, and only were decided after conducting research through the state Pepsi coordinators, and discussions by board members of USBC, the Bowling Proprietors' Association of America, and the USBC youth committee.

"One of the reasons for the change was, simply, to reward young bowlers who are making the decision to develop their skills," said Chad Murphy, International Bowling Campus Managing Director of Youth Development. "We have research that shows kids need to improve their skills if they

are going to stay in the sport, and handicap is a deterrent."

Research has shown kids competing in any sport, not just bowling, need to reach a minimum level of skill by age 14 or they will leave the sport. Anyone who competed in sports as a kid should understand there always will be kids who excel because they invest time in the sport or, perhaps, because they physically mature faster.

game.

Does that mean some youth bowlers will shy away from the Pepsi because it is scratch competition? The patterns in other youth sports indicate the answer is no. Local qualifying is free and many youth competitors just want to bowl and have a fun experience. Plus, the Pepsi uses a ratio system to advance bowlers to the next level. With more age divisions, there really

national office.

The scholarship pool for the 2012-13 Pepsi Youth Championships again will be \$150,000. States will receive a percentage of the scholarship pool based on membership and each state will receive a \$500 scholarship.



Do kids leave Little League baseball because a few players can throw harder or hit the ball further? Do they leave the basketball court because a player is much taller or has a really good jump-shot? Kids who decide they want to compete at a higher level will make a commitment to improve their

is more of an opportunity in this year's Pepsi.

It will be important for youth programs to follow the new guidelines – five divisions and a scratch format – for the Pepsi. Any divisions or tournaments that use a handicap format will not be eligible for the scholarship funds from the



To learn more about the Pepsi Youth Championships, go to [BOWL.com/pepsi youth](http://BOWL.com/pepsi youth).

# USBC *QUICK STRIKES*

NEWS AND NOTES FROM THE UNITED STATES BOWLING CONGRESS

## Entertainment options in Reno

Both the USBC Open Championships and the USBC Women's Championships will take place in Reno, Nev., in 2013.

Competitors at the 110th Open Championships might see a few changes at the National Bowling Stadium, which is in the first phase of a multi-million dollar renovation and upgrade, and the Women's Championships bowlers will have 44 specially-constructed lanes across town at the Reno-Sparks Convention Center.

But what is happening in Reno besides bowling? The USBC's Discover Reno campaign is meant to answer that question through a series of videos that explores the great attractions and entertainment options in The Biggest Little City in the World.

The series began in August and a new video will be released every other week through December. Go to [BOWL.com/DiscoverReno](http://BOWL.com/DiscoverReno) to check out all the videos.



## American Airlines offers special rates

Bowlers and industry representatives planning to attend tournaments and trade shows can save 5 percent on airfare through a special American Airlines group rate.

Go to [BOWL.com/aa](http://BOWL.com/aa) for the list of destination cities and promotional codes, and then book your flights directly at [AA.com](http://AA.com). After you have selected your flights under the "Passenger Details" tab, go to the "Pro-

motion Code" field and enter in your promotional code.

## Special Olympics, IBC celebrate EKS Day

USBC and the Special Olympics have a relationship that spans more than two decades, and the two came together at the International Training and Research Center in Arlington, Texas, in September to celebrate Eunice Kennedy Shriver Day. More than 30 Special Olympians, their families, friends and supporters attended the

event, one of hundreds held worldwide in honor of the late Shriver, the founder of the Special Olympics.

Each year since 1991, the Special Olympics National Unified Bowling Tournament has been held as the lead-in to the USBC Open Championships. Athletes and their supporters compete in team and doubles, and get to enjoy the championship atmosphere, including a trip through the scale room and a ceremonial march down Center Aisle.

## CALENDAR

**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](http://BOWL.com/tournaments)

## Changes to Team USA Trials

The 2013 USBC Team USA Trials, which will take place Jan. 2-7 at Sunset Station's Strike Zone Bowling Center in Henderson, Nev., will feature an extended format and stepladder finals.

The Team USA Trials allows USBC members the opportunity bowl their way to a spot on Team USA or Junior Team USA. The 2013 event will have a longer qualifying format of five rounds, as players will now face five lane conditions over the course of the week.

The final three men and final three women in the points standings will take part in the stepladder finals, which will be broadcast live on BOWL.com's BowlTV. While the finalists already will be guaranteed spots on 2013 Team USA, the stepladder finals will determine the champion and who earns a spot in the QubicaAMF World Cup.

Two more men and two more women will be selected to join Team USA while a total of eight Junior Team USA spots – four boys and four girls – also will be available. Full information, including entry information, can be found at [BOWL.com/TeamUSATrials](http://BOWL.com/TeamUSATrials).

