

NASCAR STARS GO BOWLING FOR CHARITY

# USA BOWLER

A male bowler, Chris Barnes, is captured in a dynamic pose, leaning forward with his right arm extended upwards, holding a red bowling ball. He is wearing a red long-sleeved shirt with various sponsor logos, including 'Dexter' and 'Rise', and black pants. The background is a blurred bowling alley with wooden pins and a blue wall.

## EYES ON THE PRIZE

TEAM USA STAR  
CHRIS BARNES  
PREPARES FOR  
THE \$1 MILLION  
TOURNAMENT OF  
CHAMPIONS

**REVEALED!**  
5 SECRETS TO  
IMPROVE YOUR  
PERFORMANCE

**TRAIN LIKE  
TEAM USA**  
MAKE A RUN  
FOR IMPROVED  
PERFORMANCE



**Forbes**  
com

**100**  
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- Tommy Jones, Lumber Liquidators PBA Bowler

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# US BOWLER

## NATIONAL NEWS

### US BOWLER GOES MONTHLY

Welcome to the first issue of US Bowler's new monthly online magazine. As a benefit to USBC members, US Bowler provides you with news, tips, feature stories and videos about the sport you love. You'll find the monthly version, with a new design and format, is much easier to read but still is packed with advice, instruction and information that will make your bowling experience more successful and enjoyable.



### TEAM USA FANTASY CAMP CONTEST

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### FLIGHT DISCOUNTS

American Airlines is offering discounts to bowling's top destinations, including flights to the host cities for the USBC Open Championships, Women's Championships, Convention, Junior Gold, Youth Open, Masters and Queens.

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### PERFECTO X3

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### BRUNSWICK BACKS YOUTH

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### HIGH AVERAGE WINNERS

USBC's national high average winners for 2009-10 are in the books.

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# US BOWLER

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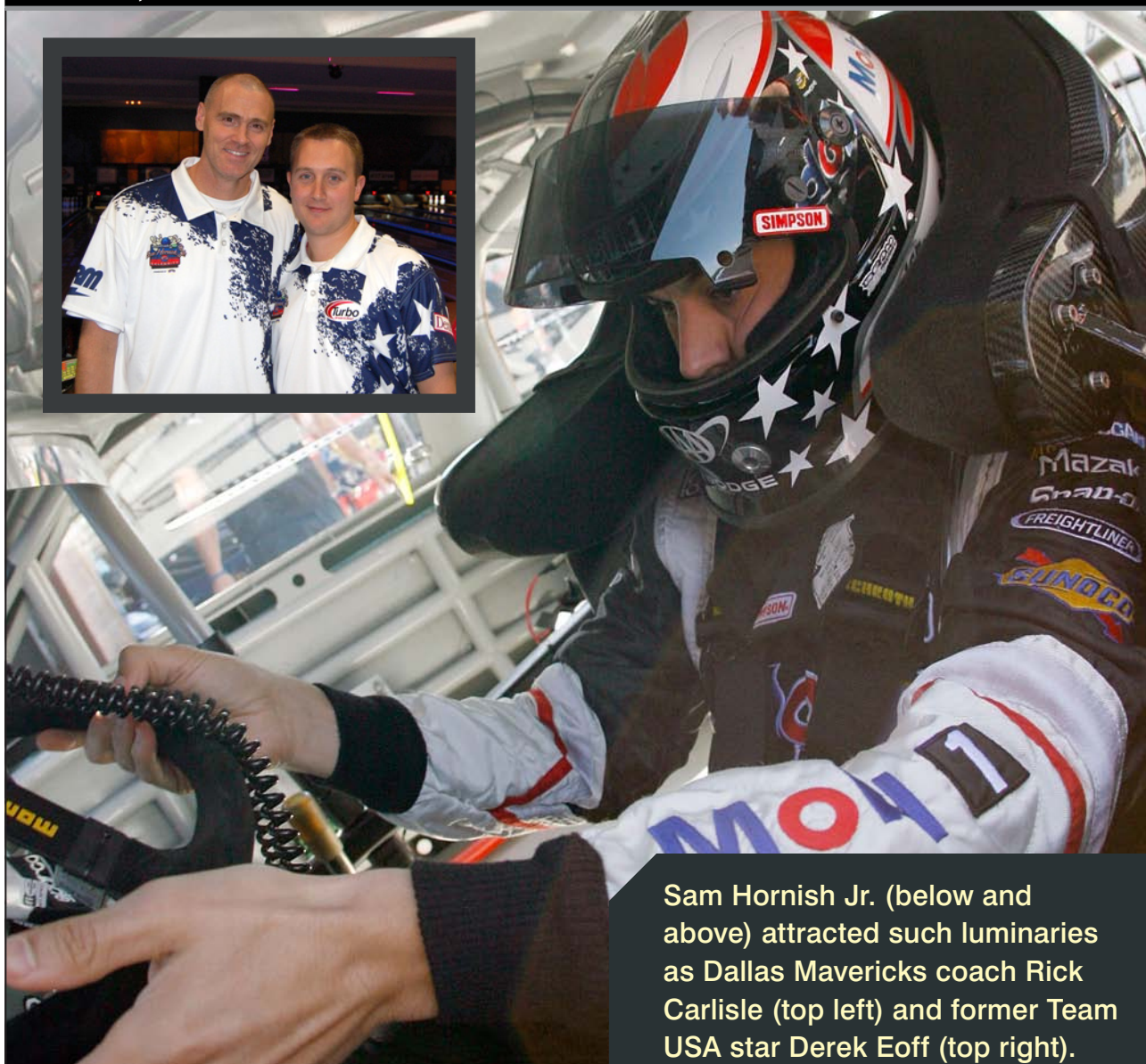






# Bulletin Board

NEWS, NOTES AND HAPPENINGS FROM THE WORLD OF BOWLING /// JANUARY 2011



Sam Hornish Jr. (below and above) attracted such luminaries as Dallas Mavericks coach Rick Carlisle (top left) and former Team USA star Derek Eoff (top right).



# Life in the Fast Lane

## NASCAR Stars Hit the Lanes for Charity

**NASCAR** drivers are known to change lanes frequently, but in November Sam Hornish Jr. and his racing pals found themselves on the bowling lanes when athletes and celebrities from the Dallas/Fort Worth area attended the 6th Annual Auto-Trader.com Sam Hornish Jr. Celebrity Bowling Tournament.

"It's a lot of fun," Hornish said of the bowling event. "Texas Motor Speedway (TMS) and the Texas Chapter of the Speedway Children's Charities does 99 percent of the legwork, and I get

to come in and get a lot of the glory.

"It gives me the opportunity to give back to an area that has been really good to me. I've had a lot of success here in Indy Car, won three races here and celebrated two of my championships here."

Among those joining Hornish at Main Event Entertainment in Grapevine, Texas, were NASCAR drivers Kurt Busch and Brad Keselowski, Dallas Mavericks coach Rick Carlisle, former Dallas Cowboy

Jay Novacek and USBC Team USA's Shannon O'Keefe and former Team USA member Derek Eoff

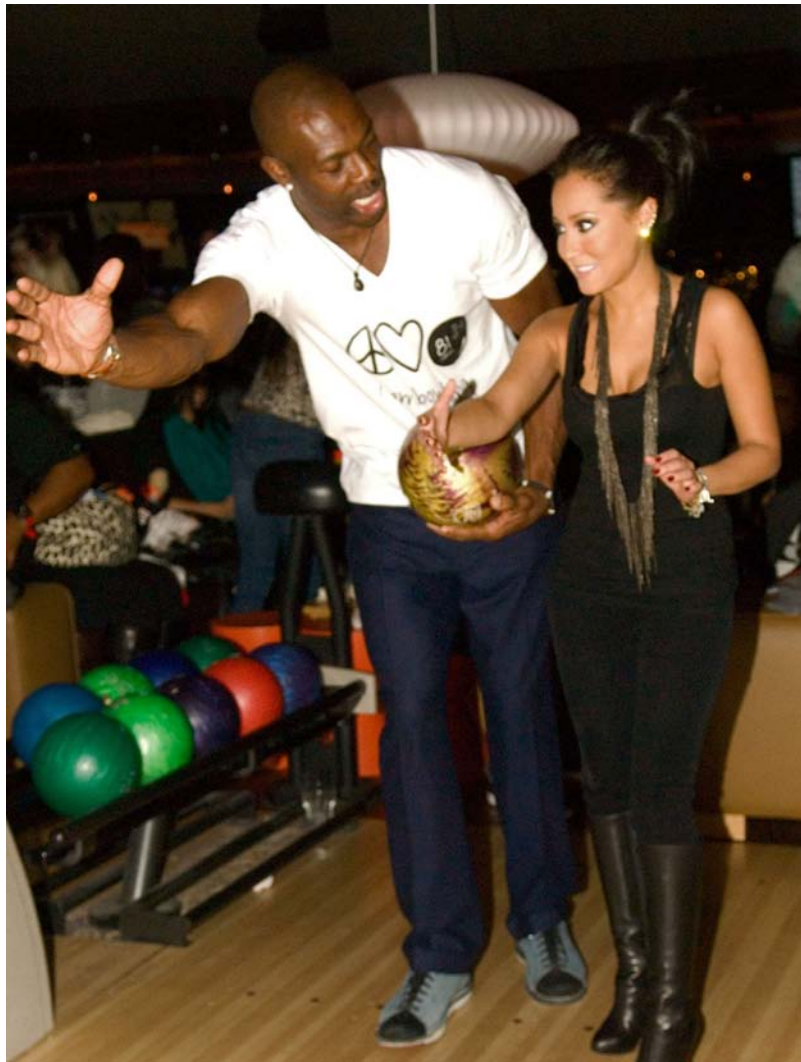
Hornish said he has bowled only three or four times this year.

"I became a real big fan of it right when I got out of high school," Hornish said about his start in bowling. "My buddies and I would go on Mondays or Tuesdays because I was traveling a lot and racing on the weekends. Sooner or later I will get back to it."



**CHANGING LANES:**  
Click on the play button (on the right) to watch the celebs bowl at the Hornish event.





## Out and About

Chris Paul is hardly the only celebrity who hit the lanes in December. Check out bowling fanatic and NFL star Terrell Owens (above left) as he gives some pointers to former Cheetah Girl Adrienne Bailon at 81 Cares Bowl presented by Terrell Owens and GQ Magazine at Star Lanes On The Levee on December 6 in Newport, Ky.

# Celebs vs. the Pros



Chris Paul's annual invitational brings out top athletes and entertainers.

**NEW ORLEANS** Hornets All-Star point guard Chris Paul has done a lot to bring popular recognition to bowling, and he's at it again with his third annual Chris Paul Celebrity Invitational. This year's lineup of celebrities includes Paul, New Orleans Saints running

back Reggie Bush, entertainer Nelly and rapper Lil Wayne (above) pairing up with pro bowling stars Jason Belmonte, Wes Malott, Pete Weber, Norm Duke and Rhino Page.

While Paul is well known as a bowling addict, both Nelly and Bush frequently bowl

recreationally and at numerous charity events. Bush was often spotted bowling with his former girlfriend Kim Kardashian, who was a nominee for 2010's Bowling Hall of Fame celebrity wing.

Lil Wayne is also a lover of the lanes, bowling since he was a teenager. Wayne says he owns four custom-drilled bowling balls and told Katie Couric during an interview last year, "If you talk to a professional bowler, he would explain or she'll explain how your own ball and your own shoes, and perfect lanes are important. I bowl with the curve and so it makes it curve."

Though there are hundreds of celebrity bowling events every year, Paul's is the only charity bowling event that airs nationally on TV. The show was taped in December, but don't worry, we won't spoil who won. Check it out on ESPN Feb. 6 at 4 p.m. Eastern. Check PBA.com for any time changes.





**CLICK HERE** to check out the “No Ordinary Family” clip on YouTube. Meanwhile, Lucky Strike Lanes CEO Steven Foster dons a bowling pin costume on “Undercover Boss” (below right).

## Bowling Hits Prime Time!

Sport keeps popping up all over TV land

**DURING** the Dec. 7 edition of ABC’s new super-powered family show, “No Ordinary Family,” the character of George St. Cloud gave USBC a shout out when super-speedy mom, Stephanie left three pins on a shot but ran down the lane faster than the eye could see to knock down the remaining pins, claiming a strike. “According to USBC Rule

5A, that is a lane violation,” said George. Kudos to the show’s research department for actually getting the right rule, which states, “A foul occurs when a part of the player’s body encroaches on or goes beyond the foul line and touches any part of the lane, equipment or building during or after a delivery.”

• Bowling enjoyed some prime-time attention on the hot CBS show “Undercover Boss” on Nov. 14, when the series featured Lucky Strike Lanes



CEO Steven Foster going undercover at several of his company’s upscale centers. The show offered a behind-the-scenes look at what it takes to keep a business such as Lucky Strike Lanes up and running each day.

• Cloverleaf Family Bowl in Fremont, Calif. was featured in the Discovery Channel show “Dirty Jobs” on Nov. 23. Host Mike Rowe took viewers behind the scenes of bowling center maintenance, with particular emphasis on the dirty work mechanics do to maintain automatic pinsetters. Cloverleaf Family Bowl is in its 47th year of operation, having opened in 1963 by David and Marian Hillman.





# Look both ways...*twice*

Lane #1 has taken core technology to another level. The new BOOM'R-ANG core changes its axis on every rotation, eliminating roll-out. Watch the pins fly as the BOOM'R-ANG hooks around the lane. *Throw it out and watch it come back...!!*

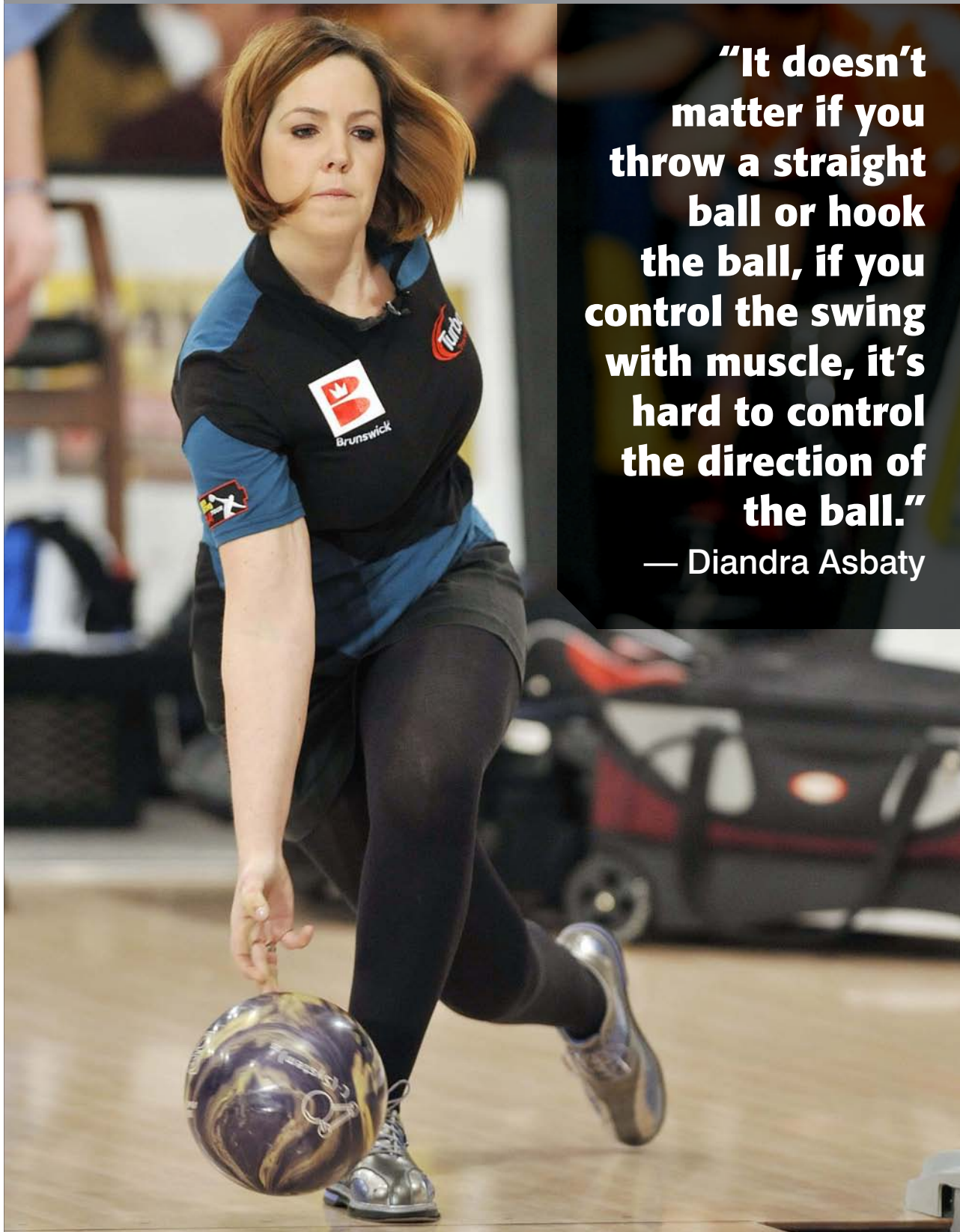






# Technique

LIFESTYLE AND BOWLING TECHNIQUES TO MAKE YOU A BETTER BOWLER /// JANUARY 2011



**“It doesn’t matter if you throw a straight ball or hook the ball, if you control the swing with muscle, it’s hard to control the direction of the ball.”**

— Diandra Asbaty

# 5

THE SECRET IS OUT

## FOCUS AREAS FOR IMPROVED PERFORMANCE

**T**here are literally thousands of things any bowler could do to adjust his or her game and make it better. But it almost always comes down to how your equipment works with your body motions. That’s a pretty wide-ranging blanket statement, but if you keep the following five performance areas in mind, your score will improve.

### 1. MATCH YOUR SHOT TO YOUR STYLE

Think about your pace and how it matches with your arm swing. You want the two to be in sync as much as possible so that your entire delivery is smooth and feels comfortable to you.

“Everybody’s body is designed differently,” says Team USA star and PBA pro Wes Malott. “Everybody has different flexibility, strength, speed, etc. Timing is going to be different for everyone, but you can be successful if you can get it all working together

— your body, pace, approach, timing, balance, speed. If it feels right, and if you can repeat good shots over and over, you’re doing all right.”

That type of precise coordination applies after your ball leaves your hands, too. Matching ball speed with rev rate is key.

“It doesn’t necessarily matter what style you use on the approach,” says Malott. “It’s all about getting the ball on the lane. If you have a lot of speed, you’ll need more revs. If you have a slower shot, you’ll want fewer revs. They have to



match up to read the lanes correctly.”

### 2. THE RIGHT SWING

Bowlers can keep their swing straight by allowing the weight of the ball to swing their arm. You never want to feel like you are swinging the ball. Pushing the ball away and allowing the ball to swing your arm is the key.

“It’s a good idea to have someone stand behind you to monitor where your ball swings,” says Team USA star Diandra Asbaty. “A lot of times, it’s hard to feel if your ball is behind your back. A good drill to make sure that you have a loose swing and that it’s swinging straight is during the practice swing. In your stance, with your feet stationary, allow your ball to swing down from the push away and swing on its own.”

Professionals and top amateurs keep their arm swing in what is known as the pro groove.

USBC Coaching teaches bowlers to keep the swing in line with the shoulder joint of your bowling arm, varying left or right by at most only four

inches.

Top players will consistently keep the ball in the groove. They may tuck their arm swing in slightly when coming forward from their backswing. This allows them to have stronger leverage and hand position at the point of release.



## STAY LOOSE AND FLUID

### Don’t ‘THROW’

**TEAM USA** star Wes Malott is one of the most successful pros on the PBA Tour — in fact, he’ll be competing at the PBA World Championship Jan. 14-16 live on ESPN and ESPN2. He also owns several pro shops and sees how hundreds of league bowlers approach their game every day.

“I see at least 70 percent of league bowlers out on the lanes ‘throw’ their ball instead of swinging from a pendulum with a loose armswing,” he says. “As soon as you start to muscle your shot, you won’t be able to repeat good shots consistently.”

He says that relates to all five points of successful bowling:

1. **WHEN IT COMES** to your style, power will come from a fluid delivery. Never from forcing a throw.
2. **MUSCLING** the ball will throw you off balance.
3. **IF YOUR EQUIPMENT** isn’t right, you might try to compensate with too much power.
4. **YOU’LL TEND** to grip the ball more when you muscle it.
5. **USING TOO MUCH** muscle will pull your swing off line and make it difficult to be consistent. In addition, using muscle causes your swing to feel restricted, which actually slows it down.

### 3. IT’S ALL ABOUT BALANCE

Balance can be tricky in bowling because you’ve got a heavy ball weighing down one side of your body on every shot. The best bowlers learn early how to compensate for that.

“Balance has a lot to do with how you hold and swing your ball,” says Malott. “Keep it in the groove through your entire shot and everything will be smooth and feel good.”

Keep your knees slightly flexed in your stance and your upper body slightly forward. If you can maintain that athletic posture and avoid moving your torso forward or back during your approach, you’ll likely hold your balance through your entire shot. If you use too much force, you’re likely to fall off balance and your swing will pull away from your body.





**GOING THE DISTANCE:** Click on the play button (above left) for tips from USBC Coaching on how to effectively use tape to adjust your fit.

## 4. EQUIPMENT CHECK

Check all your bowling balls to see if any work is needed with chips or cuts, sanding or just a good cleaning. Next, check out your shoes for sole damage, cleaning or other repairs. Equipment such as your wrist support, if you use one, should be checked for wear and tear every year. Take all your balls

into your local pro shop every season for a check-up. Your pro shop operator will be able to point out any number of things that are probably affecting your game, especially when it comes to fit. It's not something you generally notice, but your fingers can gain and lose weight just like the rest of your body, and you may need to re-drill some of your balls.

## 5. DON'T GRIP YOUR BALL

A light grip pressure will give you a faster, longer swing with much less tension. But to maintain a light grip pressure you must have a correct fit. The best bowlers in the world use tape all the time to adjust their fit. Check out the accompanying video to learn how to adjust your fit without re-drilling your ball.

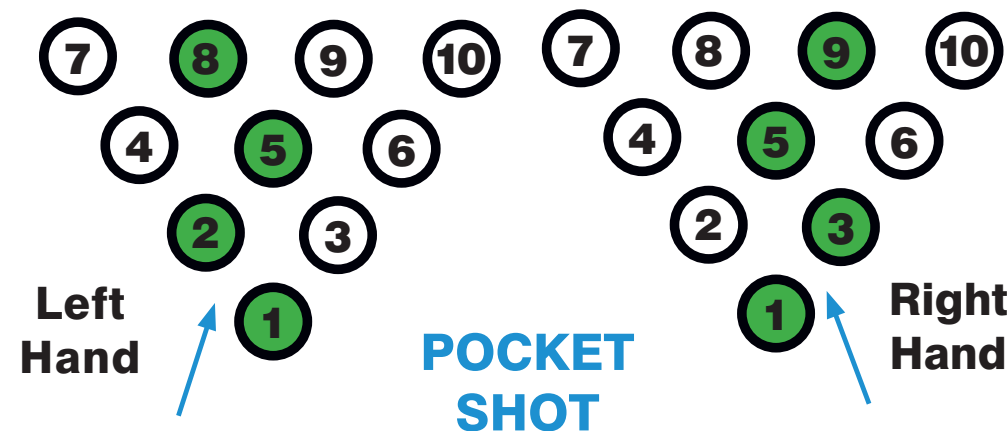
## BONUS TIP

### Those Pesky Corner Pins!

**YOU JUST** rolled a great shot that hooked into the pocket, but you left a corner pin standing. Sometimes what may have appeared to be a perfect shot didn't hit quite so perfectly. Why does that happen, and what can you do about it?

The most common leave for a right-hander is the 10 pin. On a perfect strike hit, the ball hits the 1-3 pocket before continuing through and hitting the 5 and 9 pins. The 3 pin is driven into the 6 pin and the 6 pin in turn hits the 10 pin as shown below right. If the 10 pin stands, you need to find out where the 6 pin went. Did it get driven straight back to where the 9 pin stands? That would be a high shot. Did the 6 pin go to the side wall? That indicates a light shot.

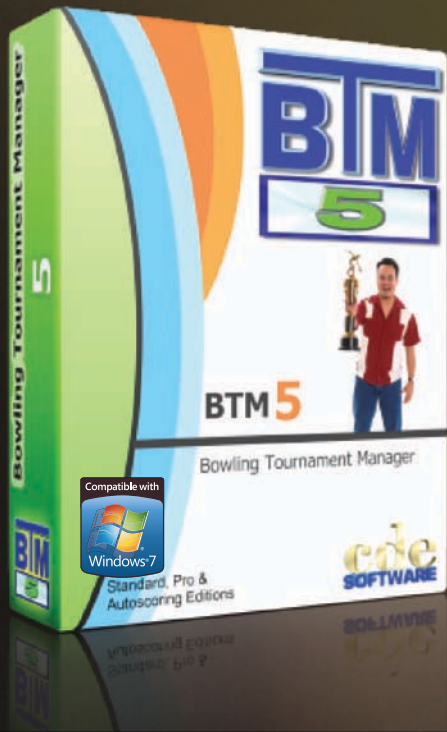
The scenario is the same but on the opposite side for a left-hander who leaves a 7 pin standing. The direction of the 4 pin (like the 6 pin for a right-hander) is the key to finding out why the hit wasn't perfect. Understanding the reaction of the pins can help solve the mystery of most spare combinations.





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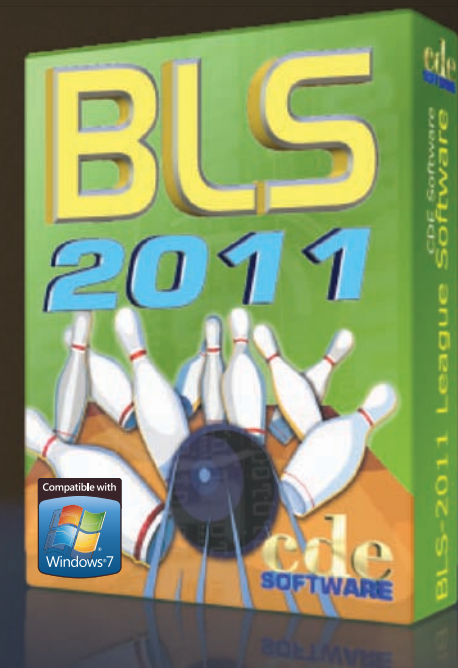
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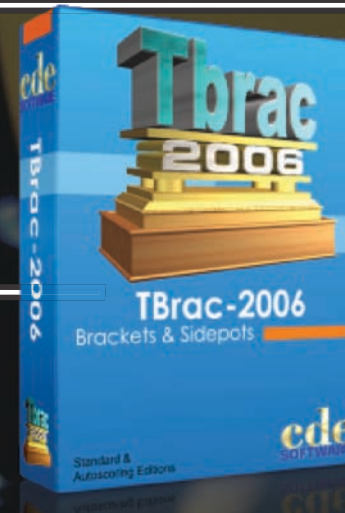


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**GOING THE DISTANCE:** Click on the play button (above left) to watch Team USA's Shannon O'Keefe demonstrate the bowling benefits of running.

### FITNESS

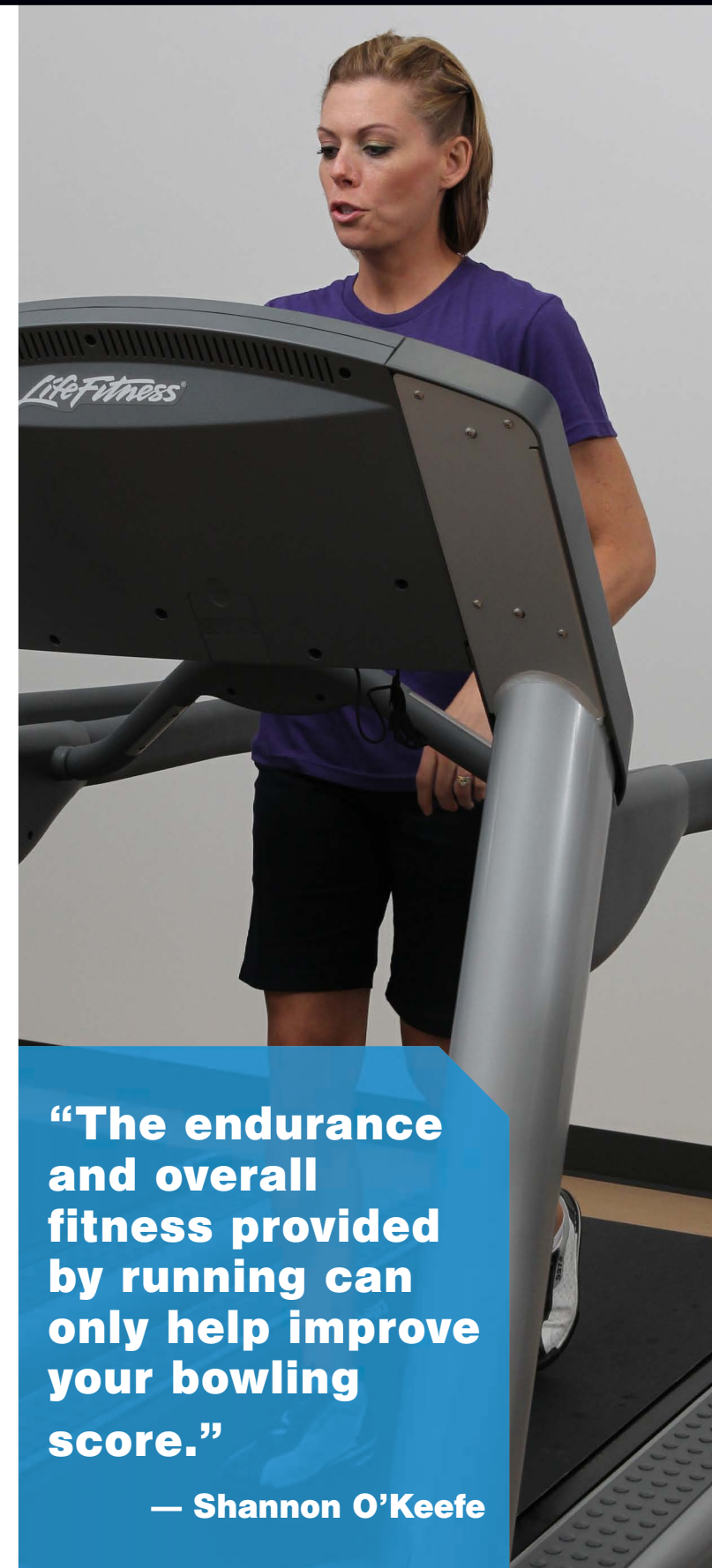
## THE RUNDOWN

### How a running regimen can improve your bowling skills

**W**hen people think of getting in shape for bowling, a few things might immediately come to mind. Arm strength is one. After all, you need some muscle to swing the heavy ball.

A strong, solid back is another. You can feel the pressure in that part of your body at every release. So clearly some weight training is a great idea for getting in shape to bowl. What about running? You may be

surprised to discover the benefits of incorporating that cardiovascular exercise into your workout regimen. After all, bowling isn't like basketball, soccer or track, sports in which endurance and an elevated heart rate



**“The endurance and overall fitness provided by running can only help improve your bowling score.”**

**— Shannon O'Keefe**

are important.

But running, jogging or elliptical exercises will dramatically improve your performance on the lanes. Here's how:

### SLIM DOWN

As one of the most vigorous exercises, running is an extremely efficient way to burn calories and drop pounds. Running burns about 100 calories per mile for a 150-pound person. Because running also builds muscle mass, your resting metabolism will increase, which means that you'll burn more calories at rest. If you combine running with a healthy diet, you'll definitely notice a difference in the way you look and feel. That translates well to the lanes since the more fit you are, and the more lean muscle you have, the easier it is to maintain a smooth and powerful delivery.



## BOOST ENDURANCE

Running is among the best aerobic exercises for physical conditioning of your heart and lungs. It helps ensure the efficient flow of blood and oxygen throughout the body, things that are proven to help to decrease the risk of a heart attack and allow you to bowl with more endurance without tiring after your second game of the night.

## IMPROVE BALANCE

Improved coordination is another worthwhile benefit that can be gained from running. Trail running, which involves running on unpaved trails with obstacles such as rocks and tree roots in the way, can force better coordination. Even running on a flat, paved surface can result in improved coordination because

it forces the body to work together to keep the runner upright and traveling in the correct path. Those who run regularly typically move more fluidly than those who do not run. That type of balance and coordination is key for successful bowling, which relies heavily on precise balance and timing.

## GET HAPPY

Running is a great stress-reliever and may even relieve mild depression. Many runners enjoy reaching the “runner’s high,” which is that euphoric and calm state they feel after a long run. Research shows that healthy adults who exercise regularly are generally happier than those who don’t. As a runner, you’ll likely feel more energetic, which will certainly help you enjoy league night more!



## Knee'd to Know Stretches

**Injuries to the knee or chronic knee pain are not uncommon for bowlers. You can reduce the stress you place on your knees through these regular stretching exercises.**

**HAMSTRING STRETCH:** Lie on your back in a doorway, with one leg through the open door. Slide your leg up the wall to straighten your knee. You should feel a gentle stretch down the back of your leg. Hold the stretch for at least one minute.

**KNEE TO CHEST:** Lie on your back with your knees bent and your feet flat on the floor. Bring one knee to your chest, keeping the other foot flat on the floor (or the other leg straight, whichever feels better on your lower back). Keep your lower back pressed to the floor. Hold for at least 15 to 30 seconds.

**CALF STRETCH:** Stand facing a wall with your hands on the wall at about eye level. Put the leg you want to stretch about a step behind your other leg. Keeping your back heel on the floor, bend your front knee until you feel a stretch in the back leg. Hold the stretch for 15 to 30 seconds.

**THIGH STRENGTHENER:** While sitting in a chair, straighten your leg and hold. Repeat 8-12 times with each leg. Do every day, up to three times a day.



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# HEART ♥ OF A CHAMPION

USBC Team USA stars Chris Barnes and Kelly Kulick on preparing for this year's \$1 million PBA Tournament of Champions after finishing first and second last year.

**W**hat does it take to win a pro championship? Scratch that... What does it take to win a PBA major championship when there is \$1 million on the line and the event is broadcast by a major network with millions watching?

It takes a lot of skill, certainly. It also takes nerves of steel, unparalleled mental toughness, a whole lot of confidence and a desire to beat the best to be the best.

This year's PBA Tournament of Champions could turn out to be the bowling event of the year. After all, the field is open to any PBA titlist and the event features an unprecedented \$1 million prize fund — a cool quarter of million going to the eventual champion. Not only that, but the tournament will be broadcast on ABC, one of the four major net-

By Jim Arehart



**LADIES' FIRST:** Click on the play button (right) to watch Kelly Kulick discuss her historic victory at last year's Tournament of Champions.



works, meaning potentially millions of additional viewers could witness bowling history.

The PBA Tournament of Champions is a weeklong competition that runs Jan. 16-22, at Red Rock Resort and Bowling Center in Las Vegas, and the finals will air live Saturday, Jan. 22 at 2:30 p.m. Eastern.

Last season, Team USA superstar Kelly Kulick made history by becoming the first woman ever to win the Tournament of Champions — actually the first woman in history to win any PBA Tour championship. She did so in grand fashion, beating pro star and men's Team USA superstar Chris Barnes, 265-195.

But neither Kulick nor Barnes is satisfied to rest on their laurels. Both

are in the prime of their careers and at the top of their games, and both are looking to head to Las Vegas with a singular goal in mind — just win, baby!

“Definitely my goal is to win the event,” said Barnes. “That’s my goal every time I bowl. Of course I know you can’t win them all, but this one would for sure be the one to win if you had your choice.”

Kulick couldn't agree more. The defending champ says, “It’s by far the biggest prize in the history of bowling. You can’t help but think about that huge prize fund, but when I’m in competition, it’s never on my mind. I think that every great competitor just thinks about the trophy, the win. That’s all any of us want.



## CHRIS BARNES' TOURNAMENT PREPARATION GUIDE

**PHYSICAL:** “The better shape you’re in, the more dominant you will be. For bowling, I make sure to work on my core strength — my back and abdominals — along with leg strength, so I do a lot of squats and lunges.”

**MENTAL:** “I try not to pay much attention to the other bowler’s scores, but I do keep an eye on the overall scoring pace. If I’m falling behind, I know it’s time for a change.”

**EQUIPMENT:** “I line up all my equipment and make sure there are no holes in the lineup. There’s no worse feeling than not having the equipment on hand that you need for any given situation or condition.”

**SOCIAL:** “Las Vegas is a fun city, but I’m there to compete. It can be difficult to stay sharp when you’re meeting a lot of people or seeing a lot of people that you’d like to hang around with. I know for sure that I need a full seven or eight hours of sleep to be successful.”





**“You can’t help but think about that huge prize fund, but when I’m in competition, it’s never on my mind. I think that every great competitor just thinks about the trophy, the win.”**

“But a quarter of million dollars... that’s still something big. All I really know is the top 24 bowlers will have a great week financially, and the top five [who make the TV show] will have a really great day.”

Both Kulick and Barnes are cur-

rently preparing every day, getting reading for the event. “With the holidays over, it’s time to focus,” says Barnes. “All my energy is going to prepping for that and for the World Championship so I can be in shape both mentally and physically.”

## Watch It!

**PBA Tournament of Champions**  
(All times Eastern)

Jan. 22, 2:30 p.m., ABC

**PBA World Championship**  
Don’t miss Team USA stars Chris Barnes, Bill O’Neill and Wes Malott.

Jan. 14, 5 p.m., ESPN2

Jan. 15, 9 p.m., ESPN2

Jan. 16, 1 p.m., ESPN

Kulick’s road is a little tougher. After her historic win last year, she has been inundated with requests for appearances and interviews that kept her traveling seemingly non-stop since last February.

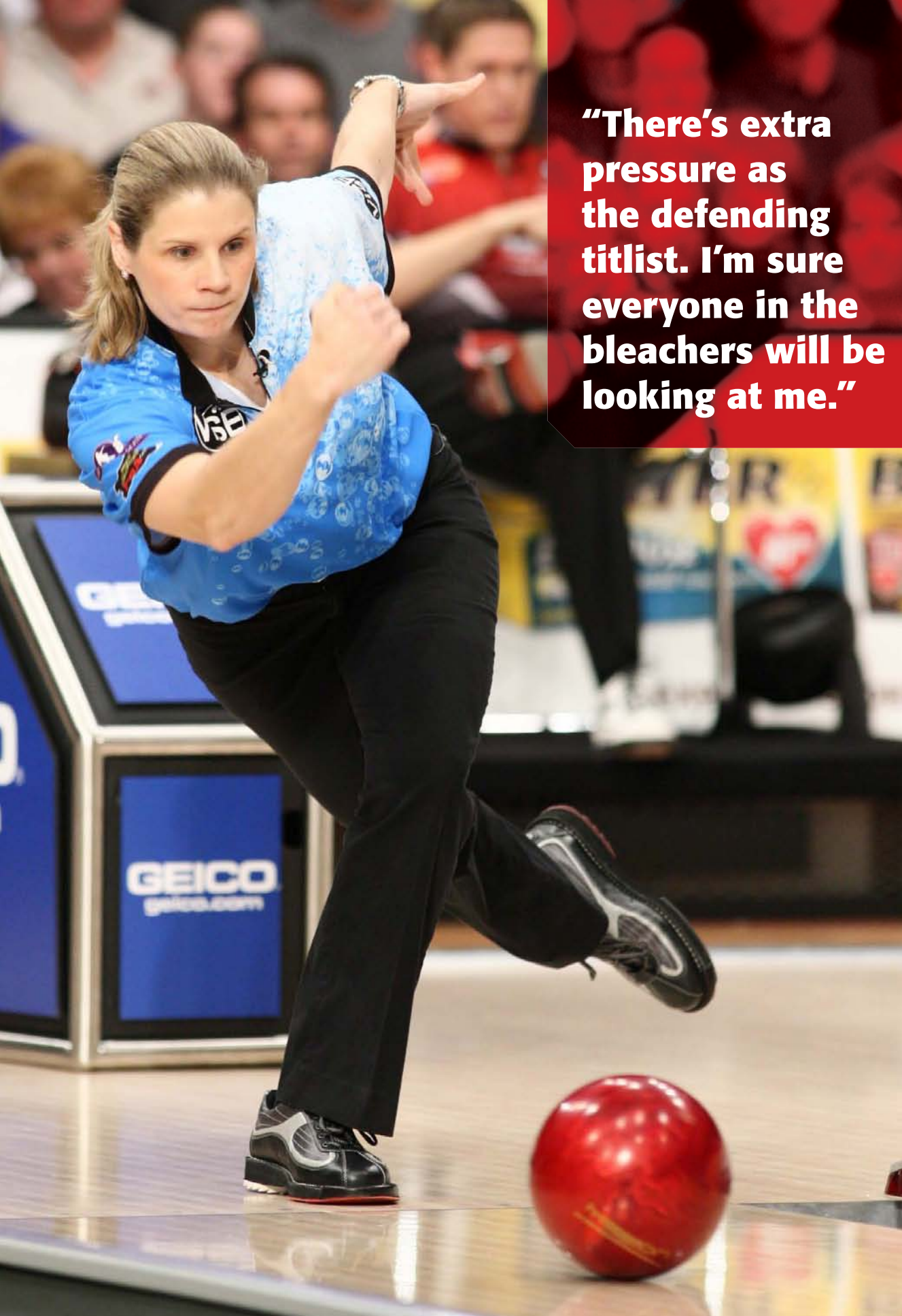
“I haven’t been as focused as I want to be,” Kulick admits, adding with a laugh, “After last year’s win, I guess I was a hot commodity for awhile!”

The only competitive bowling she’s done since then came during the grueling World Series of Bowling in October and early November, where she finished 34th overall out of more than 250 pro competitors.

“My work is cut out for me, but I’m focusing on understanding my equipment, which is something you never stop doing. I’m working on getting in physical shape, too. But what I’m doing most are repetitions on the lanes, bowling every day as much as possible.

“That’s the kind of practice that will help me mentally and give me the confidence I need in my game. I’m working on finding my rhythm and getting secure in my timing. I wish I had the kind of confidence that Chris [Barnes] always shows. I know at this stage of my career, I should be more confident, but it’s something I’ve always struggled with. I’m going in with an open





**"There's extra pressure as the defending titlist. I'm sure everyone in the bleachers will be looking at me."**



**FACE-OFF:** Last year, Kulick made history as the first woman to win a PBA title when she defeated Barnes, 265-195. Will history repeat itself?

mind. I'm not expecting to win or to even make the show. I know I can't always be the best, but I always strive to do my best. If I can get everything on my prep checklist down and secured, I feel great about my chances."

Barnes finished fourth overall at the World Series of Bowling and he made the TV show for the PBA World Championship, which will be bowled just a week before the Tournament of Champions (Jan 14, 15 and 16 on ESPN and ESPN2).

"I'm really not thinking a whole lot yet about the Tournament of Champions specifically," says Barnes. "My goal is to be in great bowling shape for every competition, and the first one is the World Championship, which is also in Las Vegas. From there, I go directly to the Tournament of Champions and

I hope that I can come in on a high note."

Barnes won the Tournament of Champions in 2006 and finished as the runner-up three other times (last year to Kulick and in 2008 and 1999). The only player to ever repeat titles in the tournament was Jason Couch, who won three in a row between 1999 and 2002 (there was no event held in 2001).

"There's extra pressure as the defending titlist," says Kulick. "I'm sure everyone in the bleachers will be looking at me. But I know Jason Couch, and I think, 'If he can do it, I can do it,'" she laughs. "That's no disrespect to Jason! I always believe anything is possible."

Whatever happens, at the end of the day, you can bet that both Barnes and Kulick will give it their all.



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