

US **BOWLER**

March 2011

MASTER MAN

TOM HESS
CLAIMS USBC
MASTERS CROWN
FOR FIRST PBA TITLE

STEP IT UP
5-STEP
VS. 4-STEP
APPROACH

**NFL STARS
HIT THE
LANES FOR
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NATIONAL NEWS

Much is on the horizon for bowling. The USBC Open and Women's Championships are kicking off, the collegiate bowling season is heating up and USBC league members nationwide are starting to hit the home stretch of their league seasons. There's a lot of exciting news in youth bowling, including the formation of a new team to guide youth efforts (see the link to the right), as well as some very exciting news about youth leagues (more to come on that in future issues). Don't forget to check in regularly to BOWL.com to catch all the latest live streaming bowling events, including the USBC Intercollegiate Team Championships Sectionals on March 13.



Carolyn Dorin-Ballard
USBC Director of Coaching

Carolyn Dorin-Ballard to Lead USBC Coaching

One of the greatest female bowlers in history has been named USBC's new Director of Coaching.

[CLICK FOR MORE](#)



USBC Open Championships Kicks Off in Reno

Follow all the live video coverage, leaders, results and features only on BOWL.com.

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2011 Annual Meeting Proposals

Delegates will vote on proposals involving changes to USBC bylaws and rules July 1.

[CLICK HERE TO READ MORE](#)



Prep Bowling Hits the Airwaves

For the first time ever you can watch high school bowling streamed live on BOWL.com.

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Support Bowlers to Veterans Link

Johnny Petraglia limited edition ball available to help support veterans' charity.

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Women's Bowling Goes Hi-Def!

The USBC Queens and Bowling's U.S. Women's Open will be featured in High Definition on ESPN2.

[CLICK HERE TO READ MORE](#)



Bowling Has New Youth Development Team

USBC and the BPAA have joined forces to focus on youth.

[CLICK HERE TO READ MORE](#)

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MANAGED BY LUBY PUBLISHING

122 S. Michigan Ave.,
Suite 1506
Chicago, IL 60603
(312) 341-1110

USBC EDITORIAL STAFF

Pete Tredwell
Managing Director, Media

Jason Overstreet
Editorial Director

LUBY PUBLISHING STAFF

Keith Hamilton
President

Mike Panozzo
Editor-In-Chief

Jim Arehart
Editor

Barbara Peltz
Advertising Manager

Michael Stassus
Digital Content Specialist

ADVERTISING

Headquarters | 312-341-1110

Keith Hamilton
Luby Publishing, Inc.
keithh@lubypublishing.com

ADVERTISING REPRESENTATIVE

Harry Church
GLM Communications, Inc.
242 West 27th Street, Suite 1B
New York, NY 10001

Ph: 212-929-1300 Ext. 303
Fax: 212-929-9574

hchurch@glmcommunications.com
www.glmcommunications.com

UNITED STATES BOWLING CONGRESS EXECUTIVES

President
Darlene Baker • Mahomet, Ill.

EXECUTIVE STAFF

Executive Director
Stu Upson

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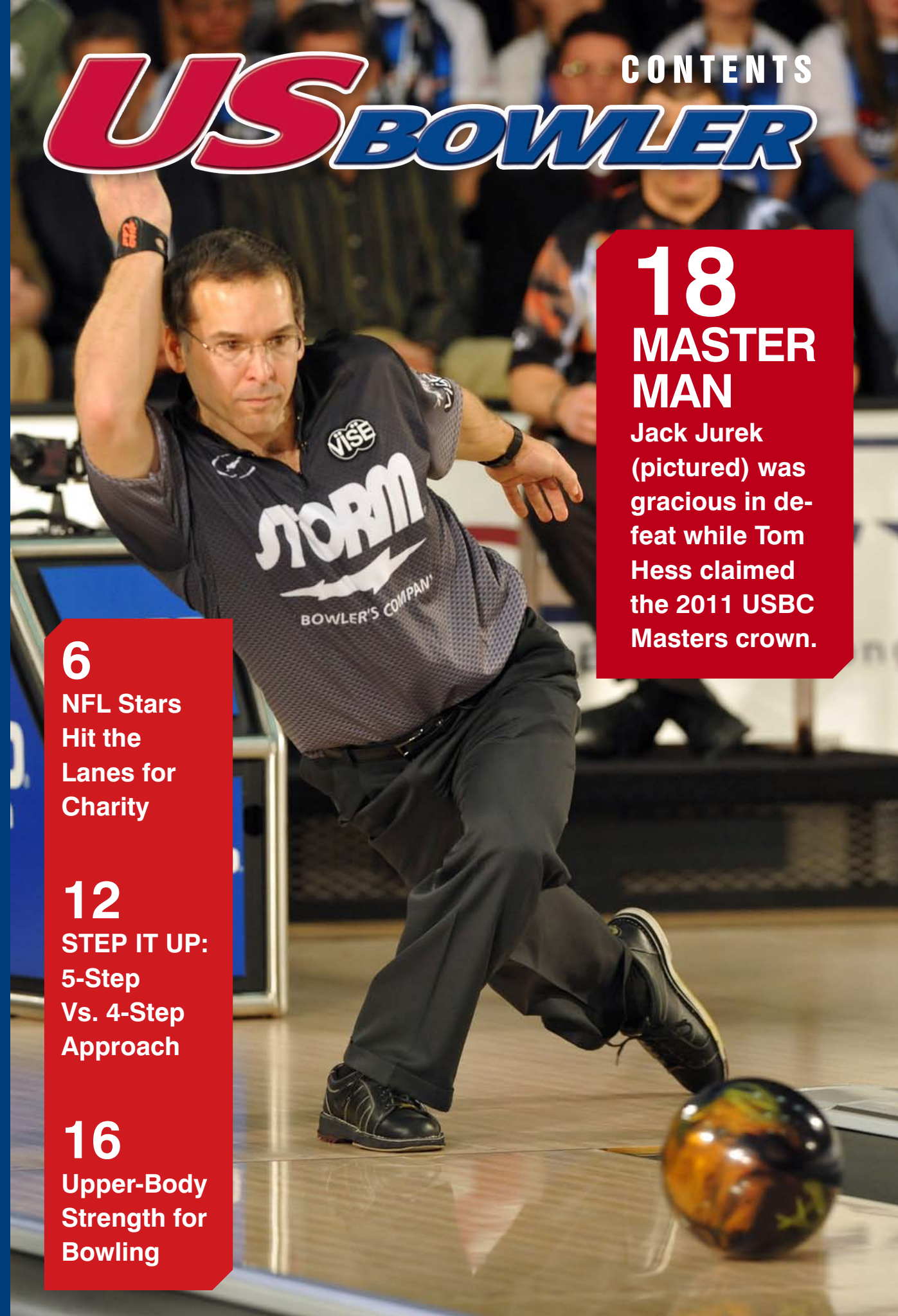
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Jack Jurek
(pictured) was gracious in defeat while Tom Hess claimed the 2011 USBC Masters crown.

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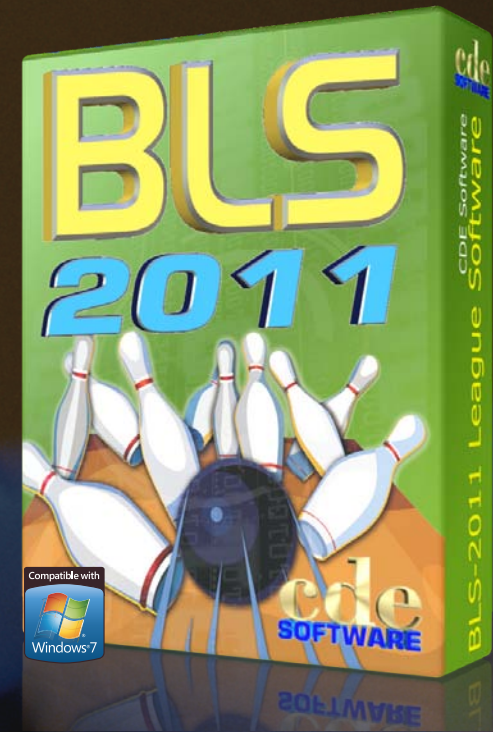
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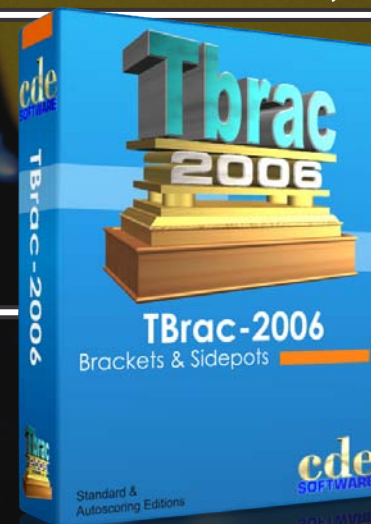
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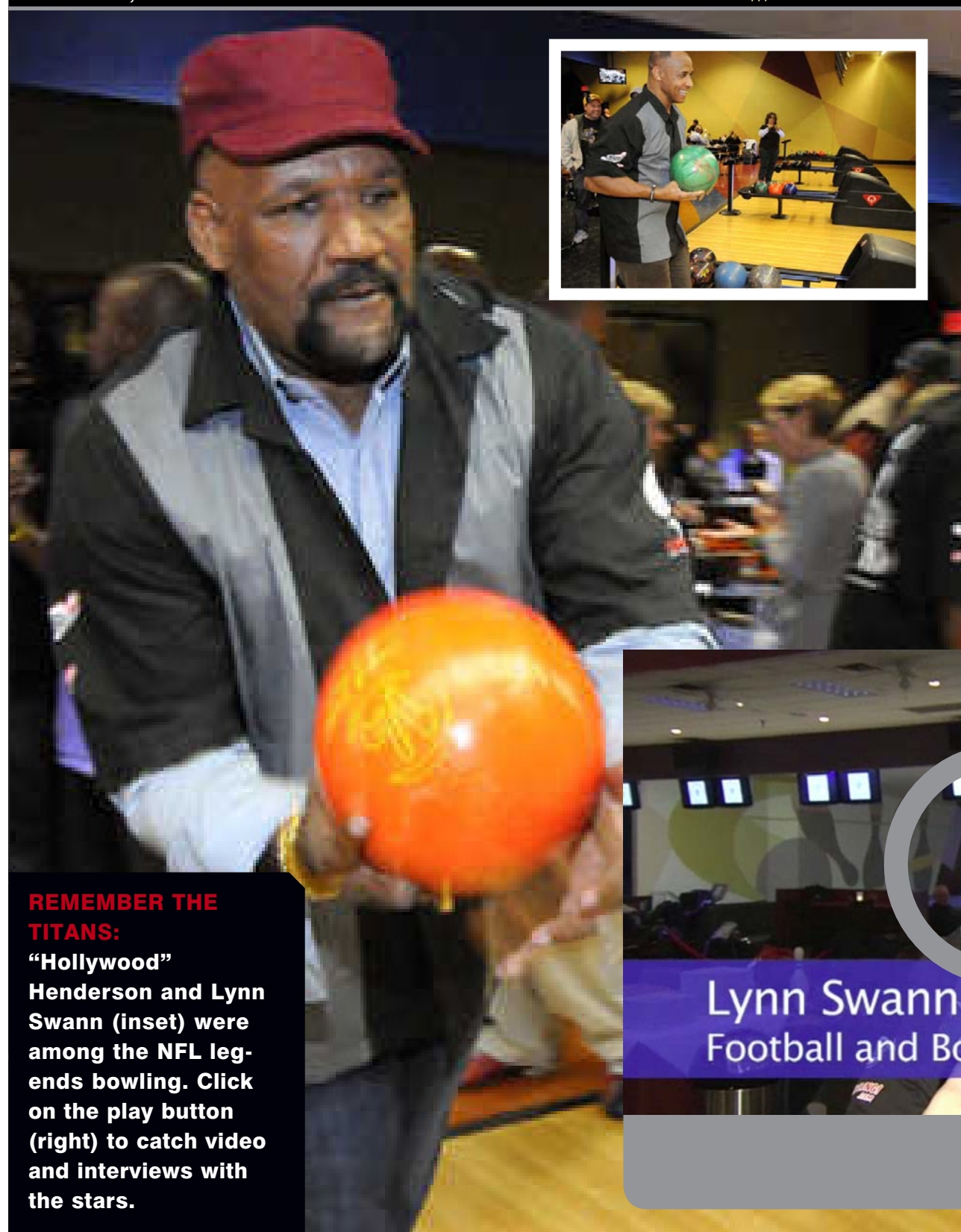
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Bulletin Board

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



REMEMBER THE TITANS:

"Hollywood"

Henderson and Lynn Swann (inset) were among the NFL legends bowling. Click on the play button (right) to catch video and interviews with the stars.



SUPER BOWLERS

Football Legends Hit the Lanes for Charity

FOR THE sixth year in a row, NFL legends hit the lanes to bowl for charity during Super Bowl week.

The NFL Super Bowl Celebrity Bowling Classic was twice as big this year with two events – Feb. 2 at 300 Dallas and Feb. 3 at Main Event in Fort Worth.

Former NFL stars and fan favorites such as Ed "Too Tall" Jones and Thomas "Hollywood" Henderson were on hand to mingle with the crowds and bowl for charity. Joining the former players were bowling stars such as members of USBC Team USA, including Chris Barnes

Shannon O'Keefe, Stephanie Nation and Tennelle Milligan.

Hosting the event was dual hall of famer Lynn Swann, a member of both the Pro Football Hall of Fame and Bowling Hall of Fame.

"The Classic has become a true Super Bowl tradition and its enduring popularity is a credit to the fun and camaraderie that you'll only find when you go bowling, as well as the tremendous fundraising power of bowling events," Swann said. "Once again, all proceeds from these events will benefit the NFL Charities, a wonderful cause that enables the NFL to leave a positive mark in communities across the nation."

The gridiron stars found bowling isn't necessarily as easy as their own sport, but some, including current Dallas wideout Roy Williams, are bowling enthusiasts.

"I'm okay," he said. "I'm not in the Bowling Hall of Fame like (retired Pittsburgh Steelers star) Jerome Bettis or Lynn Swann, but I'm all right. I see Chris Barnes is here. I'm one of his biggest fans. I love the game of bowling. It's a fun sport and everyone should go play."



Lynn Swann
Football and Bowling Hall of Famer

Meet USBC's Newest Hall Of Famers

The USBC Hall of Fame will have six new members when inductions take place July 1 at the Gaylord Texan Resort and Convention Center in Grapevine, Texas.

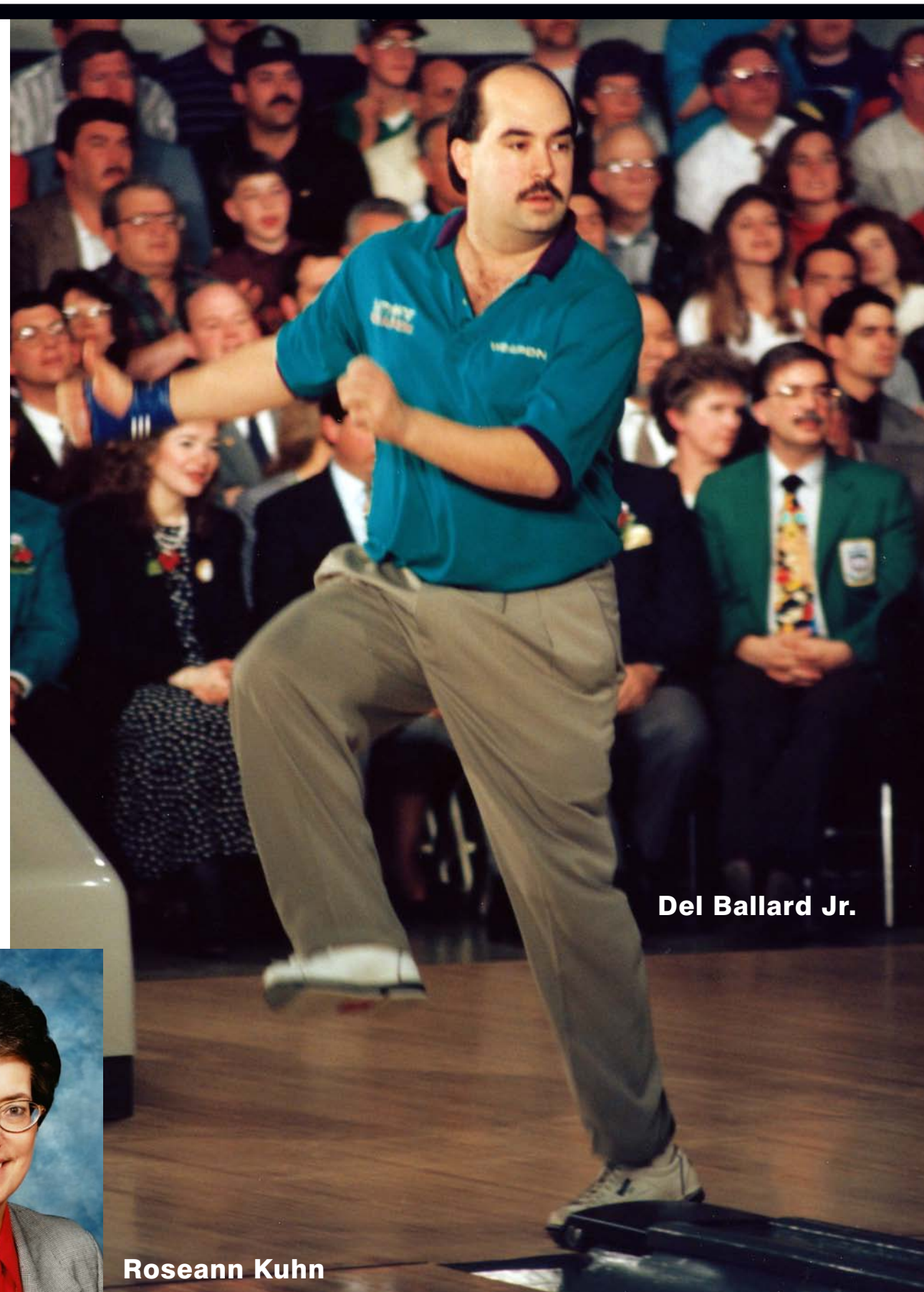
A USBC panel of veteran bowling writers, hall of famers and board members voted on nominees in the Superior Performance category, while the USBC Hall of Fame committee made selections in the categories of Outstanding USBC Performance (a new category option for voters), Meritorious Service and Veterans.

Del Ballard Jr. (*Superior Performance*) Won 13 PBA titles between 1987 and 1993, including two majors. "It feels great, and it's a little bit of a relief," Ballard said. "After being on the ballot and not getting in the last three years, I was wondering if it was ever going to happen, or if maybe I didn't deserve it. I felt like I belonged, but sometimes you have an opinion of yourself that other people may not agree with. Now, this shows that people feel I'm deserving, and I'm extremely grateful."

Roseann Kuhn (*Meritorious Service*) Longtime Women's International Bowling Congress Executive Director. "I'm really humbled by this, just really humbled," said Kuhn. "You don't get where you are without the help of a lot of people, and so many people have helped me along the way. I want to thank everyone over the years who had a hand in helping me."



Roseann Kuhn



Del Ballard Jr.

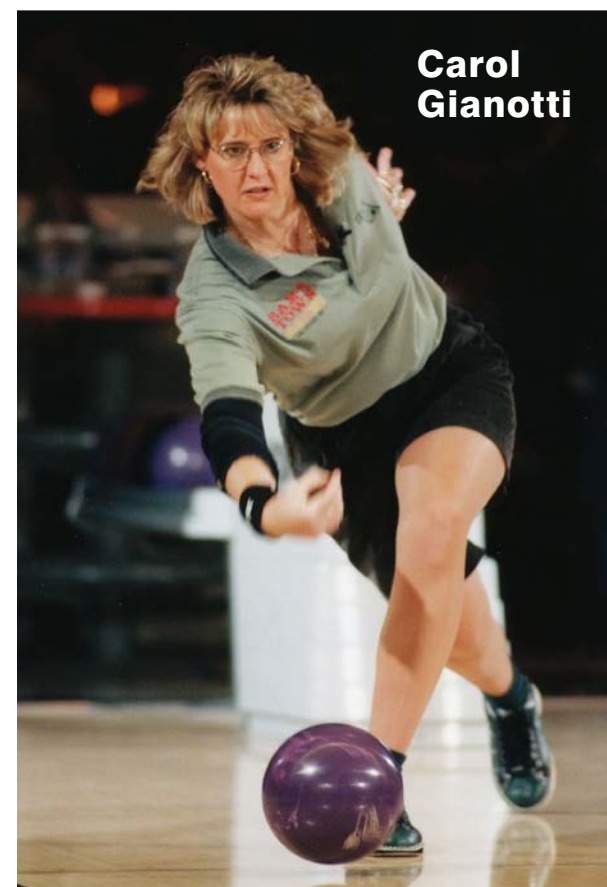
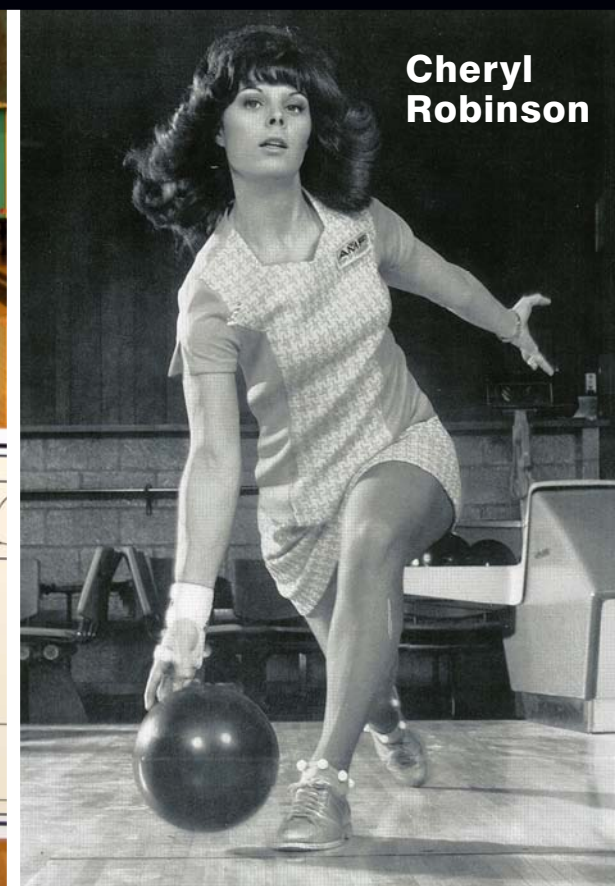
Meet USBC's Newest Hall Of Famers

Wayne Webb (*Superior Performance*) Won 20 PBA Tour titles from 1978-1997, including one major. "When I got the phone call, I got pretty emotional, and it was actually hard for me not to cry a little bit," Webb said. "It came as such a surprise that it overwhelmed me and was hard to process. Of course, it's something you always hope for, but I never thought it would happen this soon, if at all."

Cheryl Robinson (*Veterans*) Four-time Professional Women's Bowlers Association champion. "It's really an honor, and I'm just thrilled to death," said Robinson, who also won the 1980 all-events title at the WIBC Championship Tournament and finished second at the 1980 USBC Queens. "This was totally unexpected. I feel like an emotional wreck. I'm just overwhelmed."

Carol Gianotti (*Superior Performance*) Won 16 Ladies Pro Bowlers Tour/ Professional Women's Bowling Association titles between 1989 and 2000, including the 1989 USBC Queens. "To be recognized for something you love to do and elected to something you've always had as a goal is really special," Gianotti said.

Jeff Richgels (*Outstanding USBC Performance*) Four-time USBC Open Championships winner. "I didn't feel totally deserving to get in the Hall of Fame on the superior performance ballot and to be the inaugural member of this category is something I cherish an amazing amount," said Richgels.



Dominating Duo

NBA and PBA stars combine for second title in two years

WHAT DO you get when you combine the NBA's most electrifying point guard with pro bowling's most dynamic two-hander?

You get an unstoppable bowling pair that has dominated the Chris Paul Celebrity Invitational bowling tournament for two years running.

Australia's Jason Belmonte and NBA All-Star point guard Chris Paul successfully defended their title at Riverboat Lanes at the Naval Airbase Station in Belle Chasse, La. Belmonte, the two-handed power player, and his tournament host/NBA superstar partner Paul combined to win the Baker format doubles event, 155-128, over PBA Hall of Famer Norm Duke and his partner, Grammy Award-winning rap artist Lil Wayne.

The pair also took the title last year against Pittsburgh Steelers Pro Bowl linebacker LaMarr Woodley and Norm Duke.

"This one was not by the hand of Belmo; it was all Chris Paul," Belmonte said. "Last year I got three strikes in 10th to win. This time it was him. Next time hopefully we'll both get it together."

In addition to the Paul-Belmo and Duke-Wayne pairings, the event, which aired in early Feb. on Super Bowl Sunday, featured hip-hop superstar Nelly with PBA Hall of Fame partner Pete Weber, and New Orleans Saints running back Reggie Bush teamed up with Wes Malott.



SEEING DOUBLE: Chris Paul's celebrity friends included (from left) Reggie Bush, Nelly and Lil Wayne. Paul (far right) and Jason Belmonte took the trophy.



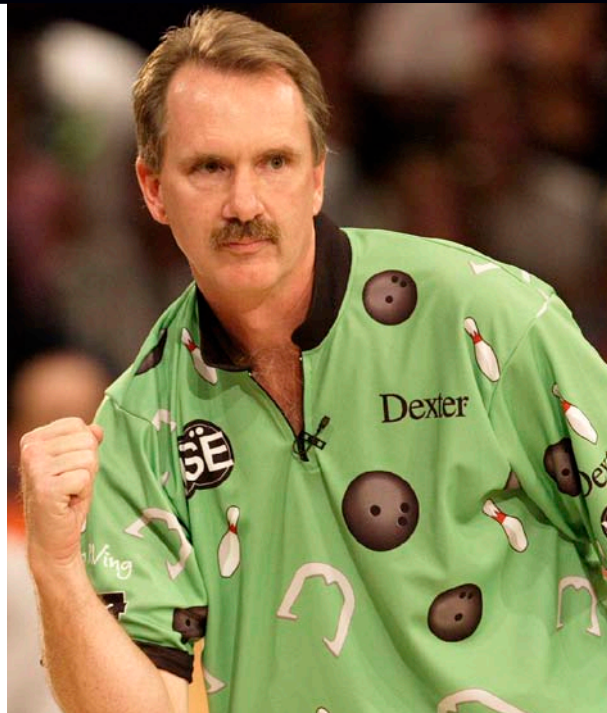
SPARE ME!

ESPN The Magazine Breaks Down PBA Spare Shooting

The Feb. 7 edition of *ESPN The Magazine* included an analysis of the 20 most common spare attempts after breaking down video of PBA matches between 2005 and 2010.

A few items of note:

- Players threw strikes on 4,374 of 7,155 first-ball attempts (a 61.13% success rate), meaning they also had to make 2,781 spare attempts.
- No one has converted a 7-10 on a PBA telecast since Jess Stayrook did it in Tucson, Ariz., in 1991. Mark Roth (Alameda, Calif., 1980) and John Mazza (Sunrise, Fla., 1991) are the only others who have ever converted the 7-10 on a PBA telecast.
- When Walter Ray Williams Jr. (pictured) converted the “Big Four” (4-6-7-10) in 2005, he not only was the only player among 30 who made the split during the magazine’s study period, but the only person in PBA television history to convert it.



LEAVE	ATTEMPTS	CONVERSION PERCENTAGE
10	710	95.9
7	333	95.5
4	241	97.1
2	115	97.4
6	90	96.7
9	88	98.9
8	73	97.3
3-6-10	71	77.5
4-7	57	98.2
3	56	96.4
6-10	56	92.9
7-10	53	0
3-6	53	96.2
2-8	49	91.8
3-10	35	48.6
4-9	31	16.1
2-10	30	10
4-6-7-10	30	3.3
3-6-9-10	28	57.1
2-4-7	24	83.3

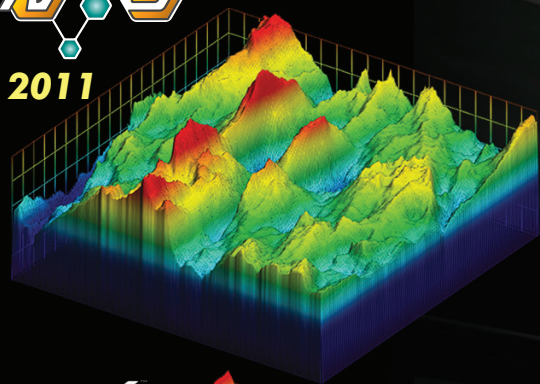


The Bowling Vote

Where do you go to get in touch with the common man? Why, at a bowling center, of course! That's what Chicago's new mayor and former White House chief of staff Rahm Emanuel did in late January. No word on if he actually did any bowling like his former boss President Obama famously (and poorly) did during his own campaign tour before the last presidential election!

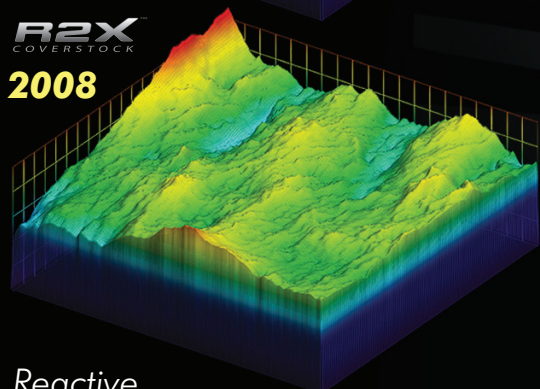


2011

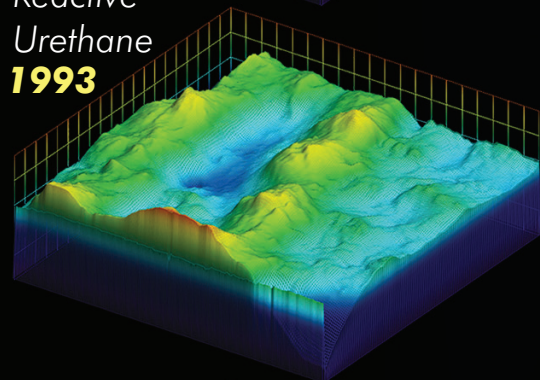


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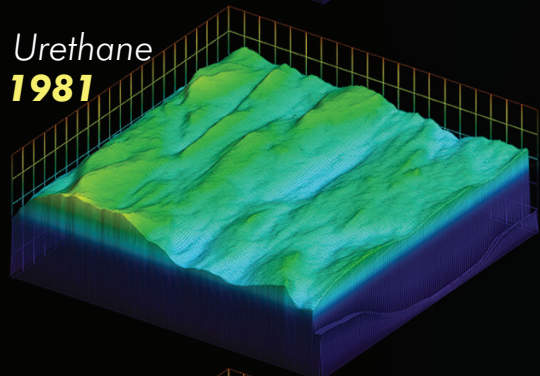
2008



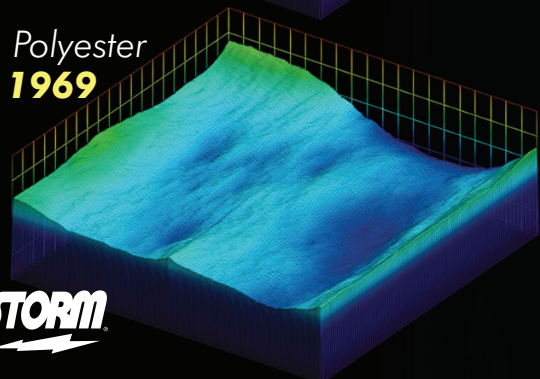
Reactive
Urethane
1993



Urethane
1981



Polyester
1969



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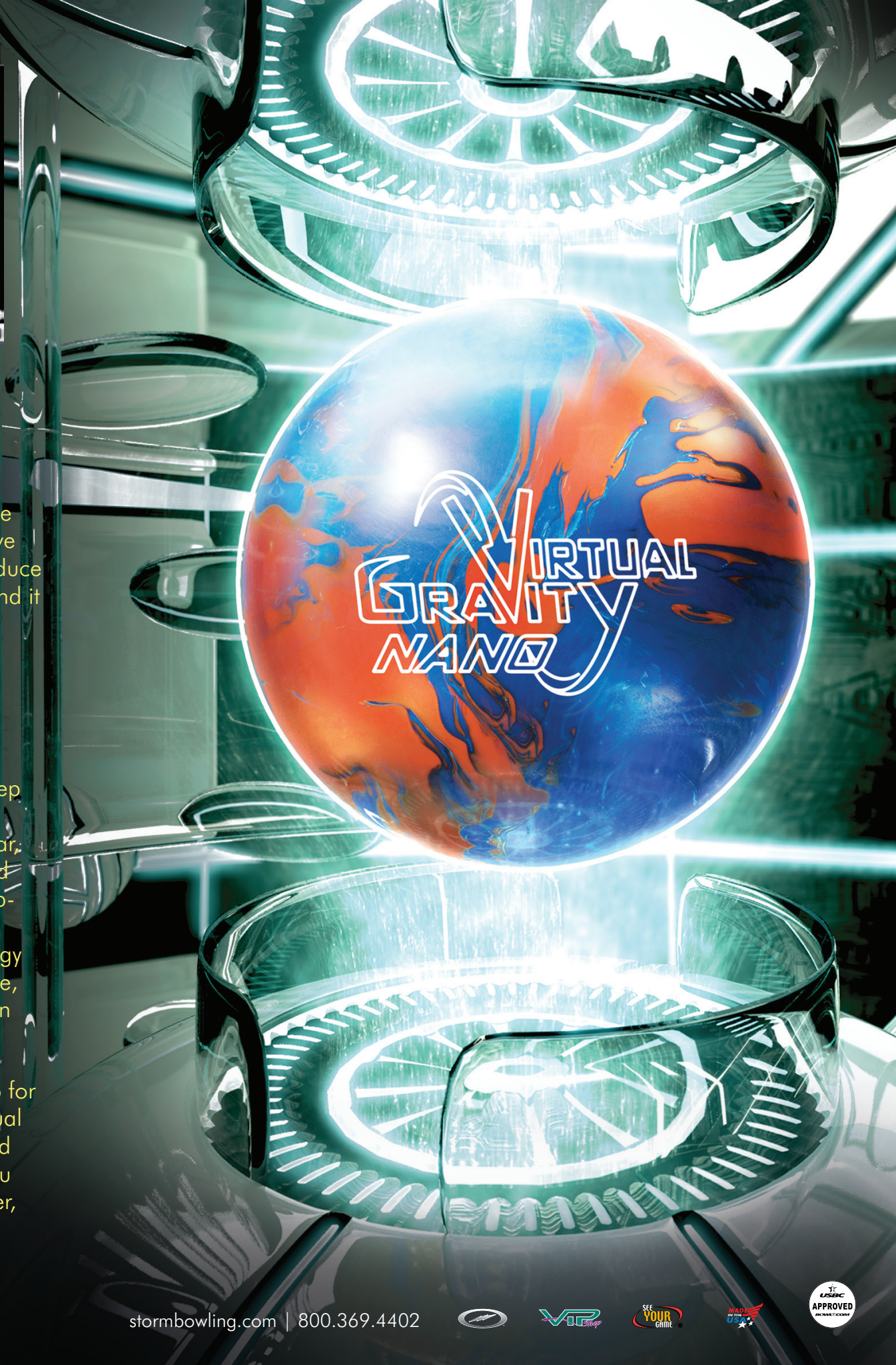


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Technique

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



Step-in-Time

PBA pro Michael Haugen, like many top players, uses a five-step approach for more momentum. The first step is a short step before elongating his strides toward the end of his shot.

One Step at a Time

FOUR-STEP VS. FIVE-STEP APPROACH

Saying that the approach in bowling is critical to the success of your game is like saying the foundation of a building is critical to keeping it upright! The approach is what gives bowlers their rhythm, timing and momentum in accelerating into the delivery.

And while most bowlers come by their approach naturally, few really understand the mechanics of it and the reasons each step is critical until they start to take the game more seriously. (We've all seen the recreational bowler, standing completely up-

right, feet together, ball held chin-high. In fact, most of us have been that recreational bowler at one time!)

But while it may seem funny now, letting new bowlers simply take the lane and establish their own approach can be healthy. Instead of trying to get a new bowler to concentrate on each step, it can be best to let them come across the approach naturally. Why? The body will always find balance to protect itself, and through the simple process of swinging a heavy object your body will automatically establish a rhythm and timing for releasing it.

Once a bowler has

determined that he or she wants to improve and become more consistent and accurate, a more thorough look into the approach will pay huge dividends.

FOUR-STEP APPROACH

The four-step approach is the recommended choice for beginners because it provides a strong foundation, it's easy to establish a rhythm and because it accommodates the four motions required for a shot — pushaway, backswing, downswing and release.

Determining your starting position is easy. Facing away from the

By Stephen Padilla

‘BASICALLY, YOU’RE OPENING THE BODY TOWARD YOUR TARGET AND LETTING THE BODY WALK AROUND THE BALL, INSTEAD HAVING YOUR SWING GET IN THE WAY OF YOUR BALL-SIDE LEG.’

pins, simply line your heels along the foul line and take four-and-a-half steps (normal steps — not too long, not too short) away from the foul line. Pivot 180 degrees and face the lanes. This is the starting position for your four-step delivery. Now, get into your stance.

► Your feet should be side-by-side but staggered, with the ball-side foot several inches behind the non-ball-side foot. This will open the body a bit to allow the swing to come down alongside the body. Basically, you’re opening the body toward your target



MOMENTUM SHIFT: Team USA star Tommy Jones demonstrates a sequence of steps. As he takes his first two steps, he drops the ball and starts to move into his backswing. Steps three and four (middle photo) include the top of the backswing and a gathering of power before he moves into his fifth and final slide step and release.

and letting the body walk around the ball, instead having your swing get in the way of your ball-side leg.

► A slight knee bend lowers your center of gravity and gives you better balance. It also presets the knee bend for the finish position.

► Your body posture should be tilted slightly forward, so that the body’s weight is over

the balls of the feet. It’s an athletic pose, which makes it easier to generate speed.

► Unlike older coaching techniques, it’s natural for the bowling shoulder to be slightly lower than the non-bowling shoulder. After all, you’re holding a heavy object!

► There are three dimensions to ball position — left and right, up and

down, and close or away from the body. Position the ball in your hands between the bowling shoulder and the chin. Position it at your beltline, with the forearm and bicep at approximately a 90-degree angle, and hold the ball several inches away from your body so that it’s balanced comfortably.

Step One (The Push-away): During the first step, the ball-side foot

steps forward as the ball is pushed out away from the body. Make sure that the shape of the swing is out and down, rounding into the downswing.

Steps Two and Three: These are the downswing and the top of the backswing. You’re keeping your swing direction in line with the target path. These tend to be the quicker tempo steps. During the second

‘THE FINAL STEP IS THE SLIDE STEP, AND THIS IS WHERE THE BALANCE COMES TOGETHER.’

step, the non-ball-side foot moves forward as the ball arcs down. The non-ball hand should leave the ball at the beginning of this step. At the end of the step, the ball should be slightly behind the ball-side leg. The third step is with the ball-side foot starting to move forward as the ball arcs to the top of the backswing.

The final step is the slide step. That is where the balance comes together. The non-ball-side foot slides toward the foul line while the trail leg sweeps behind, finding a balance to accommodate the extra momentum generated by the delivery of the ball. Naturally, the follow

Get Rhythm

Non-Traditional Approaches

IN PART because bowling doesn't offer style points, bowlers over the years have utilized everything from 10- and 11-step approaches, to one-step approaches.

Again, it's all a matter of comfort. Whatever allows a bowler to develop the proper rhythm, timing and power is acceptable.

Take Wayne Garber, for instance. The Modesto, Calif., bowler, who made a pair of TV appearances in 2009-10, uses anywhere from nine to 11 steps to deliver the ball. He starts with his heels at the back of the approach and, because of knee problems, actually leans back before creeping into his initial approach. He uses a number of small steps, then slightly longer steps as he enters the final four steps.

Norm Duke, a jack of all trades, uses a myriad of approach variations, but typically uses six steps. Again, the first two are small shuffle steps that allows him to generate a little more momentum.

Mark Roth was another bowler who shuffled through several steps before he began his ball movement. He often used seven steps to get to

the foul line, although Roth did get into his swing a little on the first step of the five-step approach.

And, yes, bowlers do occasionally use one-, two- and three-step approaches.

With the one-step approach the bowler simply utilizes the slide step, the final step in the four-step approach.

The bowler will start in his normal stance and will start the swing well before taking the only step. It's mostly seen with senior bowlers who have limited mobility.

The two- and three-step approaches are similar, in that the swing initiates the approach and the feet don't actually get moving until the ball is past the body and almost to the top of the backswing.

You may have also seen players use one-step and two-step drills while warming up. It's a way for them to get a feel for how their body is reacting on a particular day and to find out where their balance is. It can be helpful because it simplifies the process and allows them to focus on things like hand release or swing direction.



A WALK IN THE PARK: Click on the play button (above left) for tips from USBC Coaching Specialist Stephen Padilla explaining the four- and five-step approach.

through is equally important. Follow through with a balanced finish position that directs the hand still aligned with the target.

FIVE-STEP APPROACH

The truth of the matter is that the five-step approach simply adds momentum to what will become the traditional

four-step approach. (To determine a starting position, walk five and a half steps from the foul line, then pivot 180 degrees and face the lanes.) The first step in the five-step approach is the non-ball-side foot moving forward without the ball or ball-side arm moving. The only movement is from the waist down. Step two of

the five-step approach, therefore, is simply step one of the four-step approach.

Neither approach is more correct than the other. Again, choosing the approach that's right for you is simply a matter of comfort and ease of repeatability.

— *Stephen Padilla is a Coaching Specialist at USBC*

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FITNESS

ARM YOURSELF

Build Your Arm and Upper-Body Strength

There is a school of thought that says the best way to strengthen muscles for bowling is to bowl. It's hard to argue with that since you will work out every muscle you need

for bowling when you bowl. Of course, that's sort of like saying you can get in shape to run a marathon by running a marathon.

The best way to strengthen your bowling muscles is to

supplement bowling with exercises targeted to toning and building those same muscles.

Strong Arm Tactics

One misconception of bowling is that you

need a lot of arm strength to throw the heavy balls. That's not necessarily true. To be comfortable with a 15- or 16-pound ball, you will need some overall power, but your arm should act mostly as a pendulum, allowing the ball to smoothly swing forward from your backswing.

Arm strength still comes into play in both your backswing and release. You need to be aware of whether you're muscling the ball or not and adjust.

More powerful arm strength will actually improve your ability to control how smooth your swing will be.

Shoulder the Load

Your shoulders and upper back muscles are also very important for overall power in bowling. They help balance out the natural stresses of bowling and prevent injury if

FOREARM TENDINITIS

While many bowlers may experience tendinitis in the wrist and hand, many others suffer from tendinitis in the forearm. Forearm tendinitis can occur as a result of injury, overuse or because of improper ball fit.

The best way to reduce the pain and inflammation is to follow the "R.I.C.E" formula:

REST: Give the forearm rest.

ICE: Apply for 20 minutes at a time.

COMPRESSION: Apply light pressure.

ELEVATION: This will help reduce pain.



POWER PLAY: Click on the play button (above left) for workout tips from USBC Coaching Specialist Nick Bohanan and Team USA's Shannon O'Keefe.

you're keeping them in shape. Additionally, your shoulders are key to rotating your arm during your shot.

Consider a regimen of one-armed rows. Rowing exercises are a great way to target the muscles in your upper back and shoulders. Make sure you draw the arm back to a position that has the elbow aligned with the shoulder. Check

out Team USA member Shannon O'Keefe demonstrating the one-arm row in the accompanying video.

You may only be interested in powering up the muscles on your throwing hand side, but it's very important that you work out both sides of your body equally. Otherwise you will risk throwing yourself off balance.

Definition of a Perfect Storm?

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MASTER MAN

Winning USBC Masters fulfills lifelong dream for Tom Hess.

Just a few days after winning the USBC Masters, one of the most prestigious and sought-after bowling titles in the world, where do you think you might find newly-minted champion Tom Hess?

Still in Reno, where the event was held at the National Bowling Stadium? Nope, guess again.

At the International Training and Research Center in Arlington, Texas, sharpening his game now that he has a two-year exemption on the PBA Tour? Unh unh, wrong again.

Hess was in his car, eating a quick bite and on his way to league night at Plaza Lanes in Des Moines, Iowa, not too far from his Urbandale, Iowa, home.

Must be a Sport league or some other kind of scratch league, right? After all Hess has been a PBA member since 2003 and has six PBA regional titles.

Nope.





"It's the Highland Park Businessmen League," he explains. "Just a regular handicap league. I used to bowl in this league a few years ago, and this is my first year back with these guys. I kind of bounce around leagues a little and bowl wherever from year to year. We always have a great time."

But league night was pretty far from his mind Feb. 13 when Hess defeated top seed Jack Jurek of Lackawanna, N.Y., 225-214, to win his first career PBA Tour title. And there was no easy road getting there, either. He also had to face the legendary Walter Ray Williams Jr. in an earlier round before going on to defeat PBA Tournament of Champions winner Mika Koivuniemi, 254-219, in the step-ladder finals for the right to bowl Jurek.

"I knew Mika was going to bowl an awesome game," Hess says. "So I just kept telling myself that this is just another match. It's not me against Mika, it's me against 10 pins."

That mental control paid off and even served him better in the final match, where he trailed most of the way.

Jurek opened up the championship match strong, striking on six of his first seven shots and taking a 22-pin lead after seven frames, but then Jurek left back-to-back splits for open frames in the eighth and ninth.

"All I was thinking was to keep the pressure on him," said Hess, whose only open in the title match came in the first frame when he failed to convert a 4-9 split. "That's why we bowl 10 frames. I caught my bad break early in the game

and was able to come back from it."

If you watched the show or saw the photos, you know the exhilaration Hess felt at the end. The excitement was almost too much to contain, and Hess confesses a regret.

"I celebrated prematurely," he says. "When I threw the strike in the 10th, that kind of sealed it, but it didn't actually shut out Jack completely."

"But Jack did the classiest thing I've ever seen when he came up to me and said, 'Congratulations. Compose yourself and go make one more shot.' I don't know too many other people who would have done that. He's a class guy all the way around and if that doesn't seal his win for the Nagy Sportsmanship Award this year, I don't know what would. He's got my vote for sure."

The 41-year-old Hess is one of those guys that seemingly comes out of nowhere to suddenly having the biggest spotlight in bowling shining directly on him. That's the sort of thing a Masters win can do.

The trademark qualifying and double-elimination match-play format and relatively open field mean that almost anything can happen during the tournament, and almost any bowler who gets on a hot streak can make a decent run. It can be the stuff of fairytales if everything goes right.

That's pretty much how it went for Hess. He's certainly no complete unknown, what with those six regional titles and even a previous TV appearance in 2009 at the PBA's Don and Paula



ONE SHINING MOMENT: Click on the play button (above left) for the full post-game interview with Tom Hess, immediately after he claimed the USBC Masters crown, his first PBA title.

Carter Mixed Doubles Championship, where he and partner Laura Hardeman were knocked out in the first match by Brad Angelo and Shannon Pluhowsky. But Hess still wasn't that well known outside his home state.

The Masters win changed that in a hurry. It was the culmination of a life-long dream — a dream that took a few U-turns along the way.

"I always wanted to win a pro title, ever since I was a little kid. It's been a lifelong dream," says Hess.

As a kid growing up in Indianola, Iowa, where his father worked as the manager of a bowling center, Hess was crazy for the sport. He bowled youth leagues all through his childhood, joining scratch leagues as soon as he was old enough to compete with the big dogs.

"I used to bowl in as many as eight leagues a week," he says. "But that was when I was 19 or 20, single and still living with my parents. I just couldn't get enough."

Hess started bowling nationals in 1995 and hasn't missed a USBC Open Championships since, finishing as high as fourth in Singles in 2006. "In fact, I'm scheduled to bowl nationals in May this year," he says. "That'll be my last for at least the following two years," he adds in reference to his upcoming PBA Tour exemption.

But Hess didn't join the PBA until he was in his 30s. "I don't really know why," he says. "I bowled a regional as a non-member and did pretty good, so I joined in 2003 and got my first title in 2004."

But still, if winning a PBA title was a



Major Mika Does it Again

There's a reason why they call Mika Koivuniemi "Major" Mika. After winning the \$1 million PBA Tournament of Champions in Las Vegas on Jan. 22 to go along with a sixth-place finish in the PBA World Championship, the Big Finn managed a third-place finish at the USBC Masters and a second-place finish at the U.S. Open, narrowly missing a victory against Norm Duke. Koivuniemi has now made the TV show in all of the four PBA major championships this year.

lifelong dream, why wait so long?

"Well," he says, considering, "I had some demons growing up. I'm now 13 years sober. I always knew I had the talent; I just don't know that I always had my head screwed on straight. I've worked long and hard to try to change that image."

Hess laughs and adds, "It's still not perfect, but we're working on it!"

That wasn't the only lifestyle change Hess initiated. He realized that to really bowl at a top level, he'd have to get physically fit.

"A big part of my recent success is due to the fact that I took the time to get in shape," he says. "I knew I needed it. I work with a great guy, Nick Rouse from Spartan Strength in West Des Moines, who's really helped me. I've put a little back on being on the road, but at my best I've lost 60 pounds and it feels great."

Hess is feeling great all around these days. He's fulfilled his lifelong dream — and did it by winning a major to boot. But now he's pulling into Plaza Lanes in Iowa. He needs to get inside to bowl with his buddies.

"This is my first night back at league since being gone for all the Masters play," he says. "I'll probably go in and shoot a 570 or something!"

He laughs heartily, a little embarrassed by the reception he's sure to get inside.

"I'll just tell those guys I'm here to watch," he says. "Don't even bother with me. I left it all in Reno!"

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