



**International
Bowling Campus**



3 Things All Successful Youth Programs Have in Common

Webinar
March 2013

Before we begin

- First Tuesday of each Month – 1:00 PM CST
- Next webinar: April 2, 1:00 PM CST
 - Getting Your Flyers Into The Schools.
 - www.bowl.com/youth
- Please re-register for future webinars by visiting:
http://www.bowl.com/Youth/What_Else/Webinars/
- Recording webinars? Yes!
- * 6 to mute your phone
- Please save questions till the end
 - Write it down so you don't forget 😊



Agenda

- Learning about the youth of today
- Review “The Three Things”
- Explore other center’s successes
- Questions



Youth of Today

- Understanding our customer
 - Who are they?
 - What do they want?
 - When do they want it?
- Improving their center experience
 - Providing options



Youth of Today

- An estimated 50 million children, ages 6-18, participate in at least one organized sport regularly.
- Less than 200,000 bowl in certified play (<1%)



Bowling vs. Other Sports

- What bowling offers
 - No one sits on the bench
 - Good for kids of all abilities
 - Scholarships
 - Affordable
- What other sports offer
 - Team-based
 - Age divisions
 - Small player to coach ratio
 - Short season



The Three Things

- 1. A System
- 2. Marketing
- 3. Coaches



A System

- Webster's definition
- Youth bowling's definition of a system
 - A natural progression
- It's all about providing *options*





18 - 20

16 YEARS OLD

14 YEARS OLD

12 YEARS OLD

10 YEARS OLD

8 AND UNDER

YOUTH LADDER



ROLL 'N GROW
USBC YOUTH MEMBERSHIP



Youth/Adult league



YOUTH DEVELOPMENT

Think about it...

- How many of these programs do you offer in your center(s)?????



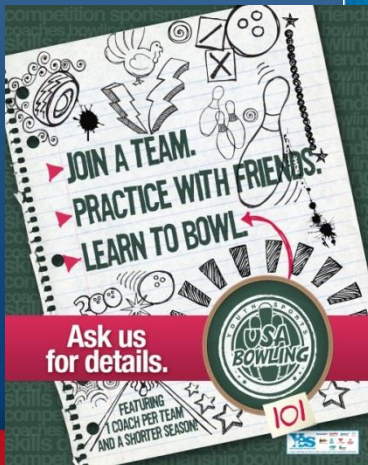
Marketing

- In center
 - Monitors, posters, table tents, banners, blast offs, flyers
- Outside the four walls
 - Flyers in schools, churches, day cares, community outreach events, mailers
- E-marketing
 - Website
 - Social Media
 - E-mail



Youth Resource Center

- www.bpaa.com/youthresourcecenter
 - Password: youth
 - Youth Development Guide coming soon!



USA BOWLING IS FOR YOU!
FEATURING 1 COACH PER TEAM AND A SHORTER SEASON!
A TEAM. COMPETE WITH FRIENDS. LEARN TO BOWL.

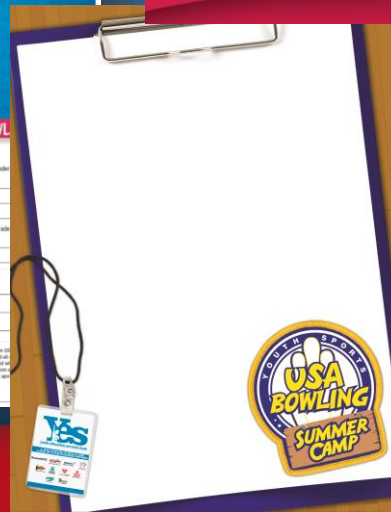
REGISTRATION FORM

Name _____ Birthdate _____ Gender _____
Address _____
City _____ State _____ Zip _____
Home Phone _____ Email _____
School Name _____ Grade _____
Address (if any) _____
Ever event participated in a league? YES NO Shirt Size _____

Legal Guardian Information
(Print Name(s)) _____
Work Phone _____ Cell Phone _____
Emergency Contact Information _____
Email _____

RELEASE: I certify that to the best of my knowledge that I, or my child, is in good health and is capable of participating in all activities of the event based on this form. I hereby authorize, consent, and agree to release any and all claims or actions (including claims and/or actions for any injury, damages or legal liability) against the undersigned and any other participant in the development training program. I, the undersigned, am duly aware of the risks and health consequences of the sport and understand this release and waiver form.

Signed _____



Coaches

- Simply said...
 - You HAVE to have them
 - Coaching = retention
 - Twist some arms
 - Parents, area high school/collegiate players graduating youth bowlers, league bowlers, center staff
- USA Bowling Coaching program
 - Volunteer coaches training
 - www.bowl.com/usabowlingcoaching





International
Bowling Campus



Examples

West Acres Bowl
&
Rab's Country Lanes

West Acres Bowl

- GM – Ray Baty
- Wichita, Kansas
- 36 Lanes
- 497 Certified Youth in 2011-2012 season
- 13.8 per lane = no. 1 in U.S.



West Acres Bowl

- The System
 - Current League Schedule

When	Ages	Name	Length	Coaches
Monday PM	Youth/Adult	Youth/Adult Pizza	12 weeks	No
Tuesday PM	3-6, 7+	After School league	16 weeks	Yes
Tuesday PM	Min. 175 Average	Uphill Battle Scholarship	12 weeks	Yes
Thursday PM	New Bowlers	8 for 8 league	8 weeks	Yes
Saturday AM	3-5, 6-8, 9-11, 12+	Saturday AM Juniors	16+16 weeks	Yes
Saturday PM	New Bowlers	8 for 8 league	8 weeks	Yes
Sunday PM	8-14	USA Bowling	8 weeks	Yes



West Acres Bowl

- Marketing
 - Flyers in the Schools – no. 1
 - In center propaganda
 - Customer service - greeters
 - E-blast
 - Mailers
 - Website/Social Media



Rab's Country Lanes

- Proprietor, Frank Wilkinson
- Staten Island, New York
- 48 Lanes
- 570 certified youth 2011-2012 season





Rab's Country Lanes

- The System

When	Ages	Name	Length	Coaches
Tuesday PM	Open, advanced	Team USA Experience – no commitment	12 weeks, Spring	Yes
Tuesday PM	5-20	Battle of the Schools	8 weeks, Spring	Yes
Wednesday PM	U5	8 for 8 league	8 weeks Spring & Summer Sessions	Yes
Wednesday PM	New Bowlers	USA Bowling 101	10 weeks Spring & Summer Sessions	Yes
Wednesday PM	8-12	USA Bowling	10 weeks Spring & Summer Sessions	Yes
Wednesday PM or Friday PM	U14	Spring Youth Bowling Club	8 weeks, Summer	Yes
Friday PM	5 divisions	Country Pro Shop Juniors	8 weeks, Summer	Yes
Saturday AM	U20	Junior Scholarship Doubles	16 weeks, Spring-Summer	Yes
Saturday PM	U20	SI USBC Youth Leaders Triplets	12 weeks	Yes

Rab's Marketing

- In-center propaganda
- Social media
- E-blast
- Community outreach events
- Blast offs



Rab's Marketing

ALL YOUTH BOWLING PROGRAMS INCLUDE:

On-Lane Instruction • Awards & Recognition for All! End-of-Season Party • T-Shirt or Jersey

AGES 5 & UNDER

RAB'S 8 FOR 8 HAVE-A-BALL CLUB

Everyone gets their own bowling ball!
Bumpers available

2 games per week
8 weeks - \$8 per week
\$25 registration fee
On-Going Registration



 **SPRING SESSION START:**
April 17th on Wednesday afternoons at 4pm

 **SUMMER SESSION START:**
July 2nd on Tuesday afternoons at 4pm

INTRODUCTORY PRICE!

AGES 14 & UNDER

USA BOWLING

Teams of 4 - One coach per team
Practice sessions

10 weeks
\$140 Registration fee
All inclusive
On-Going Registration



 **SPRING SESSION START:**
April 3rd on Wednesday afternoons at 4pm

 **SUMMER SESSION START:**
July 2nd on Tuesday afternoons at 4pm

AGES 5 TO 20

BATTLE OF THE SCHOOLS

After School Program
Get a Team together from your school/parish, or
mix-up your friends and represent different schools

8 weeks,
\$25.00 Registration Fee
\$10.00 per week



Program starts April 9th
Tuesday Afternoons at 4:00pm

AGES 7 & UNDER

USA BOWLING 101

Learn the fundamentals of bowling in a non-competitive
environment that's dedicated to skill development.
Bumpers available

2 games per week • 10 weeks
\$120 Registration fee
All inclusive
On-Going Registration



 **SPRING SESSION START:**
April 3rd on Wednesday afternoons at 4pm

 **SUMMER SESSION START:**
July 2nd on Tuesday afternoons at 4pm

Did You Know?

We award over \$25,000
in college scholarships annually
to our youth bowlers.

NEW!

Try It First!

Introduce your child to bowling before making
the commitment! 4 Week Introduction Program
Only \$20 per child, All inclusive

RAB'S IS A SAFE PLACE TO HAVE FUN!
WE ARE COMMITTED TO PROVIDING A SAFE
ENVIRONMENT FOR ALL OF OUR YOUTH BOWLERS!

Through the USBC Registered
Volunteer Program, we ensure that
only qualified adults work
with your Youth Bowler.





**International
Bowling Campus**

Rab's Marketing

SPRING PROGRAMS

AGES 14 & UNDER

SPRING YOUTH BOWLING CLUB

Spring Youth Bowling Club
Saturday Mornings 11:00am

8 weeks of bowling • Price per week: \$10
\$25.00 Registration Fee
Program Starts April 27th

AGES 20 & UNDER

JUNIOR SCHOLARSHIP DOUBLES

Saturday Mornings at 9:30am
Scholarship awards for all!

Two bowlers per team • 3 games per week
18 weeks • 2 Divisions based on Average
Scratch Competition

\$275 one-time program fee, if paid prior
to June 1st

APRIL TO SEPTEMBER

Team USA EXPERIENCE

Tuesday Afternoons at 4:00pm
No Commitment Necessary
Weekly Tournament Style Competition
Compete on the same conditions as Team USA!
Price per week: \$15

MARCH TO MAY

SUMMER PROGRAMS

AGES 20 & UNDER

COUNTRY PRO SHOP SUMMER JUNIORS

Bumpers Available • Fun Theme Weeks
Weekly Awards • Scholarships Available
5 Divisions • Bowlers placed by age and average

Wednesday Afternoons at 1:00pm
or Friday Afternoons at 4:00pm
On-Going Registration

Wednesday program starts July 3rd
Friday program starts June 28th
JULY TO AUGUST

SIUSBC YOUTH LEADERS TRIPLES

Friday Evenings at 6:30pm
Scholarship awards for all!

3 bowlers per team - 12 weeks
Price per week: \$14
\$30.00 Registration Fee
Program Starts June 7th
JUNE TO AUGUST

Did You Know?



Rab's has one
of the Largest
Youth Bowling Programs
in the United States!



SPRING/SUMMER YOUTH PROGRAMS

Combining the **EXCITEMENT** of competition with the **FUN**
of bowling with your friends & teammates!



1600 Hylan Blvd., Staten Island, NY 10305 • (718) 979-1600

[facebook.com/bowltrabs](https://www.facebook.com/bowltrabs) [@bowltrabs](https://www.instagram.com/bowltrabs) www.bowltrabs.com

YOUTH DEVELOPMENT

Rab's Marketing



Rab's Country Lanes
3,834 likes · 72 talking about this · 10,087 were here

Party Center · Bowling Alley · Sports Venue & Stadium
1600 Hylan Boulevard, Staten Island, NY.
(718) 979-1600
Today 9:00 am - 1:00 am

About · Suggest an Edit

Photos Likes Map Events




Rab's Country Lanes @bowlingrab

Final day of the national USBC Men's & Women's Championships! Watch the action on the TV screens in the lounge tonight for Live Jazz starting at 8:00pm! #nationalchamps

High Five recognizes the accomplishments of USBC Youth bowlers. Click here for the form to submit a USBC Youth bowler for the High Five section. Julia Tucker (left), 6, of Marietta, Ohio, bowled her high game of 169 during the



Rab's Country Lanes shared a link.
October 10, 2012

High Five! Congratulations to our very own Daniel Costantino who was featured in this week's USBC Youth High Five on bowl.com! He rolled his personal best 3-game series this summer in our Junior Scholarship Doubles Program!

High Five for USBC Youth bowlers | Bowl.com
www.bowl.com

High Five recognizes the accomplishments of USBC Youth bowlers. Click here for the form to submit a USBC Youth bowler for the High Five section. Julia Tucker (left), 6, of Marietta, Ohio, bowled her high game of 169 during the

Like · Comment · Share

12 1



Questions?

- Thank You!
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- International Bowling Campus
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- 817-385-8339

