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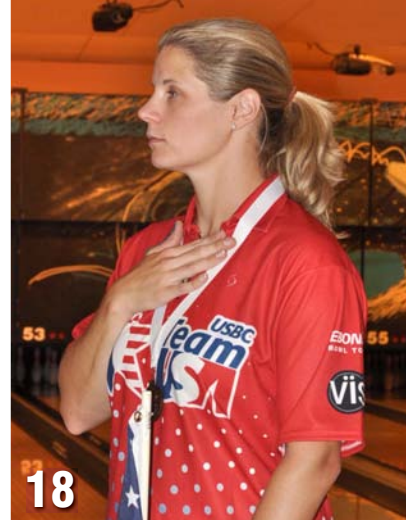
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# USBOWLER

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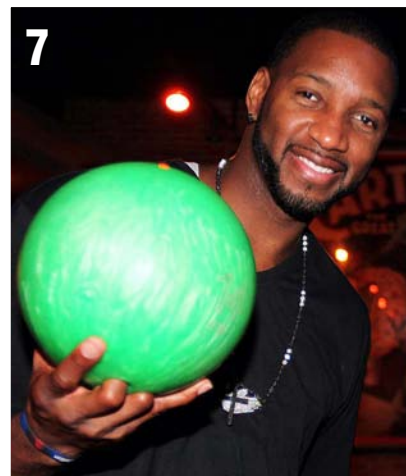
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A close-up photograph of a person's arm and hand in a bowling stance. The person is wearing a white short-sleeved shirt with a black and white "VISA" logo on the sleeve. They are also wearing a silver metal link bracelet on their wrist. The background is dark and out of focus.

## Opening Frame

### Kelly Kulick Goes on Display

Kelly Kulick, who became the first woman in history to win a PBA championship last season when she claimed the Tournament of Champions title, is being recognized for her accomplishments in the sport of bowling with a permanent display at the national museum, The Women's Museum: An Institute for the Future, in Dallas.

The Women's Museum, in association with the Smithsonian Institute, is located in Dallas' Fair Park. The 70,000-square-foot museum honors the accomplishments of women through displays and interactive media. The display for Kulick has one of her shirts along with an Ebonite Mission bowling ball.

"To be a part of something that ends up in a museum means that you've done something significant in history," said Kulick, a member of Team USA. "It's pretty astonishing. I really do feel like I'm walking in the footsteps of some great pioneer women, and it's an honor to be included among them."





# Bulletin Board

## BUILDING A Better BOWL.com

**BOWL.COM** recently activated many significant enhancements to improve the user experience.

After receiving feedback following the initial redesign in August 2009, USBC made improvements to the navigation and functionality of BOWL.com. Many of the changes came from suggestions by association leaders at the 2010 Convention. More keywords are now associated with pages allowing the search function to improve and help users find what they need more easily. Additionally, the home page load time has been cut in half since the initial re-launch.

"BOWL.com is a key part of the USBC member experience," USBC Managing Director of Media Pete Tredwell said. "We are listening to feedback from members and are committed to keep improving the site to better meet our customer's needs."

Site visitors will find the navigation toolbar is significantly improved to help users find information more easily. In addition to sorting the key links by user groups, BOWL.com now has an "all categories" tab on the far right side of the toolbar. This enhancement allows you to locate key information alphabetically. Also, links are now found in multiple places on the toolbar, allowing information to be quickly found in more than one way.



"Our research shows that people use BOWL.com for many different reasons," Tredwell said. "The goal is to serve all users. This new toolbar is a great way for everybody to find what they need more quickly, as links are grouped more logically at the top of every page."

Among the updates planned for the future is a more extensive mobile platform so that users can access more of BOWL.com from their mobile phones.

"I hope bowling fans will spend a few minutes exploring the new features on BOWL.com," said Chem Swift, USBC Director of Interactive. "The recent changes make the site a lot more user friendly and you will find exclusive stories and videos that only appear on BOWL.com."

### WHAT'S COMING IN 2011

#### EXPANDED MOBILE CAPABILITIES

We've already started moving into the mobile world by making Bowl TV available on iPhone browsers. Coming in 2011, more of BOWL.com will be going mobile.

#### FASTER PAGE LOAD TIME

The time it took to load the home page has been cut in half since the re-launch in 2009. But that's not enough. We are in the process of upgrading a key server that will noticeably speed up the page load by early 2011.

#### REDESIGNED SUB BOARDS

In order to provide the best experience possible, we want to be able to provide interested tournament bowlers with a way to connect with others, to fill teams with substitutes. Looking ahead to late 2011, we will have a new sub board system making it easier to make that connection for the 2012 Open and Women's Championships.

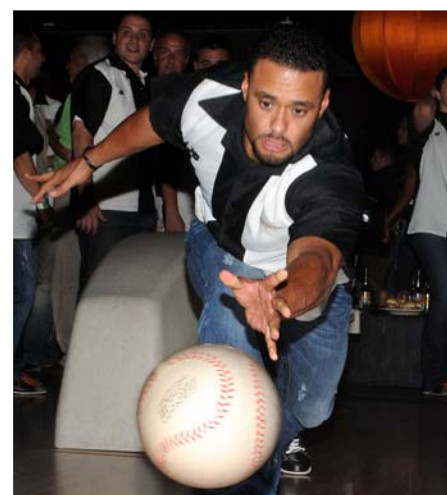
#### BETTER PRINT FUNCTIONALITY

While we have eliminated most of the problems with print graphics along with the text you want, the next step is to be able to print in smaller text boxes. That is something in the works for 2011.

CELEBS WHO BOWL

# Star Gazing

The celebs come out to bowl for charity.



**THE PAST** few months saw all kinds of celebrities hitting the lanes for charity.

Not only did comedy superstar Ben Stiller (above, right) bowl during the 13th Annual Tomorrow is Tonight Benefit at Lucky Strike on Oct. 21 in New York City, but reality star Kim Kardashian (above, left) was on hand Oct. 10 for the grand opening of High Rollers Luxury Lanes at Foxwoods Resort Casino in Connecticut. While Stiller went casual in his fashion choice, Kardashian decided to bowl in a cocktail dress and five-inch stiletto heels.

"I can't remember the last time I

bowled," Kardashian told reporters as she threw her first ball straight into the gutter. Seems like kind of a strange thing to say since Kardashian is frequently seen out and about at bowling centers.

Out in California, supermodel Cindy Crawford (right, bottom) hit the lanes, and so did baseball legend Steve Garvey (right, top), both at Lucky Strike Los Angeles. Back east, New York Mets Johan Santana (right, middle) went bowling for Santana's All-Star Bowling Classic to benefit skin cancer research at Lucky Strike New York on June 21.

# USBC Women's Championships wins 2010 Sports Travel Award

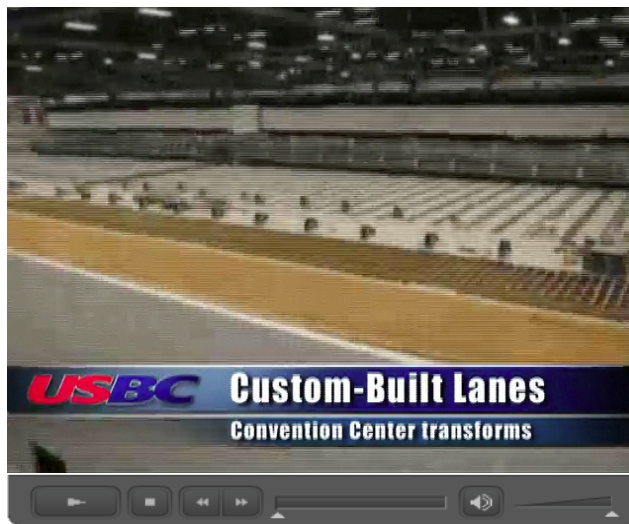
**THE 2010** USBC Women's Championships featured a fresh look and a brand new format, and the event earned national recognition with a 2010 SportsTravel Award from SportsTravel magazine.

The 2010 Women's Championships was named the Best Amateur Sports Event Series or Circuit, and USBC Executive Director Stu Upson was on hand to accept the award at the TEAMS (Travel, Events And Management in Sports) '10 Conference & Expo in Charlotte, N.C. in October.

On the way to the honor,

the Women's Championships beat out the 2009 Little League World Series, 2010 American Strongman Platinum Series, 2010 Great Urban Race Series, 2010 Major League Dragon Boat Series and 2010 METAL2METAL Demolition Derby Series.

"It's an honor to be included among the best sporting events in the world and mentioned in the same breath as the Super Bowl, World Series and Winter Olympics," Upson said. "The Women's Championships is based on more than 90 years of tradition



**WINNER! WINNER!:** Click on the play button (above left) to watch an example of the promotional efforts that went into making the event a winner.

but recently underwent some changes. This recognition shows us that we're headed in

the right direction, and we're excited about the future of the tournament."

## Roger Staubach to Speak at Bowl Expo

**THE BOWLING** Proprietors' Association of America (BPAA) announced that Pro Football Hall of Famer and commercial real estate icon Roger Staubach will serve as keynote speaker at the 2011 International Bowl Expo

BPAA Executive Director Steve Johnson made the announcement at the East Coast Bowling Centers Convention (ECBCC) at the Trump Taj Mahal in Atlantic City, N.J., in October.

Staubach will speak during the General Session on June 29, 2011 at the Gaylord Texan, in Grapevine, Texas before a crowd expected to include bowling industry leaders, proprietors from across the world, manufacturers and industry partners.

Staubach's keynote address will be part of a historic week for the bowling industry, which will also

include the telecast of the finals of the 2011 Bowling's U.S. Women's Open from midfield of Cowboys Stadium in Arlington, Texas, home of Super Bowl XLV.

"Roger Staubach is an incredible individual and an inspirational figure whose winning attitude has translated into legendary accomplishments both on the playing field and in the board room. His message of hard work and perseverance in sports, business and life will resonate deeply with the audience of bowling industry leaders in attendance at Bowl Expo," said Johnson. "Additionally, as one of the greatest Dallas Cowboys to ever wear the silver and blue, he is the perfect individual to join us in ushering in an exciting milestone – the historic telecast of the 2011 Bowling's U.S. Women's Open finals from Cowboys Stadium."



# Howard Stern Staffer Bowls at ITRC

**IF SCOTT SALEM**, an engineer for the Howard Stern Show on SiriusXM satellite radio, learned anything during a two-day training session at the International Training and Research Center (ITRC) earlier this month, it was that competing at the highest level in the sport of bowling takes consistent accuracy.

Salem visited the International Bowling Campus and trained with Team USA assistant head coach Kim Terrell-Kearney and Team USA assistant coach Bryan O'Keefe in preparation for the PBA World Series of Bowling.

"I can't believe how much I learned, how much I didn't know about bowling," Salem, a USBC member who averaged 218 last season, said after his ITRC experience. "Once I absorb everything I will come away being so much better. It was a great experience."

Salem, 57, received a special invitation from the PBA to participate in the World

Series of Bowling at South Point Bowling Center in Las Vegas, where he missed his personal goal of making it in the top 200, finishing 217th.

Salem's appearance not only has provided talk-show host Howard Stern with material for the radio show, but Salem's experience will be featured on Stern's On Demand television channel, Howard TV.

The biggest change for Salem is moving from "house" lane conditions to bowling on the oil conditions used in professional competition. At the ITRC, he trained on PBA patterns and also the lane conditions used in Team USA Experience leagues. He called the conditions "humbling."

"It's like nothing I have ever bowled on before," Salem said. "The major thing I got out of it was you have to be accurate - if you can't be accurate, you can't bowl. You have to be consistently accurate to have any chance. You have to have pinpoint control every time."



**STERN PLAYER:** Click on the play button (above left) to watch special video coverage of Howard Stern staffer and USBC league bowler Scott Salem training at the International Training and Research Center in Arlington, Texas.

## BRIEFS

### Hall of Fame raises more than \$1.4 million

The campaign to raise money from the bowling industry for the new International Bowling Museum and Hall of Fame ended Aug. 31 with more than \$1.4 million donated overall. More than 80 donations of at least \$5,000 were received including 16 at the \$25,000 or above levels. "We want to thank everyone who donated money to our bowling industry capital campaign," said IBM/HF Chairman Pat Ciniello. "Thanks to the generosity of so many people, companies and organizations, we had a successful grand opening in January and will continue to have a bright future in Texas."

### Terry Named New Managing Director

Kevin Terry has been named USBC Managing Director of Marketing and Membership. Terry brings extensive experience in marketing and sales from top-level professional sports organizations to USBC. Terry most recently was president of the Winston-Salem Dash, an affiliate of Major League Baseball's Chicago White Sox and operated by Mandalay Baseball Properties. Prior to his work with the Dash, Terry held sales or marketing positions at the vice president level with the NBA's New Orleans Hornets and Golden State Warriors, as well as MLB's Tampa Bay Rays.

# Say 'YES' to Youth

**LEADERS OF** the nation's largest bowling manufacturers are partnering with USBC, the Bowling Proprietors' Association of America and The Bowling Foundation to start the new Youth Education Services (YES) Fund.

The groups are pouring in more than \$250,000 to develop programs to strengthen all aspects of youth bowling. Founding partners Brunswick, Columbia 300, Ebonite, 900 Global, Hammer, QubicaAMF, Roto Grip, Storm and Track provided key support to launch the YES Fund.

"This project demonstrates the high level of commitment proprietors and manufacturers have toward growing bowling as

a sport," USBC Executive Director Stu Upson said.

The YES Fund made its first direct step in support of the YES mission to promote youth bowling with the announcement of a program designed to create and preserve high school bowling programs.

The YES Fund on the High School Grant Program will provide \$2,500 to four high school programs annually. The high school teams must show financial need because of budget cuts or other changes, or may request funding to start a new program.

"High school bowling has shown rapid growth in the last decade, but many



school funded sports programs are facing cuts right now," BPAA Director of Youth Chad Murphy, who oversees YES fund programs, said. "Thankfully, the

YES Fund and partners have stepped up to make a grant program possible and now the bowling industry can help keep this key age group on the lanes."

To kick off the High School Grant Program, the YES Fund will award \$2,500 to Middlesex High School in Middlesex, N.J., to help that 19-year-old bowling program continue in 2010-11. The Middlesex High School team learned in June that because of economic constraints the program was going to be cut.

## 'Mike and Molly' Bowl Over Audiences!

The hot new CBS comedy "Mike and Molly" follows the dating adventures of Mike Biggs, a police officer who wants to shed some pounds, and Molly Flynn, a fourth-grade teacher wanting to embrace her curves, who meet at an Overeaters Anonymous group and become an unlikely pair. The best part of the show? Mike and Molly's dates are frequently at their local bowling center in Chicago!



## Let's Go to the Tape

**THE NFL** uses it all the time. The NBA and NHL have it for certain situations. Even Major League Baseball has gotten in on the act.

Now, pro bowling is making use of instant replay for the first time in history.

While instant replay is rarely used in bowling, there are times when it could come in handy, especially when it comes to foul line infractions or pinfall (where a pinsetter may touch a falling pin).

"Use of instant replay is an issue with all major sports in this age of technology," said PBA Vice President and Tour Director Kirk von Krueger. "Our concern is simply to be accurate with judgment calls. Until now, we have not had a formal policy on whether instant replay can or should be used. Now we have a rule that governs the issue."

## CRASHING INTO THE PINDECK!



**NEED FOR SPEED:** Click on the play button (above left) to watch special video coverage of National Hot Rod Association stars bowling at the International Training and Research Center in Arlington, Texas.

# Hot Rod Racing Stars Drop By Bowling Campus

**NATIONAL HOT ROD** Association star Jeg Coughlin Jr. spends more than 100 fast-paced days a year in his JEGS.com Chevrolet Cobalt traveling at more than 200 mph.

When he's not nervously eyeing the starting lights and preparing for his next 6.6-second sprint down the quarter-mile drag strip, the five-time world champion often can be found safely behind the foul line staring down the pins at the opposite end of a 60-foot bowling lane.

A USBC member and long-time league bowler, Coughlin jumped at the opportunity to visit the International Bowling Campus when he was in Dallas for the O'Reilly Auto Parts Super Start Batteries NHRA Fall Nationals at the Texas Motorplex. Coughlin was joined at the IBC by fellow Pro Stock

driver, Allen Johnson, an eight-time NHRA champion and former youth bowler.

"Being here and being at the Open were real eye-openers for me," said Coughlin, who averaged 183 for 63 games last year at Delaware Lanes in Delaware, Ohio. I've bowled locally at home, but the atmosphere and the conditions are a lot different. I know I have a lot to learn, but I'm looking forward to it."

The trip included a guided tour of the International Bowling Museum and Hall of Fame, a look behind the scenes of the research side of the International Training and Research Center and some time on the lanes with USBC Silver coach Bryan O'Keefe and Team USA member Mike Fagan on the training side of the ITRC.

## BRIEFS

### NCAA Coaches Hold Inaugural Forum at ITRC

Coaches from 25 NCAA bowling programs visited the International Training and Research Center in September to learn from Team USA coaches how to improve player performance. The inaugural National Tenpin Coaches Association NCAA Coaches Forum brought together 33 head coaches and assistant coaches from across the country. Training included equipment analysis and management, lane maintenance pattern analysis and competition management. The coaches received tips on helping improve their players' physical games as well as bowling-specific training and exercise routines.

### Dexter on Board for USBC High School All-American Team

Dexter Bowling and USBC agreed on a partnership that will keep Dexter as the exclusive title sponsor of the USBC High School All-American Team. The three-year agreement also includes Dexter's sponsorship of the USBC Coach/Player Luncheon at the Intercollegiate Team Championships. Dexter has been the official sponsor of the USBC High School All-American Team since 2005-06. Dexter has been a big supporter of high school and youth bowling, and it is great that we can continue our relationship with them in the coming years," USBC Executive Director Stu Upson said.



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# Technique

LIFESTYLE AND BOWLING TECHNIQUES TO MAKE YOU A BETTER BOWLER /// WINTER 2010-11

## Slideways

**YOUR SLIDE** at the end of your throw is something many bowlers don't consider much, but it has a lot more to do with how you perform than you may realize. If you want to achieve that perfect form and balance with every throw, you'll definitely want to pay more attention to your slide foot. Here are some tips to keep in mind when practicing:

### Check Your Momentum:

Are you moving cleanly into your slide and shifting your weight into your slide leg as you come down with the ball? Focus on that a few times in practice to see how much you are truly sliding and how much slide actually helps you with your throw.

**Clean Shoes:** You'll want to make sure the slide pad on your shoes is completely clean, meaning no dirt, liquid or especially sticky stuff like gum or dried soda pop. Purchase a pair of bowling shoe covers to slip on when you have to leave the bowling area and go somewhere else like the bar area or the restroom. That will help keep them clean.

**Check Slide Pad:** Still not sliding exactly right? Spend some time brushing your slide pad to get any microscopic dirt or other substance off. Also, be sure to check your slide pad regularly for wear. It may be time to change the pad.

**On the Approach:** Beware of any foreign substances on the approach that you could step in and ruin your slide. Some approaches are just a little sticky, especially synthetic approaches.



**ELECTRIC SLIDE:** Top bowlers like Team USA and PBA star Rhino Page always have a smooth slide near the end of their deliveries. It not only helps with balance and aim, it provides extra momentum in sending the ball down the lane.

# THE RIGHT FIT

By Kim Terrell-Kearney  
TEAM USA ASSISTANT COACH



## YOUR BALL-BUYING GUIDE

**The right equipment plays a huge role in a player's progress. No matter what your ability level, if you have equipment that's custom-fitted for you by an experienced, certified pro shop professional, you will be more comfortable and able to concentrate on other aspects of your game.**

**That's why choosing the right ball is everything. Buying a ball is an investment in your playing success and enjoyment, so consider many things when you go to make your purchase:**

### **Match your equipment to your abilities and the playing situation**

Most beginners use a plastic ball – some manufacturers call them polyester balls. They're the best for straight-shooting. If you're a medium or average player, then it might be time to graduate to having more than one ball in your bag.

For your first strike ball, choose a medium reactive resin ball with low differential and low flare. It won't be too sensitive to lane conditions, so you'll be able to use it in a lot of situations. (Reactive resin balls are made to hook for a more powerful angle of entry in the pocket.) For spares, stick with a plastic ball. They're great for getting corner pins, when a reactive ball would hook too much. Having a plastic spare ball lets you shoot straight, without having to struggle with hand position or ball speed to control a ball that's made to hook.



**CHOOSEY PLAYERS CHOOSE WISELY:** Click on the play button (above, left) to watch special video coverage of star bowler and Team USA assistant coach Kim Terrell-Kearney describe how to choose the right ball for a given situation.

### **Decide which ball weight is right for you**

Most people who are buying their first ball can handle a heavier ball than what they've been comfortable with using off the rack at the bowling center because their ball will be drilled to fit them. It won't take long to get used to the extra weight.

A good rule of thumb is to use a ball that's about 10 percent of your body weight. You could go a pound lighter or heavier based on your athleticism. Another easy test is to place a ball in the palm of your hand. If you're struggling to hold it, then it's too heavy for you.

### **For serious competition, build an equipment arsenal**

If you're a player who loves tournament competition and has the abilities and resources, having more options in your ball bag will increase your chances of success on varying lane conditions. Build your versatility with a five-ball arsenal; 1) your plastic spare ball, 2) a lesser-flaring reactive ball for light oil situations, 3) a pearled medium reactive ball (it can give you more length than a solid coverstock) 4) your benchmark ball – your favorite solid coverstock ball that you always start with to get a true

reading on the lanes. It should be a very predictable, even-rolling ball with no elaborate drillings. 5) a higher-flaring ball with greater differential for heavy oil situations

### **Get professional help**

No matter what your experience level, always get help from a trusted, certified pro shop professional when considering a new ball choice or a new drilling pattern. A qualified professional will give you a good fit, but also consider your abilities and hand actions to determine the best drilling layout and equipment to match your style.

## DIET

# THE CORE OF THE MATTER

Get more power and reduce back strain

By Nick Bohanan, USBC Exercise and Strength Conditioning Specialist

**IN GENERAL**, the muscles of the core run the length of the trunk and torso, and when they contract, they stabilize the spine, pelvis and shoulders to create a solid base of support. That's key for bowling performance.

Your core is what generates the powerful movements of the extremities — your arms and legs. The goal of core stability is to maintain a solid, foundation and transfer energy from the center of the body out to the limbs.

All powerful movements originate from the center of the body out, and never from the limbs alone. Before any powerful, rapid muscle contractions can occur in the limbs, the spine must be solid and stable. The more stable your core, the more powerful your arm and leg muscles can contract.

Think of it this way: Try throwing your bowling ball down the lane from a standing position, using only your arm to swing the ball. Not much power there, is there?

It's the combination of your steps, arm swing and thrust from your legs that leads to the smoothest and most powerful bowling deliveries.

Perhaps the greatest benefit of strengthening your core is the reduction of back pain, which is fairly common to bowlers. Everybody always credits abdominal muscles for protecting the back, but they are only part of the equation. Weak or unbalanced core muscles are what generally cause lower back pain and poor posture. Strengthening your entire core will reduce strain on your spine.

## NO-EQUIPMENT WORKOUTS

There are many exercises that will strengthen the core, as well as exercise equipment that will aid this training. Some of the easiest exercises to do that don't require any equipment include:

**PUSH UPS:** The push up may just be the best total body exercise that builds core strength. Done properly, it is a compound exercise that uses muscles in the chest, shoulders, triceps, back, abs and even the legs.

**PLANKS:** Begin in the plank position, stretched out facing the floor with your forearms and toes on the floor. Keep your torso straight and rigid and your body

## CORE MUSCLES

Different trainers will identify different muscles as your core, but here is a quick primer illustrated on Team USA star Brenda Edwards.

**1 ERECTOR SPINAE** This group of three muscles runs along your neck to your lower back.

**2 RECTUS ABDOMINIS** located along the front of the abdomen, often referred to as the "six-pack."

**3 MULTIFIDUS** located under the erector spinae along the vertebral column, these muscles extend and rotate the spine.

**4 EXTERNAL AND INTERNAL OBLIQUES** Located on the side and front of the abdomen.

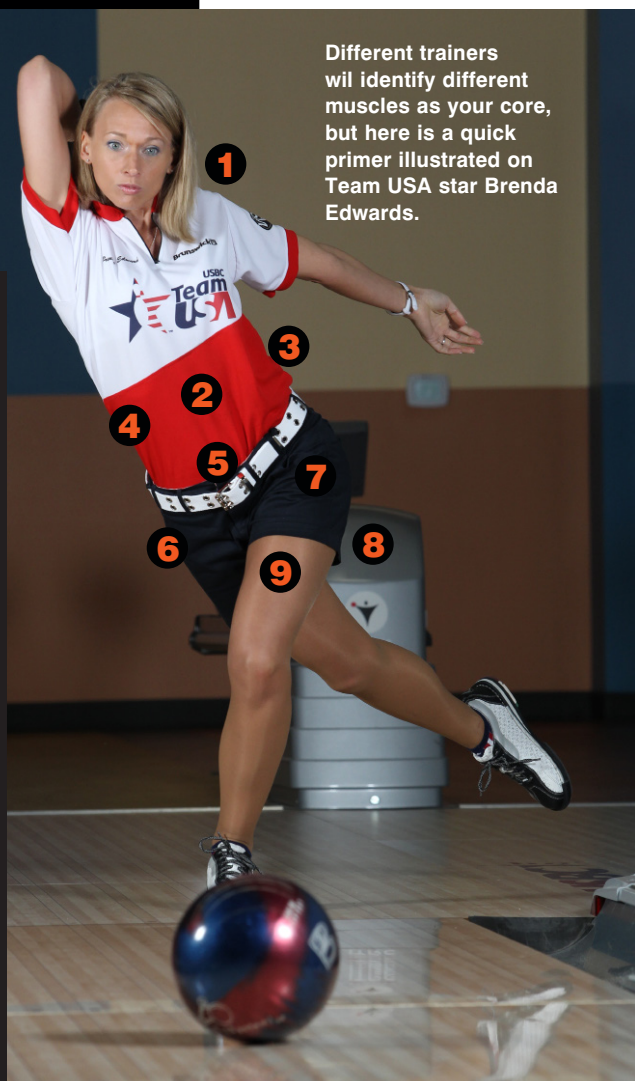
**5 TRANSVERSE ABDOMINIS (TVA)** located under the obliques, it is the deepest of the abdominal muscles and wraps around your spine for protection and stability.

**6 HIP FLEXORS** located in front of the pelvis and upper thigh.

**7 GLUTEUS MEDIUS AND MINIMUS** located at the side of the hip

**8 GLUTEUS MAXIMUS, HAMSTRING GROUP, PIRIFORMIS** located in the back of the hip and upper thigh leg.

**9 HIP ADDUCTORS** Located at medial thigh.



in a straight line from ears to toes with no sagging or bending. Your head is relaxed and you should be looking at the floor. Hold this position for 10 seconds to start.

**SUPERMANS:** Lie face down on the floor with your arms stretched above your head (like Superman flying). Raise your right arm and left leg about 5-6 inches off the ground (or as far as you comfortably can). Hold for 3 seconds and relax. Repeat with the opposite arm and leg.

**BACK BRIDGE:** Lay on your back with your hands by your sides, your knees bent and feet flat on the floor. Make sure your feet are under your knees. Tighten your abdominal and buttock muscles. Raise your hips up to create a straight line from your knees to shoulders. Squeeze your core and try to pull your belly button back toward your spine.

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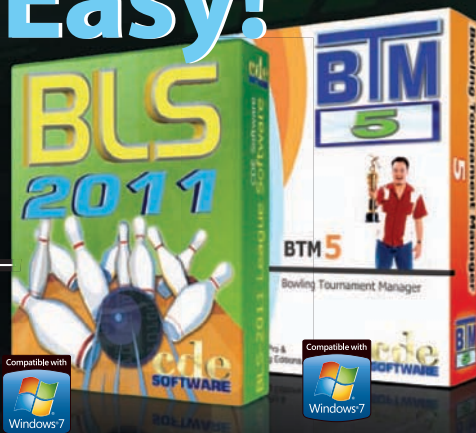
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**Team USA (from left): Liz Johnson, Shannon O'Keefe, Stefanie Nation, Tennelle Milligan, Shannon Pluhowsky and Kelly Kulick**

# The Long and Short of It

Team USA women  
scored big on  
the international  
patterns at  
the PABCON  
Championships.  
You can, too!

**W**hen Team USA's Liz Johnson, Kelly Kulick, Shannon O'Keefe, Shannon Pluhowsky, Tennelle Milligan and Stefanie Nation hit Las Vegas in late September to compete at the World Tenpin Bowling Association's PABCON (Pan-American Bowling Confederation) Championships, they were ready.

Part of that was because four of the competitors — Johnson, Kulick, O'Keefe and Pluhowsky — had competed at the PABCON Championships previously. But a bigger reason was the practice and training the team received at the International Training and Research Center (ITRC) at the International Bowling Campus in Arlington, Texas, in preparation for the event.

"We have had a lot of success in this event in the past but by no means has it been easy," said Team USA head coach Rod Ross. "We work hard for every medal, and the team we assembled did just that."

For the competition, which was hosted at Sunset Station Hotel and Casino's Strike Zone Bowling Center, medals were awarded for singles, doubles, trios, team, all-events and Masters match play, which consists of the top 16 women from the all-events standings. Last year in San Juan, Puerto Rico, the Team USA women won gold in trios, team, all-events and Masters, and in 2008 in Santiago, Chile, they won all six gold medals.

Clearly the big competition, the one that every one of the 60 bowlers from 13 different countries wanted to win, was the coveted team championship. Team USA had won

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Similarly any league can certify to become a Team USA Experience league. It's basically the same process as becoming

any other type of Sport Bowling league.

Just go to BOWL.com and click on the "Sport Bowling" link under the "League" tab at the top of the home page. From there, you'll be able to register by filling out a short form.

Make sure you have your center certification number, the type of league (youth, adult, both), name of the league, starting and ending dates for

your league and the league contact person (including phone number and e-mail address).

Just remember that all league member of a Team USA Experience league must be USBC Sport Bowling members. Sport Bowling membership dues are \$15 for adults and \$10 for youth in addition to each bowler's normal USBC membership dues.

the gold medal the past seven times in that event and was hungry to extend the streak.

"Being together as a team and having a good time is what it was all about," said O'Keefe. "Winning the team gold is the main goal, and after that, we just want to have a good time and represent our country the best we can."

To do that, Team USA had to become very familiar with the official international oil patterns. There are three main categories of patterns — long, medium and short — and two patterns are chosen for the tournament. For the PABCON Championships, technical director Daniel Falconi chose a medium and a short pattern from the WTBA pattern bank — the 40-foot Athens pattern and the 34-foot Stockholm pattern.

Leading off the first day of competition, Nation claimed gold in the singles event for the U.S. She closed with games of 268 and 245 for a 1,372 six-game total and edged out Venezuela's Alicia Marciano, who posted a 1,369 effort.

"There were four or five of us in it going into the last game,

so it was pretty exciting," said Nation, who also won singles gold at the 2009 World Tenpin Bowling Association World Women's Championships. "I just wanted to make sure to stay in my own moment and make good shots, hoping the pins would fall my way."

The American women put on a repeat performance

the next day in doubles competition when Kulick and Pluhowsky ascended to the top of the leaderboard.

Pluhowsky shot 1,400 for her six games, while Kulick contributed 1,380 to claim the gold medal with a record-setting 2,780 total. The previous record was 2,621 by Guatemala's Zussie de Machon

and Sofia Granda at the 2009 PABCON Championships in San Juan, Puerto Rico.

"I got off to a good start, and the pairs seemed to play more evenly from pair to pair and lane to lane," said Pluhowsky. "It was a different day and a different pattern, so I really couldn't dwell on what happened [the day before]."

The U.S. missed out on Trios gold, but the team of Johnson, Kulick and Pluhowsky held on to claim the bronze medal. Canada won the gold medal while Mexico took silver. Trios featured both the Athens and Stockholm patterns in competition, while singles and doubles featured a single pattern each day.

Finally, it was time for the big event — team competition. After building a significant lead through four games, Team USA stumbled to an 897 total in Game 5, which put Venezuela and Canada just 39 and 61 pins away heading into the final game.

Left-hander Pluhowsky started the finale with seven consecutive strikes and helped Team USA cruise into the top spot with a 1,105 effort.



**ZONE IN ON THE AMERICAS:** Click on the play button (above left) to watch special video coverage of all the PABCON medalists and the variety of styles they brought.

The American women posted a 6,267 six-game total and claimed the coveted title for the 13th time in the 15 years the five-player team event has been part of the PABCON Women's Championships. Columbia also finished strong and moved around Venezuela and Canada to take the silver medal with a 6,090 total. Canada finished third with 6,068.

"There was never a doubt

that we were going to fire back after the fifth game," said O'Keefe, who paced the team with a 1,283 total. "We all have the talent and confidence in our games and each other to move past something like that and get moving in the right direction. We started the last game off strong, and it was just coasting from there. This is the one that means the most, and we're excited."

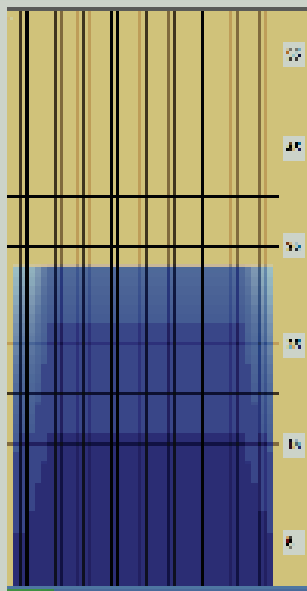
Johnson added 1,261 to the winning-effort and was followed by Pluhowsky (1,254), Kulick (1,226), Nation (642) and Milligan (601).

The group added two more medals as Johnson and Kulick finished first and second in the all-events standings. Johnson earned the gold with a 5,241 total for 24 games, while Kulick had 5,197.

During Masters competi-

tion, O'Keefe and Johnson each claimed bronze medals while Venezuela's Karen Marcano won gold and Colombia's Clara Guerrero took home the silver. In all, Team USA took home 10 medals, followed by Venezuela (3), Canada (2), Colombia (2) and Mexico (2).

The weeklong competitions were grueling, but Team USA studies and practices on every one of the WTBA's inter-

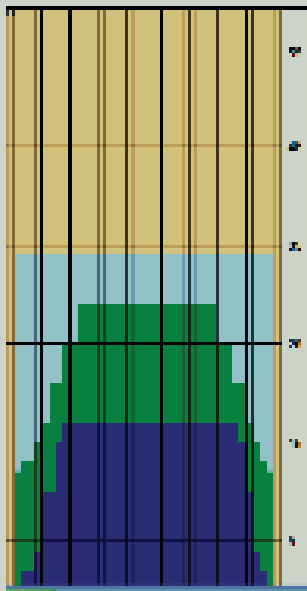


## SYDNEY 33 FEET

TENNELLE MILLIGAN ON ...  
**EQUIPMENT TO USE:**

"Generally, symmetrical cores in earlier rolling bowling balls are good. I also like to use some surface to control the backend reaction. A urethane bowling ball also can give you a good reaction on this pattern."

**HOW TO PLAY IT:** "Playing up the lane as close to the channel as possible would be a great place to start. I would try to go more up the back of the ball with your release. Straighter is greater! Having the bowling ball roll sooner with less backend reaction will be the key to a shorter pattern. I would start out with my feet at 8 and my eyes at 4 through the arrows."

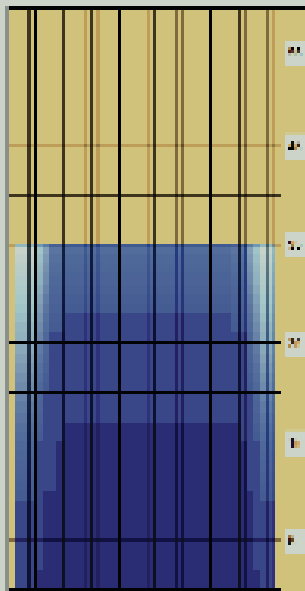


## STOCKHOLM 34 FEET

TENNELLE MILLIGAN ON ...  
**EQUIPMENT TO USE:**

"The same equipment that works on Sydney also should work well on Stockholm."

**HOW TO PLAY IT:** "Again, this pattern plays similar to Sydney, but the extra foot of oil and a little more hold area built into the pattern will be the main differences. Play it pretty much the same and as far to the outside of the lane as possible."

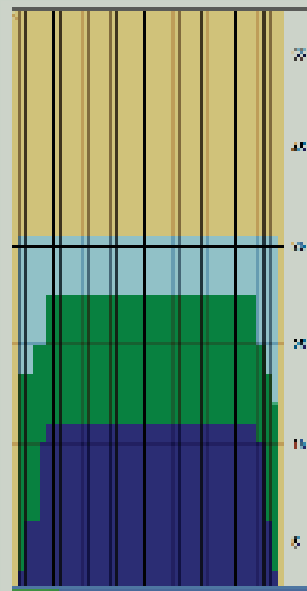


## BEIJING 35 FEET

BRYAN O'KEEFE ON ...  
**EQUIPMENT TO USE:**

"I suggest stronger layouts on weaker balls. The stronger layouts will help the ball lose energy quicker, while allowing the dry backends to hook the ball into the pocket. As typical on shorter patterns, the lane will help your ball down lane, so you don't need your ball to flip down lane."

**HOW TO PLAY IT:** "With most short patterns, you want to play as close to the outside part of the lane as possible ... and Beijing is no different. Try and keep your breakpoint close to, or outside, the first arrow. This will give your ball the most amount of room to hook into the pocket, considering the short oil distance and the long amount of dry backends. Once this pattern breaks down, players will be able to move in slightly, but still keeping their breakpoint right of the first arrow."



## LOS ANGELES 36 FEET

BRYAN O'KEEFE ON ...  
**EQUIPMENT TO USE:**

"Stronger layouts on weaker/stronger balls. Because there is an extra foot of oil, you can get away with some stronger equipment in order to attack this pattern. The stronger balls will start to 'bleed off' their rotation a little earlier, therefore making up for the extra foot of lane conditioner."

**HOW TO PLAY IT:** "The only real differences between playing the Beijing and Los Angeles patterns are the use of stronger balls, and possibly a little farther left with approach setup and lane target. These patterns will seem relatively similar, but the extra foot of oil will take the ball down the lane a little easier. Outside lines are still the best way to attack it."



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national patterns so that they are ready for any of the conditions that are selected for any of their international competitions used by the World Tenpin Bowling Association in major contests such as the World Championships, Pan American Games and QubicaAMF World Cup.

In all, there are 12 patterns, four each in the short, medium

and long categories, and each are named for an Olympic city. (See the accompanying sidebars for a closer look at each pattern and advice from such experts as Team USA stars Shannon O'Keefe, Cassidy Schaub, Tennelle Milligan and Team USA assistant coach Bryan O'Keefe on how to play them.)

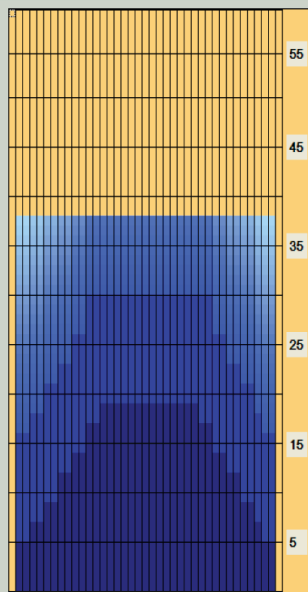
The variety of patterns definitely keeps the best bowlers

around the world on their toes, but they are also an extraordinary test of any bowler's skills. That's why USBC launched its Team USA Experience sport bowling leagues this season.

"Taking on these types of conditions can really help a bowler learn more about their game," said Ross. "Our teams have put in a lot of work to learn the nuances of the patterns and

that has helped us achieve the success we have had at the international level."

The patterns are the same for both the men and women at international matches. Team USA member and PBA superstar Chris Barnes was a member of the U.S. team that took home the gold medal in the team competition at the 2010 WTBA World Men's Championships in

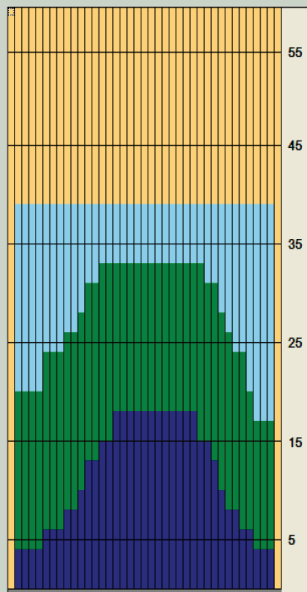


## ATLANTA 38 FEET

**SHANNON O'KEEFE ON ...**

**EQUIPMENT TO USE:** "Start with a solid reactive ball, fingers pinned under and a 500 Abralon surface. Once that begins to break down, go to a similar layout on a ball with a hybrid coverstock, around 1000 Abralon."

**HOW TO PLAY IT:** "My feet are generally around 15 and my eyes are around 8. I will try to go up the lane with slower ball speed, and try not to miss much right. Once the heads start to break down, I can chase the oil line left and then eventually change balls."

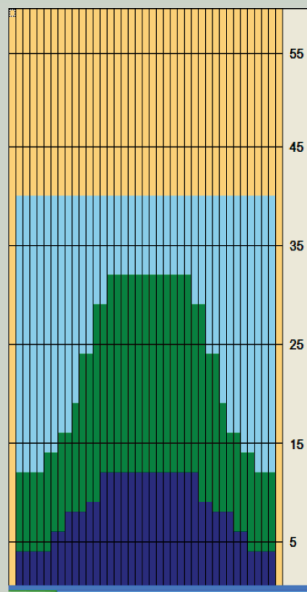


## SEOUL 39 FEET

**BRYAN O'KEEFE ON ...**

**EQUIPMENT TO USE:** "I suggest smooth rolling, medium equipment. Lower rev rates can get away with more ball, and higher rev rates can get away with weaker balls, but the majority of players will use their 'benchmark' or 'everything' ball."

**HOW TO PLAY IT:** "This length pattern can be really tricky because you can get away with several different angles. Most players will usually want to keep their ball between boards 7-10 at the breakpoint. How you go about getting the ball to this point is really dependent on the type of player. Straighter players will use a more direct approach through the front part of the lane, and the players more accustomed to hooking the ball will be able to move a little deeper, but still use 7-10 board as their breakpoint. Scores will be low on this pattern, so try to avoid those big splits and, as always, make your spares."

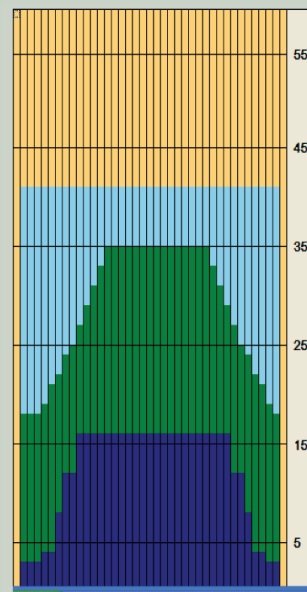


## ATHENS 40 FEET

**SHANNON O'KEEFE ON ...**

**EQUIPMENT TO USE:** "I generally use a heavy rolling, solid coverstock ball. The layout I will use is pin under my fingers with an extra hole, and the surface at 500 Abralon. Once that starts to hook too early, I will go to something with the same layout, but with less surface."

**HOW TO PLAY IT:** "My feet, to start, are around 14-15 and my eyes around 8-9, trying not to get it right too far. I will start with my normal hand position and softer ball speed. Once they start to break down, I start to make parallel moves left."



## MONTREAL 41 FEET

**SHANNON O'KEEFE ON ...**

**EQUIPMENT TO USE:** "To start, I will use strong, even-rolling bowling balls, with pins below my fingers and a surface around 500 Abralon. I can use a stronger coverstock on this pattern then the other medium patterns since it is 41 feet long."

**HOW TO PLAY IT:** "On the fresh, my feet are 14 and my eyes 8 and I'm trying to use a softer ball speed and go up the lane more than on the other medium patterns. Also, I can't miss right of 5-6. Once they break down, my feet can get into 20 and my eyes around 12-13, still softer ball speed, and I'll also stay with the same ball instead of going to something weaker. This is because of the longer distance of oil versus the other medium patterns."

Germany earlier this year. “The lane conditions in international competitions are as tough as anything I see,” said Barnes, “These patterns will challenge the shot-making abilities of all bowlers”

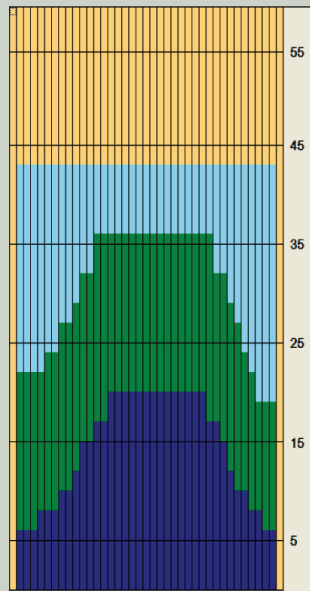
Any center can register and certify with USBC to become a sport bowling center, and any league can certify to become a Team USA Experience League (see sidebar on p. 20).

Nation knows the conditions she faces in international competitions are tough. “Team USA Experience leagues are a great way for bowlers to improve their game,” said Nation. “The patterns are tricky, but each one can be attacked at several angles.”



**GO TEAM!:** Click on the play button (above left) to watch special video coverage of Team USA’s big win during team competition at the PABCON Championships.

## TEAM USA EXPERIENCE LONG PATTERN

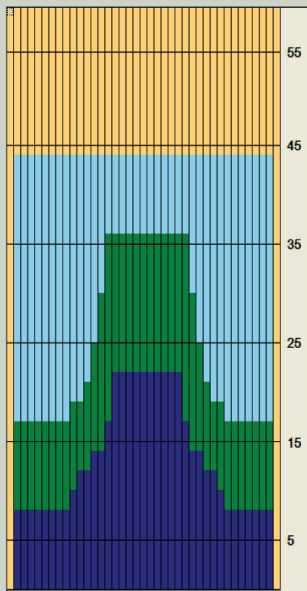


### TOKYO 43 FEET

**CASSIDY SCHAUB ON ...**

**EQUIPMENT TO USE:** “On this pattern I can use a few different types of bowling balls, but mostly equipment that has a strong back-end reaction, and not too much surface. Usually something with 1000-2000 Abralon finishes.”

**HOW TO PLAY IT:** “I will usually start targeting around 12-14 with a strong, solid reactive ball and move right as the breakdown starts to occur. I then will switch to a hybrid coverstock, and then a pearl coverstock as the pattern continues to break down.”

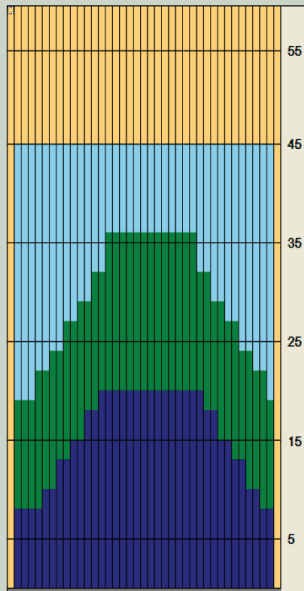


### LONDON 44 FEET

**CASSIDY SCHAUB ON ...**

**EQUIPMENT TO USE:** “I will normally use a medium aggressive bowling ball, with 1000 Abralon surface.”

**HOW TO PLAY IT:** “I can start with my eyes around 10-15 at the arrows and then move parallel right once the breakdown occurs, much like on the Tokyo pattern, usually staying with the same ball if possible to maintain the same ball motion.”

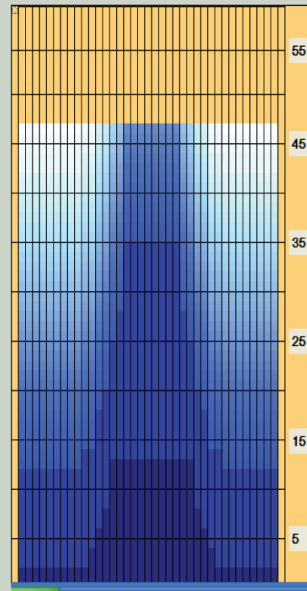


### MEXICO CITY 45 FEET

**STEFANIE NATION ON ...**

**EQUIPMENT TO USE:** “I use a bowling ball that has more of a ‘skid flip’ type reaction on this pattern. It is drilled pin in the palm and has 1000 Abralon as the surface.”

**HOW TO PLAY IT:** “This pattern is pretty high in volume so I play the breakpoint closer to the pocket. I’ll usually be anywhere between 20 and 25 with my feet, looking around 17-18 with my eyes and making sure to not give away the pocket too much.”



### PARIS 47 FEET

**STEFANIE NATION ON ...**

**EQUIPMENT TO USE:** “I use a strong, solid coverstock bowling ball on this pattern. It is drilled with the pin to the right of my ring finger and has 2000 Abralon as the surface.”

**HOW TO PLAY IT:** “Although this pattern is the longest, I tend to play it straighter since the volume isn’t that high. I’ll start around 15 with my feet, looking around 10-12 at the arrows, staying up the back of the ball to get a consistent ball reaction and to control the pocket.”



# A MATTER OF S

**Why labels like ‘crankers,’ ‘strokers’ and ‘tweeners’ may not matter anymore.**

**B**owling is loaded with colorful language. We love to talk about turkeys, hambones and six packs. We hate to see washouts, bedposts and Christmas trees. In between, there’s plenty of chatter about pie, graveyards and sandbaggers.

Bowlers even describe their styles in ways that would make most any newbie to the lanes scratch their heads. We have rollers, spinners and two handers. But the most common descriptions have been around for decades, and most bowlers have heard themselves — or at least someone else in their league — described as one of them.



**DELIVERY MAN:** The bowling style of PBA legend and Team USA star Walter Ray Williams Jr. is often thought of as a classic stroking style. While he does rely on accuracy and doesn't put a lot of revs on his ball, Williams' unique delivery doesn't jibe with other strokers.

league night, but those descriptions don't take us very far in learning anything new about our games and how to improve.

That's one reason why USBC Coaching wouldn't mind seeing those labels go away entirely.

"The problem is you can't define what those styles are," says USBC Coaching Specialist Stephen Padilla. "You can make some generalizations about what a cranker, stroker or tweener is, but there is nothing definitive about that. You can't simply look at a bowler's ball speed and rev rate and say that equals this kind of bowler. Even in the bowling community there's not always agreement between what the generalities are between a cranker, stroker and tweener. Just because you might say it's a particular style doesn't make it so."

USBC Coaching has been working

on ways of defining bowlers' movements and the way they make the ball move down the lane in ways that will make the old bowling terms that define a bowler's style obsolete.

"We're breaking it all down," says Padilla. "For example, we're looking at ball speed as one component of a bowler's style. Rev rate, footwork, tempo, overall timing — the relation between the upper body and the lower body during a shot — arm swing, release, and much more."

Padilla explains that each of those components can be defined in a much more precise way than to simply say, "That bowler is a cranker." By defining those components, coaches can then look at an individual bowler and help him or her make improvements to their games.

"If we all talk the same language as coaches," says Padilla, "then we can eventually understand the same

## Label Maker

### What's in a Name?

While the terms cranker, stroker and tweener may go away completely someday, they are still in common usage at bowling centers nationwide. What other less common styles are there?

#### POWER STROKERS

This term is really just used to identify a particular type of tweener who relies on a high backswing and open shoulders to generate potential ball speed and a big hook, but uses the timing of a stroker. It can also be used to describe a stroker with a high rev rate, or a cranker with an

unusually smooth release.

#### ROLLERS

A lot of beginner bowlers and some seniors use this style, which is characterized by straighter shots and direct lines to the pocket. Typically, there isn't much or any hook to the ball.

#### SPINNERS

A popular bowling style in Asia, spinners release the ball so that it is rotating along a vertical axis. Because of that motion, very little of the ball's surface touches the lane, which is what the spinner intends. The aim is for the ball

to proceed until it strikes the head pin, at which time it will proceed to move down the front row of pins in the direction opposite its spin. As it moves down the row, its spin and mass deflect the pins into one another in an attempt to make them fall.

#### NO THUMB/ TWO-HANDED

These two styles are very similar in the sense that they are intended to get higher revs on the ball. The ball is often held with both hands or balanced on the forearm while the bowler executes a bent elbow backswing.

# STYLE

You have your "crankers" — that is, a bowler who throws with a lot of power, puts a lot of revs on the ball and has a big hook. Then there are the "strokings," who are considered classic-style bowlers who rely on accuracy and a smooth delivery. Finally, there are "tweeners," which seems to be a catchall phrase to describe anyone who bowls with a style that has elements of both the cranker and the stroker.

But what do those terms really mean when you get right down to it? Are all bowlers who throw hard crankers? Of course not! Anyone can throw a straight ball hard. What about bowlers who have a classic stance and delivery, but have a big hook? They're not necessarily strokers, right? It's easy enough to say that they're tweeners then, but that really just muddies up the waters even more. What is a tweener anyway if no two tweeners are exactly alike?

Using those labels is fun and easy, and pretty much everyone knows what you mean when you talk about them at

House Condition	Stroker	Tweener	Cranker
Pocket % (House)	85%	80%	80%
Standard Deviation (Pocket)	1.19	1.00	1.29
Standard Deviation (All)	1.16	1.57	1.17
Total Area (Boards)	4.06	3.78	4.14

things about the bowlers we're looking at. It's like math. Numbers are the same in Europe, Japan and America. It can be the same with bowling. We can talk about a certain hand position, certain footwork, certain arm swings, everything. When we can do that, we can really start to analyze things."

That analysis will pay dividends for the whole sport. Once coaches get on the same page, they will teach in a more precise way, and bowlers everywhere will start to consider new and more accurate ways to improve their games.

Three years ago, USBC researchers conducted a study to see if there were advantages to using different bowling styles on both house patterns and Sport Bowling patterns.

Researchers used the three traditional styles — cranker, stroker and tweener — in their test. But to do so, they had to define the styles to an extent. Those definitions were limited to the actions of the ball after they left the bowlers' hands. Effectively, they defined the differences between cranker, stroker and tweener by ball speed, rev rate and axis angle:

**Stroker:** 220 r.p.m.

Axis angle of 80 degrees, 19 m.p.h.

**Tweener:** 325 r.p.m.

Axis angle of 70 degrees, 18 m.p.h.

**Cranker:** 520 r.p.m.

Axis angle of 60 degrees, 19 m.p.h.

Each bowler was tested separately on a fresh house and Sport condition. Bowlers were allowed to practice on a similar condition on an adjacent lane, but all testing was done on the same surface. The idea was to allow the

bowlers to gain a clue of where they had the best line to the pocket. After an acceptable amount of shots, C.A.T.S. (Computer Aided Tracking System) data was evaluated for each style.

During the test, they looked at four cat-

egories of data. Pocket percentage, which is the percentage of balls hitting the pocket (not necessarily a strike.) Standard deviation (Pocket) includes only those shots that hit the pocket and was used to determine

how much variation there was in those shots. Standard deviation (All) is the variation of every shot thrown. Those standard deviation numbers were calculated at the sensor closest to the end of the oil patterns (37 feet). Total Area is the area the bowler had at the end of the pattern and was still able to hit the pocket. (See charts above.)

The data was interesting in the sense that it verified the general difficulty of a Sport shot versus a standard house shot. It wasn't surprising that all bowlers had an average of three more boards of total area when changing from Sport to house Conditions. Additionally, the standard deviation (Pocket), for all styles, basically doubled when they went to the house shot. That boost led to an average 30 percent pocket percentage increase.

But when it came to determining anything about the differences between bowling styles, the tests were fairly inconclusive. Stokers led the way in Total Area on the Sport shot and crankers led the way in Total Area on the house shot. Tweeners lagged behind in area on both conditions, but the pocket percentage was



**POWER MAN:** Team USA member and PBA star Tommy Jones is often thought of as a cranker because of his ball speed, big hook and high revs.

Sport Condition	Stroker	Tweener	Cranker
Pocket % (Sport)	50%	55%	60%
Standard Deviation (Pocket)	0.69	0.48	0.49
Standard Deviation (All)	1.45	1.59	1.47
Total Area (Boards)	1.30	1.08	1.18

just as good as the other styles.

Despite the minor differences, no one style had a tremendous advantage over the other on either lane condition. That might simply be reality, but it could also mean the bowling styles weren't defined well enough for any one or more style to have an appreciable difference in performance.

"If I had to use the terms cranker, stroker and tweener to define a bowling style," says Padilla, "I would only do so in terms of the ball's motion on the lanes — like the USBC testers did. A cranker has higher revs, higher speed and covers more area. That only applies to the ball on the lane. But when you look at what the bowler is doing physically to achieve those results, there are not a lot of consistencies.

"There are only some tendencies, such as having a stronger wrist position at the bottom of the swing. But one cranker might have slower footwork and another has faster footwork. It doesn't jibe."

Padilla explains that it's what the body is doing during a shot that's key, specifically how each component of the body is working in relation to every other component.

When you think of a shot the way Padilla and his compatriots at USBC Coaching do, you don't see a bowler who is a stroker, for example. Instead, you would see that bowler's starting position as a one component of his shot, that bowler's, pushaway, his footwork, tempo, timing, arm swing, wrist position, release, slide, follow through and more. And you would be analyzing every one of

those components in relation to how they are working with every other one of those components.

"Effectively, we're looking at an infinite number of bowling styles," says Padilla. "If there are 100 variations for each of those

components, then there are any imaginable number of combinations to all those components. There are so many pieces and we can break them down even further. Arm swing, for example... you can break that down to speed, angle, power, whatever.

But when we identify those pieces, then we're able to learn something about them and pass that along to other players and coaches.

"Our job is to identify what works best for each individual — taking into account different body shapes, strengths, comfort levels and abilities."

It's pretty much every bowler's goal to throw more strikes, and if Padilla and the rest of USBC Coaching have it their way, they'll be able to define all the pieces that go into making those strikes happen.

"It does take some of the fun out of bowling, getting rid of those colorful terms," says Padilla. But we have the ability to describe bowling scientifically. If there's a player who exhibits X, Y and Z, we can work with that because we know what X, Y and Z are. It becomes less about the differences in bowling styles and more about why those differences don't matter.

"It's exciting to learn about the pieces and how the pieces all work together as opposed to lumping them into some mish-mash and calling it a cranker style or a stroker style. We can learn so much more if we look beyond the labels."



**MYSTERY MAN:** Is Team USA star and popular pro Chris Barnes a tweener or a power stroker? Is he a cranker? He has been called all of these during his career.



# Update

FOLLOWING THE SPORT THROUGH TOURNAMENTS, TEAM USA, THE PRO TOUR AND MORE /// WINTER 2010-11

## The Old Master

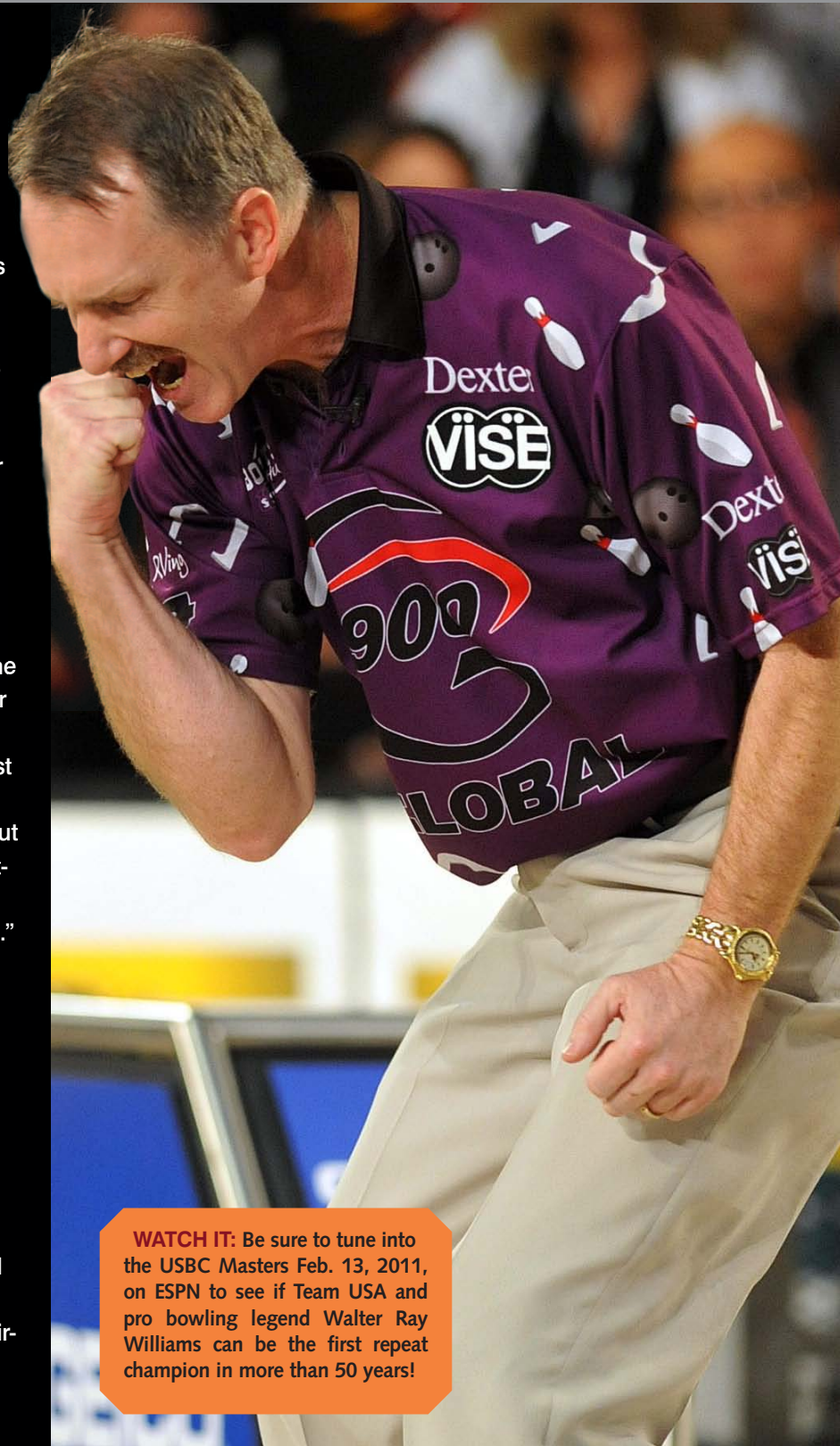
**CAN THE** venerable Walter Ray Williams Jr. do it again?

Last year, at age 50, Williams claimed his second USBC Masters title and will look to become the first repeat Masters champion since the legendary Billy Welu did it in 1965 and '64 (Dick Hoover was the only other back-to-back Masters winner, a feat he accomplished in 1956 and '57).

"I'm just trying to stay competitive," says Williams, who completed his first season on the PBA Senior Tour earlier this year and added Senior Tour Rookie of the Year honors to his long list of accolades. "I always said as long as I'm competitive, I'll be out there. I don't know about repeating, but I'll do my best. I haven't really thought that far ahead yet."

So far this season, Williams did not make the finals for the first leg of the PBA Tour – the animal pattern championships (see facing page) – but he just missed the cut by four pins, coming in sixth, at the Shark Championships.

This year's USBC Masters will be contested at the National Bowling Stadium in Reno, Nev., Feb. 7-13, 2011, with the finals airing live on Feb. 13. Check BOWL.com for exact air times.



**WATCH IT:** Be sure to tune into the USBC Masters Feb. 13, 2011, on ESPN to see if Team USA and pro bowling legend Walter Ray Williams can be the first repeat champion in more than 50 years!

# Golden Boys

## Team USA stars shine at World Series of Bowling.

**THE USBC** Team USA men's squad boasts some of the nation's greatest players, and that was proven once again during the PBA's World Series of Bowling (WSOB) competition in October and November.

The PBA pros gathered in Las Vegas at South Point Bowling Center for a marathon two weeks of qualifying and match-play competitions.

A field of 252 men and women from around the world competed on the PBA's "animal" patterns — Cheetah, Viper, Chameleon, Scorpion, and Shark — in grueling 12-game-per-day competitions. The top five bowlers from each pattern advanced to the stepladder finals, which were taped for TV and will air on ESPN starting Nov. 28.

In addition to the five animal championships, the WSOB determined the top eight finalists for the PBA World Championships, which will air live on ESPN/ESPN2 on Jan. 14, 15 and 16.

Among the finalists in

nearly every event are Team USA stars.

"It was a 60-game event, a grueling test of versatility," said Team USA member Bill O'Neill, the top qualifier for the World Championships. "You have to be smart. You have to know why you're picking up a certain ball, what you're doing with your hand. I made all the right decisions this week, and that's why I am where I am."

O'Neill racked up 13,606 pins over the 60 games. Not a bad performance, but O'Neill was on fire all week in qualifying, making it to match play in the Cheetah, Viper, Chameleon and Scorpion championships. But he missed an animal pattern sweep when he finished 23rd in Shark Championship qualifying.

The WSOB featured a completely unheard of number of international players making the TV shows. The Team USA members have their work cut out for them, but their experience against international competition can't hurt.



**AMERICA'S HOPE:** Team USA's Bill O'Neill made it to the finals in both the Viper and Scorpion championships.

## 2010 PBA WORLD SERIES OF BOWLING FINALISTS

(Team USA members in yellow)

### BRUNSWICK PRO BOWLING CHEETAH CHAMPIONSHIP

(Airs on ESPN at 1 p.m. Eastern on Sunday, Nov. 28)

1. Eugene McCune. Munster. Ind.
2. Ritchie Allen. Columbia. S.C.
3. Norm Duke. Clermont. Fla.
4. Michael Haugen Jr.. Carefree. Ariz.
5. Lonnie Waliczek. Wichita. Kan.

### PEPSI VIPER CHAMPIONSHIP

(Airs on ESPN at 1 p.m. Eastern on Sunday, Dec. 5)

1. Andres Gomez. Colombia
2. Tommy Jones. Simpsonville. S.C.
3. Mike DeVaney. Murrieta. Calif.
4. Bill O'Neill. Southampton. Pa.
5. Amleto Monacelli. Venezuela

### CHAMELEON CHAMPIONSHIP

(Airs on ESPN at 1 p.m. Eastern on Sunday, Dec. 12)

1. Scott Norton. Costa Mesa. Calif.
2. Wes Malott. Pflugerville. Texas.
3. Chris Barnes. Double Oak. Texas
4. Sean Rash. Wichita. Kan.
5. Osku Palermaa. Finland

### SCORPION CHAMPIONSHIP

(Airs on ESPN at 1 p.m. Eastern on Sunday, Dec. 19)

1. Jun-Yung Kim. Korea
2. Jason Belmonte. Australia
3. Bill O'Neill. Southampton. Pa.
4. Yong-Jin Gu. Korea
5. Dan MacLelland. Canada

### GEICO SHARK CHAMPIONSHIP

(Airs on ESPN at 1 p.m. Eastern on Sunday, Dec. 26)

1. Dan MacLelland. Canada
2. Osku Palermaa. Finland
3. Tom Smallwood. Saginaw. Mich.
4. Jason Belmonte. Australia
5. Mike Fagan. Patchogue. N.Y.

### WORLD CHAMPIONSHIP QUALIFYING STANDINGS

(Airs live on ESPN/ESPN2 on Jan. 14, 15 and 16)

1. Bill O'Neill. Southampton. Pa.
2. Sean Rash, Wichita, Kan.
3. Osku Palermaa, Finland
3. Chris Barnes. Double Oak. Texas
5. Mika Koivuniemi, Finland
6. Michael Haugen Jr., Carefree, Ariz.
7. Wes Malott. Pflugerville. Texas.
8. Jason Belmonte. Australia

## Man Vs. Machine

USBC's new robotic bowler clashes with PBA legend Chris Barnes.

**PERHAPS SOMEDAY** humanity will live under the cold metal heel of our robotic overlords, but for now in an epic battle of man versus machine, the newest member of the Equipment Specifications and Certifications team at USBC proved that people are still squarely in charge.

E.A.R.L. (Enhanced Automated Robotic Launcher) is a one-armed bowling robot used by USBC researchers to test gear. E.A.R.L. can be programmed to roll consistent shots over and over, can throw from 10 to 24 mph, and can spin balls up from 50 to 900 revolutions per minute, a much wider range than a human bowler can. E.A.R.L. replaces Harry, a robot USBC has used since 1999, but has recently retired.

On Oct. 19, E.A.R.L. had its formal coming out party when it showed off its skills against USBC spokesperson and PBA star Chris Barnes at the International Bowling Campus on Oct. 19.

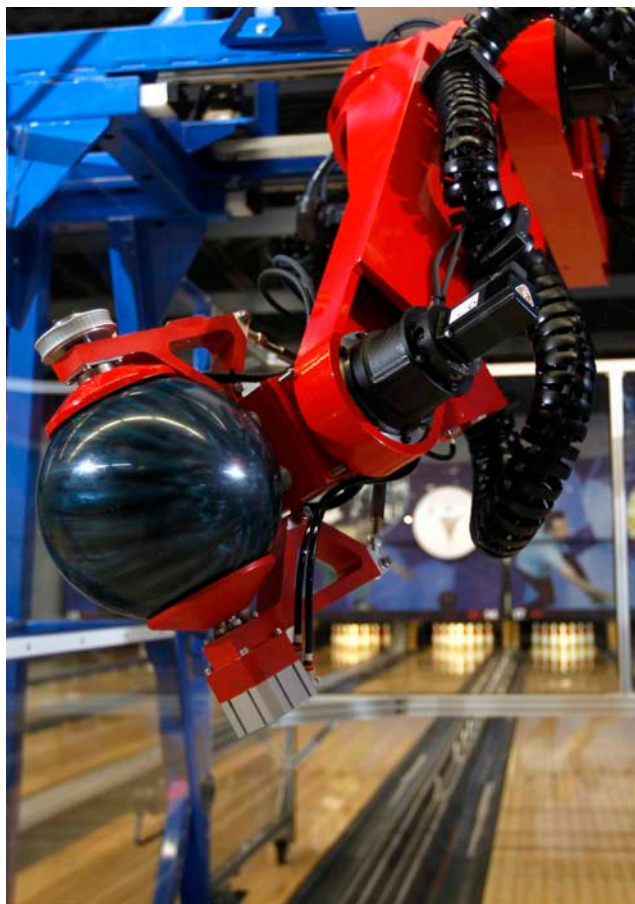
Reporters and invited guests were on hand to witness E.A.R.L.'s first competition. E.A.R.L. duplicated shot after shot while Barnes took his time reading the lanes and making subtle adjustments.

The robot soon found it's not easy to knock out a legend, especially in your first real bowling match, and Barnes beat E.A.R.L., 259-209, in the one-game

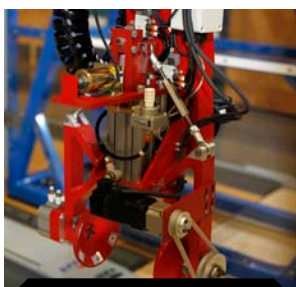
competition. But that doesn't mean great things aren't still in store for bowling's top-ranked non-human bowler.

"E.A.R.L. has more abilities than any of the robots I've seen before, and to have something to use for testing that is as precise and dependable is very important for the future of the sport," Barnes said. "I am a fan of technology, and I'm really intrigued by what E.A.R.L. can do. Today was a lot of fun, and I'm sure when they have some more time to work with it, it will only get better. I'm not sure I want a rematch in six months."

While E.A.R.L. is capable of shooting a perfect game, luck wasn't with him that



**CLASH OF THE TITANS:** Click on the play button (above left) to watch special video coverage of E.A.R.L.'s historic match against Chris Barnes.



## Why E.A.R.L.?

USBC Junior Gold youth bowler Melissa Stewart of Roswell, Ga., named E.A.R.L., during a contest sponsored by US Youth Bowler magazine.

She figured if bowling great Earl Anthony's nickname was "The Machine," then it was only "fitting to name the new ball-throwing robot for a bowler with machine-like characteristics."

E.A.R.L. replaced the legendary Harry the Robot, the USBC ball-throwing robot that is retiring after 10 years of service. Harry, who was named after a USBC researcher as a joke, threw thousands of shots during his career and was especially instrumental in USBC's Ball Motion Study, which helped the technical team gain knowledge on ball motion and bowling ball performance.



**INTRODUCING E.A.R.L.:** Click on the play button (above left) to watch special video coverage of USBC's new bowling robot and what it means for bowlers everywhere.

day. "They bowled a 300 with E.A.R.L. last month, but it's tough because he lays the ball down in exactly the same spot every time so after only a couple of shots, the oil changes and it's hard to strike consistently," said Matt Lawson, director of video production for the USBC. "Of course, he's not really intended to bowl matches."

Now that E.A.R.L. has been set up, tested and unveiled, it's time to put the newcomer to work. "I think we showcased the research side of the ITRC really well today, and this is the start of a whole new era of learning," said Neil Stremmel, USBC Managing Director-National Governing Body. "We've been waiting a long time for E.A.R.L. to be ready, and now we can truly delve into a variety of research projects. E.A.R.L. will be a great resource for us and the bowling industry as a whole."



**DATA ENTRY:** E.A.R.L. is set up at work every day to throw balls at pre-programmed speeds and revolutions for USBC technical researchers.



# Team USA Wants You

Do you have what it takes to compete internationally?

**IN RECENT YEARS** the doors to Team USA were opened to pro bowlers from the PBA, but the dream of competing on Team USA continues to be well within reach of any talented bowler.

The roster for the 2011 team began to take shape in early November when the national selection committee chose seven women and six men for the initial roster.

Gearing up for the 2011 World Tenpin Bowling Association World Women's Championships in Hong Kong, the committee chose Kelly Kulick, Liz Johnson, Shannon Pluhowsky, Tennelle Milligan, Shannon O'Keefe, Stefanie Nation and Carolyn Dorin-Ballard.

On the men's side, Walter Ray Williams Jr., Chris Barnes, Wes Malott, Bill O'Neill, Patrick Allen and Tommy Jones were the selections. All 13 of those bowlers are currently on the 2010 team.

"All the players selected have proven themselves not only on the lanes but off the lanes as being worthy of being selected for Team USA," said Rod Ross, Team USA head coach. "Next year is a big year for Team USA with the Pan American Games and World Women's Championships, and these selections build a foundation as we work toward those events."



Tommy Jones

Those initial selections represent only a portion of the final roster of 2011 Team USA players. All USBC members will have the opportunity to join the team

by competing in the 2011 USBC Team USA Trials, Jan. 3-7 at Sunset Station Hotel and Casino's Strike Zone Bowling Center in suburban Las Vegas.

The top three men and top three women finishers at the Team USA Trials will earn automatic spots on Team USA, while the National Selection Committee will pick two additional men and two additional women from the field to join the team.

## Register Now!

### 2011 TEAM USA TRIALS

Jan. 3-7, Sunset Station Hotel and Casino's Strike Zone Bowling Center in suburban Las Vegas

[CLICK HERE](#) for information and registration forms.

### CANADA, DOMINICAN REPUBLIC TAKE WORLD CUP TITLES

The Americans were narrowly shut out of finals competition at this year's QubicaAMF World Cup held in Toulon, France, in late October.

Team USA's Carolyn Dorin-Ballard finished fourth on the women's side, missing the stepladder finals by just 60 pins. Her teammate, John Szczerbinski, took fifth on the men's side.

Instead, Canadian Michael Schmidt won his second career World Cup title, while Aumi Guerra gave the Dominican Republic its first title in the event Oct. 23.

Schmidt, who won the

World Cup in 2005 and finished second last year, defeated England's Matt Miller, 2-1, in the best-of-three games championship match.

Guerra took down top seed Gye Min-Young of Korea, 2-1, to win the women's title at Bowling de Provence.

In the championship match, Schmidt lost the opener 246-205 but rebounded to take the next two games, 212-207 and 224-188.

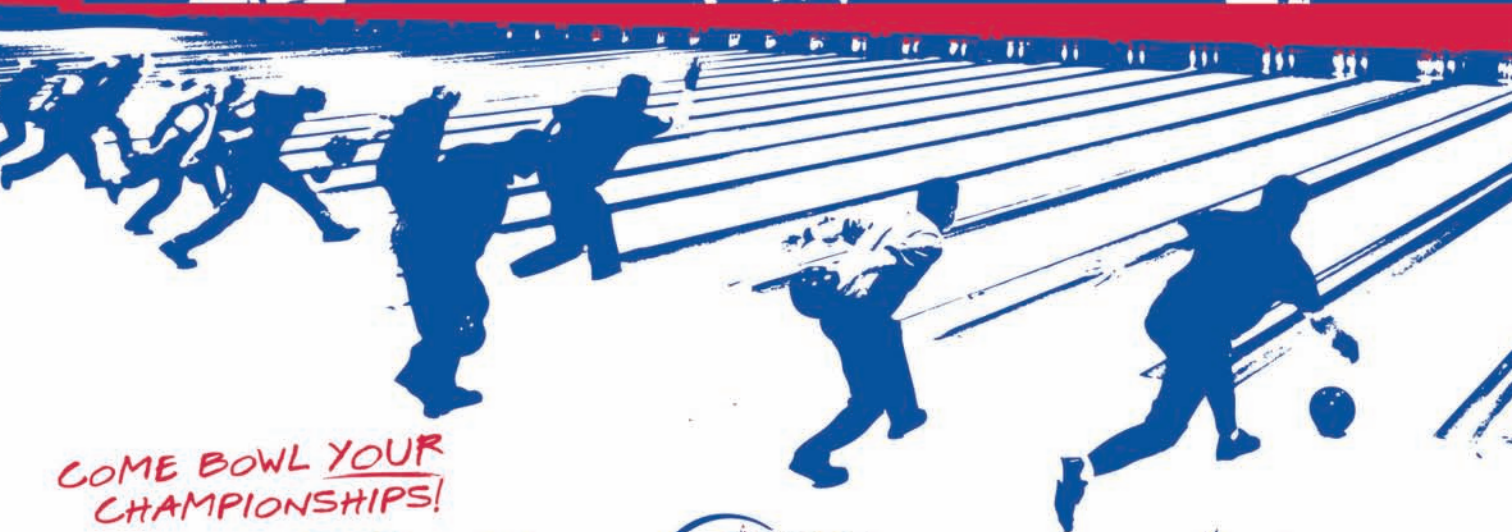
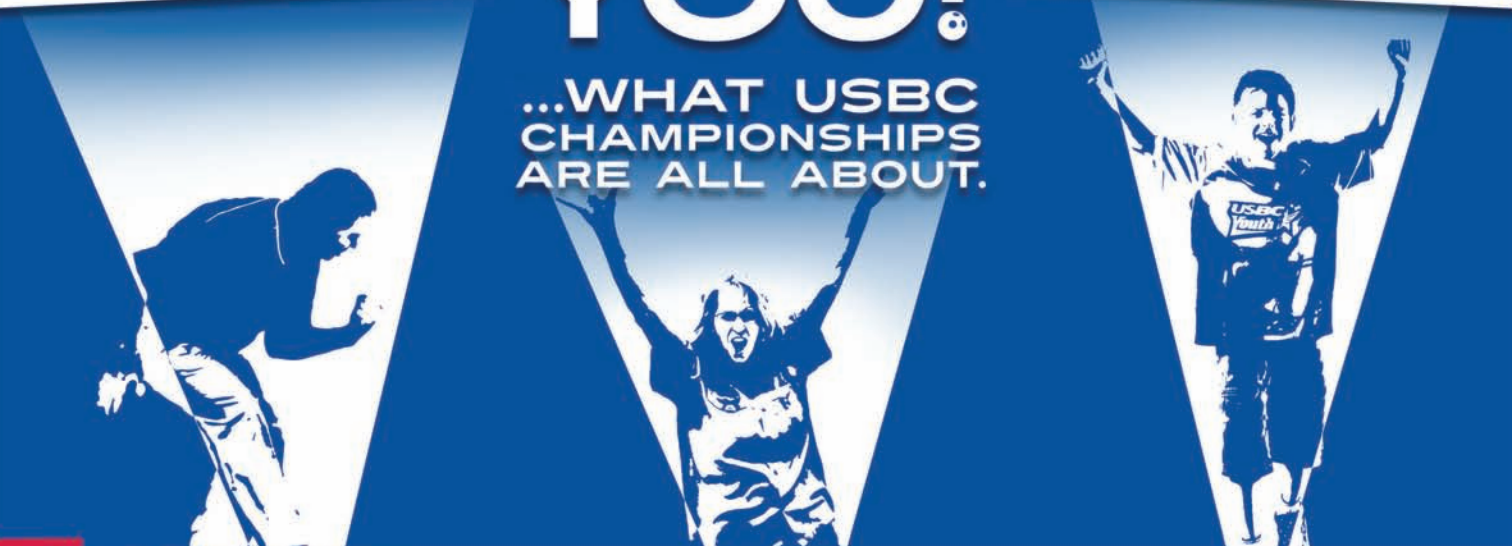
The World Cup is the largest international bowling tournament in the world in terms of the number of countries competing. This year, 93 countries competed with 92 players in the men's field and 76 in the women's division.



**ELITE MEET:** Click on the play button (above left) to watch special video coverage of Team USA star Shannon O'Keefe discussing the Team USA Trials.

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# Higher Learning

## College Teams Make History at the ITRC

### THE INTERNATIONAL

Training and Research Center (ITRC) at the International Bowling Campus in Arlington, Texas, is one of the premier training destinations in the world. Collegiate teams come from all over the country to take advantage of the ITRC's state-of-the-art facility, which includes 14 dedicated training lanes, biomechanical motion tracking, DigiTrax technology, video analysis from robotic cameras and BowlersMAP among its features.

In September, the Delaware State and Morgan State women's teams were cross-ing paths at the ITRC, where the two Mid-Eastern Athletic Conference teams had scheduled training sessions with ITRC head coach Rod Ross and his staff.

Taking advantage of the opportunity, the schools scheduled a match to be held at the facility. That decision turned out to be historic as, on Sept. 20, it became the very first collegiate match held at the ITRC.

"It was phenomenal," Delaware State coach Ricki Ellison said of the matchup. "It was so much fun, especially being able to go up against Morgan State, who is someone we see quite often because they are in our conference."

Delaware State won the opening five-player match, 907-849. Nicole Bower had a 203 game to lead the Hornets. They also took the four-game Baker match, 669-653.

The match was the caper to Morgan State's training stop at the ITRC. "Everything they

have here ... the girls learned a lot," Morgan State coach James Brown said. "The important thing is for them to follow through and develop."

Morgan State senior Ashley Milbourne said she learned not only about her game but also how to break down lane conditions and how to build an arsenal of bowling balls.

"We did data analysis where they recorded us and it was different," Milbourne said. "I actually got to see what I was doing wrong. Hopefully, I can stick with what I learned and take it to the lanes."

While Delaware State and Morgan State made history by being the first collegians to clash at the ITRC, they certainly weren't the last.

On Oct. 10, Prairie View A&M and the University of Maryland-Eastern Shore women's teams squared off in Arlington. That was followed up a week later when Sam Houston State University faced Stephen F. Austin on Oct. 17.

## Live and Streaming

You may have seen collegiate events like USBC's Intercollegiate Team Championships on TV, but if you can't get enough college bowling action, BOWL.com will be the home for college bowling fans this season, as USBC will provide live-streaming coverage of several top tournaments. Just go to BOWL.com during the event and click on the live streaming link to catch all the action.

Last season, USBC provided free live streaming of four collegiate events with an audience of nearly 200,000 unique viewers.

### BOWL.COM COLLEGIATE LIVE STREAMING SCHEDULE (Subject to change; all times Eastern)

- Dec. 21, 11 a.m.-8 p.m., Glenn Carlson Las Vegas Invitational
- Dec. 22, 11 a.m.-8 p.m., Glenn Carlson Las Vegas Invitational
- Feb. 19, 7:45 a.m.-11 p.m., Backhaul Direct Hoosier Classic
- Feb. 20, 7:45 a.m.-7 p.m., Backhaul Direct Hoosier Classic
- April 1, 8:30 a.m.-3:15 p.m., NAIA Invitational
- April 2, 8 a.m.-4:30 p.m., NAIA Invitational
- April 3, 8 a.m.-4:30 p.m., NAIA Invitational
- April 21, 8 a.m.-7 p.m., USBC Intercollegiate Team Championships
- April 22, 8 a.m.-6:45 p.m., USBC Intercollegiate Team Championships
- April 23, 8 a.m.-5 p.m., USBC Intercollegiate Team Championships
- May 23, 8:30 a.m.-3:30 p.m., USBC Intercollegiate Singles Championships
- May 24, 7:30 a.m.-5:30 p.m., USBC Intercollegiate Singles Championships



**Kim Terrell-Kearney**  
Team USA Assistant Coach

**HELLO AGAIN:** Click on the play button (above left) to watch special video coverage of the Delaware State women's team's joyful reunion with their former coach.

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## Fun and Games

### California League spreads the wealth.

**WALKING INTO** AMF Southshore Lanes in Alameda, Calif., to bowl the Alameda County Medical Center league is like walking onto the set of a game show.

You're greeted at the door by an enthusiastic Steve Winters, the brainchild behind a league that has grown so large it had to be stretched over three weeknights.

You come as eager to bowl as you are to find out what prizes might be on the line tonight — maybe a big-screen

more than just their bowling balls to pack on their way out the door.

The APMC league is one whose vacancies fill within five minutes, the kind of league that attracts 25 new applications the minute word gets around that it is expanding once again.

"Bowlers consider this league an extension of their family," Winters says. "We do consider ourselves a family-oriented group. We have bowlers that average 235 and

stay two nights in hotel rooms paid for by money raised throughout the season—the Bowlinko and raffle tickets alone bring in nearly \$1,000 a night—and enjoy a season-ending sweeper event and banquet.

explains. "That is another thing that has kept this league popular, and it's amazing to me because league participation has gone down around here over the past 20 years, but we've just turned it all around and made this a success story."



**GAME SHOW:** Steve Winters works the mic with Barbara McBride (above), while a bowler tries his luck on the prize wheel (left).



television, maybe a brand new laptop, maybe a generous wad of cold, hard cash.

You come to bowl, but you also come hoping to get a shot at the festival of games that Winters has devised — Spin the Wheel, Lucky Squares, Mystery Score.

Some league members walk in with 40 bucks and leave with \$1,300 in their pockets. Others go home with a little

bowlers that average 98; and it's amazing to see these people bowling together and having such a good time competing at different levels of skill but still have fun and be a part of the group. We really are a big extended family."

Each year, that extended family does what any family might do: They pack up and hit the highway for a family road trip to Reno, where they

And by the time they pack up to head back home, they will have been awarded nearly \$200,000 in team and sweeper prize money, bracket and side pot payouts, Bowlinko and Mystery Score winnings and much more.

"Our league bowlers know that they will not just bowl all season long and get nothing back at the end of the season; we spread the wealth," Winters

### LARGEST MEN'S LEAGUE IN COUNTRY ENTERS 67TH SEASON

Named for the bowling center in which it originated in 1943, the Parson's Recreation League in Columbus, Ohio, is now the largest men's bowling league in the U.S. with more than 340 members. That membership is as varied as it is vast, and tells the story of a league that spans nearly 70 years of American history.

"Some guys in the league were juniors that I coached; they've grown up and are now in the league themselves," says Charlie Buhrts, who began bowling the league the same year he started as secretary — 1965. "We have their kids in the league, we have grand-kids. One guy in the league is 85 years old. There's a lot of father-son teams and grandfathers bowling the league."



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