



International  
Bowling Campus



# Youth Workshop



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**YOUTH DEVELOPMENT**



# Youth Resource Center

www.bowl.com\YouthResourceCenter

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International Bowling Campus

### IBC Youth Resource Center

Welcome to the IBC Youth Resource Center!

Thanks to your valuable feedback, youth resources are now at your fingertips! Click on each icon below to access all the tools you need to develop your youth programs. Find easy-to-use, customizable marketing assets, how-to guides, market research, FAQ's, and more to come! Check back often as we will continually update this site so that you have the latest tools.

<p><b>YOUTH 101</b> General information about today's youth, building a youth program and hosting youth events</p>	<p><b>BOWLOPOLIS</b> Introduce new kids to bowling through this fun, introductory brand</p>	<p><b>USA BOWLING</b> Everything you need to grow the sport by teaching the sport</p>
<p><b>USBC YOUTH</b> Resources and programs to create lifelong bowlers and promote the benefits of certified play</p>	<p><b>SCHOLASTIC</b> Introduce bowling to youth through school and community outreach programs</p>	<p><b>CONTACT US</b> Need help? Contact the IBC Youth Development team. We are here to help you succeed!</p>

Password:  
youth



YOUTH DEVELOPMENT

# Agenda

- Experts
- The Landscape
- Why do we fail as an industry?
- New youth membership model
- Awards
- Apparel
- Youth Ladder
- Close



# The experts

- “Youth Sports In America”
  - Michigan State
  
- “Extracurricular Activities – How does participation encourage positive youth development?”
  - University Nevada Reno



# The experts say....

- We need to give kids
  - **What they want**
    - Skill Instruction/Building Self Worth
  - **When they want it**
    - 50 Million are doing something else on Saturdays
  - **Immediate gratification**
    - What's the best way?
  - **Supported by Parents**
    - Coaches, Team moms/Dads, cat herder
  - **Participated in by parents**
    - Adult /youth Leagues



# What happens today when?

- A child bowls their first 100 game
  - A patch a few weeks later?
- First 200 Game
- First spare
- First strike
- First gutter ball
- First whiososfaaklsfjlaasfjojap?
  - A jersey that is exactly the same as everyone else's?



# A fact

- It's not a that driv kids, accor self!





# The Landscape

Segments	Total Kids	Actual Centers by Segment	Kids per center
500+	2794	4	698
300-499	3970	10	397
200-299	12081	51	237
100-199	53387	401	133
50-99	70597	1021	69
>49	50561	1899	27
Total	193390	3386	

- 4800 + total centers
  - 3399 are underperforming (r u one?)





# Why? The attitude...Culture

- "Kids don't care about anything but technology these days"
- "None of these programs will work here since we're only an 8 lane center"
- "I'm extremely disappointed in the local associations and state proprietors as well as USBC for having no presence at High School states"
- "Bowling will never be what it once was, it's more entertainment"
- "Youth Bowling is a baby sitter."
- "USBC is a joke and will not be around in 5 years."
- "Youth Bowling will turn my center into a gang hangout."
- "To get kids to bowl I have to give it away. If I give it away, I can't make any money. If I can't make any money, I won't stay open."
- "I'm too old to put any effort into youth."
- "Bowling isn't educational."
- "We aren't interested if it's going to cost us money."



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# Why? The attitude...Culture

- "This town is predominantly Mexican and Russian immigrant farmers. Culturally they aren't committed to showing up for leagues."
- "I've tried everything. It's impossible to grow youth."
- "We're in an extremely poor and unsafe area."
- "USBC and BPAA don't do anything."
- "I don't make any money from youth."
- "Parents don't want to get up and take the kids."
- "If youth are the investment payoff, I won't be around long enough to see."
- "Soccer."
- "Bowling is dead."
- "Kids are too caught up in their video games and cell phones to care about bowling."
- "This is a football town, no one cares about anything else."
- "Even if I give bowling away for free, they still won't come."



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# The Reality

- Nationally
  - We are the same size as we were in 1958 (190k kids)
  - While Providing ten times the services
    - Awards (\$400,000)
    - Jerseys (\$800,000)
    - Tournaments (\$250,000)
      - Staff, awards, benefits
    - Scholarships (\$600,000)
      - Pepsi, Junior Gold, Youth Open, USBC Scholarships
    - Collegiate (\$100,000+)
    - Bowlers Ed (\$300,000)
    - Bowling is a healthy way to live (\$100,000)
    - Rules, NGB functions (no direct cost)



# Finances (Decline)

	Membership Revenue
2010-11	\$3,374,641
2011-12	\$2,977,507
2012-13	\$2,682,717



# Choices

- Raise the price?
  - Consumer surveys say we could
  - Proprietor and Association surveys say we couldn't
- Provide fewer services?
  - Magazine Eliminated
  - Bowlopolis Production Ceased
  - Awards
  - Bowlers Ed
- We could lower the price?
  - Empowering locals
  - Giving them room to operate



# And so... a new model

- Business Side
  - One that invests in youth nationally
  - One that supports a locals (centers) rite to choose.
  - One that provides customizable tools for those that want specific things
    - No longer one size fits all
    - Allows flexibility to evolve to consumer needs as they change
      - Might be a patch this year
      - A brag tag the next
      - A dog tag the next
      - A t-shirt
      - Etc..



# A new model

- Consumer
  - New awards that are recognized
  - Awards that are onsite and ready to award
  - Apparel that Makes sense to the individual or team
  - Average for measurement
  - Tournaments for retention
  - FREE Coaching programs that “teach the teacher”
  - Consumer, consumer. consumer





# New Product

- The 43 car
  - \$4, Three Benefits
    - Card
    - Average
    - Tournaments
  - 3 Upgrades
    - Bowlopolis
    - Junior Gold
- No processing Fees, direct to proprietor





# Center Recommendation

- \$25 registration fee to the consumer (\$17 currently)
  - -\$4 to national
  - -\$3 Processing fee for the memberships and averages
  - -\$3 Delivery of an awards program
  - -\$10 Delivery of an apparel item (center branded t-shirt)
  - -\$5 to operating costs or scholarships
- Freedom to customize
  - What about the local association?



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# Association role in this?

- Yes, absolutely
  - Purchase any of the services they are willing to provide that you need
    - Processing
    - Awards
    - Fulfillment
    - Or,
      - Direct to IBC youth yourself
- It's your choice!





### YOUTH GAME AND SERIES AWARDS

Reward your bowlers! >> Enhance the experience of your youth bowlers with these special awards.



**ALL AWARDS \$0.40 EA.**

AWARDS ARE SOLD ONLY TO  
USBC CERTIFIED BOWLING CENTERS.  
PRODUCT AVAILABLE THROUGH JULY 31, 2014.

To Order >> USBC Bowling Information Center, 621 Six Flags Drive, Arlington, TX 76011  
Phone: (800) 514-BOWL, ext. 8954 Fax: (817) 385-8237 Email: bowlin@bowling.com web: bowling.com

# Awards – Still Exist

### PURCHASABLE ACHIEVEMENT AWARDS

>> Enhance the experience of your youth bowlers with these special awards.



### USBC Youth Membership Awards Order Form

AWARDS SOLD TO ANY USBC CERTIFIED YOUTH LEAGUE  
OR A BOWLING CENTER WITH A CERTIFIED YOUTH LEAGUE.  
PRODUCT AVAILABLE APRIL 1, 2013 - JULY 31, 2014

#### ORDER TOTAL

Order Total \$ \_\_\_\_\_  
Sales Tax (as applicable in each state) \$ \_\_\_\_\_  
Shipping (Flat rate per order) \$10.00  
Grand Total \$ \_\_\_\_\_

#### LEAGUE INFORMATION

Bowling Center Name \_\_\_\_\_  
League Name \_\_\_\_\_  
USBC League Cert # \_\_\_\_\_  
Day Telephone \_\_\_\_\_  
Evening Telephone \_\_\_\_\_

#### SHIPPING INFORMATION

Business Name \_\_\_\_\_  
Name \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Country \_\_\_\_\_  
Email \_\_\_\_\_

#### METHOD OF PAYMENT

Check Money Order VISA MasterCard  
(please circle)  
Card # \_\_\_\_\_  
Exp Date \_\_\_\_\_  
Name \_\_\_\_\_

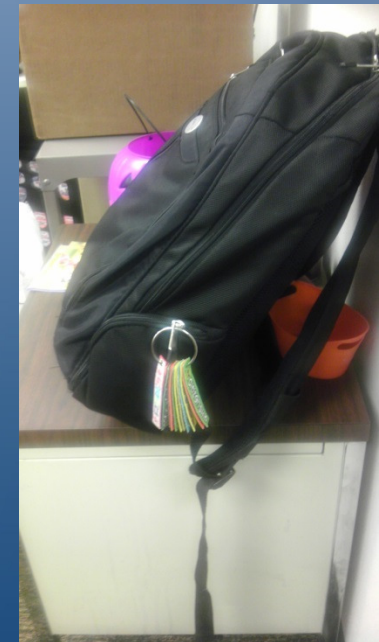
#### ORDERING INFORMATION

USBC Bowling Information Center  
621 Six Flags Drive  
Arlington, TX 76011  
Phone: (800) 514-BOWL, ext. 8954  
Fax: (817) 385-8237

GAME EMBLEMS	ITEM #	QUANTITY	UNIT PRICE	TOTAL PRICE
Bowlopolis 50 Game	MA4087		\$0.40	
Bowlopolis 75 Game	MA4088		\$0.40	
Bowlopolis 100 Game	MA4028		\$0.40	
USBC Youth 125 Game	MA4089		\$0.40	
USBC Youth 150 Game	MA4090		\$0.40	
USBC Youth 175 Game	MA4091		\$0.40	
USBC Youth 200 Game	MA4028		\$0.40	
USBC Youth 225 Game	MA4092		\$0.40	
USBC Youth 250 Game	MA4046		\$0.40	
USBC Youth 275 Game	MA4093		\$0.40	
LEAGUE EMBLEMS	ITEM #	QUANTITY	UNIT PRICE	TOTAL PRICE
Bowlopolis 100 Series	MA4094		\$0.40	
Bowlopolis 150 Series	MA4095		\$0.40	
Bowlopolis 200 Series	MA4096		\$0.40	
Bowlopolis 250 Series	MA4097		\$0.40	
Bowlopolis 300 Series	MA4098		\$0.40	
USBC Youth 300 Series	MA4099		\$0.40	
USBC Youth 350 Series	MA4100		\$0.40	
USBC Youth 400 Series	MA4036		\$0.40	
USBC Youth 450 Series	MA4101		\$0.40	
USBC Youth 500 Series	MA4102		\$0.40	
USBC Youth 550 Series	MA4043		\$0.40	
USBC Youth 600 Series	MA4043		\$0.40	
USBC Youth 650 Series	MA4103		\$0.40	
USBC Youth 700 Series	MA4042		\$0.40	
USBC Youth 750 Series	MA4104		\$0.40	
ADDITIONAL ITEMS	ITEM #	QUANTITY	UNIT PRICE	TOTAL PRICE
Academic All American	MCT072		\$0.40	
Perfect Attendance	MCT046		\$0.40	
Bowlopolis I Beat My Coach	MCT041		\$0.40	
USBC Youth I Beat My Coach	MCT042		\$0.40	
Bowler of the Month	MCT050		\$0.40	
Bowler of the Week	MCT079		\$0.40	
Double	MCR050		\$0.40	
Turkey	MCR051		\$0.40	
Hambone	MCR052		\$0.40	
My First Strike	MCT059		\$0.40	
My First Spare	MCT071		\$0.40	
Clear Game	MCT077		\$0.40	
I = Bowling	MCT078		\$0.40	
I'm a Roll 'N' Grow Bowler	MCT080		\$0.40	
Roller-up	MCT081		\$0.40	
USBC High School	MCT082		\$0.40	



# Other Possibilities



# Future possibilities

- “brag Tags” 0.19



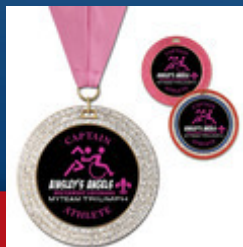
- Medals \$0.89



- Acrylic Awards \$4.25



- Medal w/Neck Ribbon \$2.50



# New Awards - Boost



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# Apparel



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**Category**

- T-Shirts
- Women's Shirts
- Polo Shirts
- Kid's Shirts
- Sweatshirts
- Hats

**Cut**

- Adult
- Women
- Men
- Youth
- Infant
- Toddler

**Color**

- Black
- Navy
- White
- Red
- Gray
- Green



**Collar**

- Crew
- V-Neck
- Scoop
- Mock
- Turtle

**Fabric**

- Bamboo
- Canvas
- Cotton
- Certified Organic
- Combed Ringspun
- Organic

**Cheapest Priced T-Shirts**

 <p>Color palette: 18 options</p> <p><b>Top Seller</b></p> <p>★★★★☆ 3931</p> <p>100% Heavy Cotton High Density T-Shirt for Adults</p> <p>from <b>\$1.94</b></p> <p><small>FRUIT&amp;LOOM.</small></p>	 <p>Color palette: 43 options</p> <p><b>Top Seller Sale</b></p> <p>★★★★☆ G500</p> <p>Heavy Cotton Activewear 5.3 oz. T-Shirt for Adults</p> <p>from <b>\$1.75</b></p> <p><small>GILDAN</small></p>	 <p>Color palette: 7 options</p> <p>★★★★☆ 5930</p> <p>50/50 Best Crew Neck T-Shirt for Adults</p> <p>from <b>\$2.33</b></p> <p><small>FRUIT&amp;LOOM.</small></p>	 <p>Color palette: 5 options</p> <p>★★★★☆ 5280</p> <p>Cotton Comfortsoft T-Shirt for Adults</p> <p>from <b>\$2.41</b></p> <p><small>Hanes</small></p>
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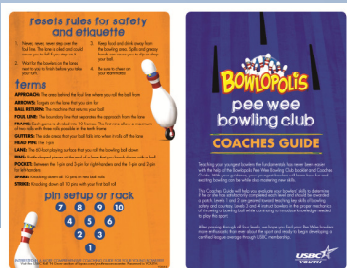
**Hot Women's T-Shirt Styles**

			
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BAG TAG



T-SHIRT



MEMBERSHIP CARD



SPORTS NECKLACE



SILICONE BRACELET



BASIC RULES OF BOWLING - 13+



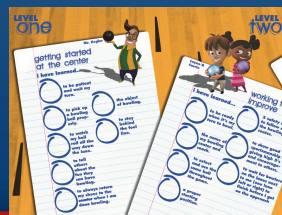
LETTER



BOWLING BASICS - U12



MASTER BOX



CONSUMER PACKAGE



# YOUTH DEVELOPMENT



# New Processing

- Third Party
  - Sports Logic
  - 5000 individual Center Portals
  - 3000 Association Portals
- Coming Soon
  - Consumer League Registration
  - Consumer Tournament Registration
  - Tournament Management
- Experts



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# Summary of the New Model

- Locally, you can build it to be anything you want
- Locally, you can price anyway you want
- Locally, you can support any channel of distribution you like
- Locally, you can do “nothing” and we will continue to struggle
- Locally, you can do “something” and a new generation of kids will grow an affinity to our sport like I did
- We are here to help deliver that “something”



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## REGIONAL MAP/ YOUTH DEVELOPMENT SPECIALISTS



Blue: Amanda Cortese    Orange: Chris Bardol    Green: Brian English    Tan: Joey Jewell  
 Red: Youth Development Specialist TBD    Yellow: Youth Development Specialist TBD

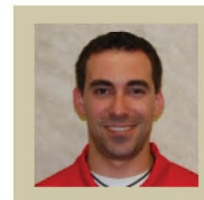


### **Brian English**

Varsity Bowling Manager/  
 Youth Development Specialist  
 benglish@ibcyouth.com

817-385-8434

(Southwest Youth Development Specialist:  
 Green area)

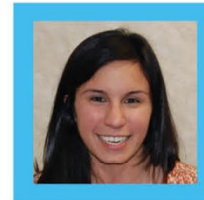


### **Joey Jewell**

Youth Development Specialist  
 jjewell@ibcyouth.com

817-385-8302

(Southeast Youth Development Specialist:  
 Tan area)

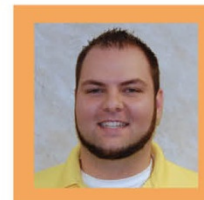


### **Amanda Cortese**

Youth Development Specialist  
 acortese@ibcyouth.com

847-529-9180

(Upper Midwest Youth Development Specialist:  
 Blue area)



### **Chris Bardol**

Youth Development Specialist  
 cbardol@ibcyouth.com

585-703-0341

(Northeast Youth Development Specialist:  
 Orange area)



**18 - 20**

**16 YEARS OLD**

**14 YEARS OLD**

**12 YEARS OLD**

**10 YEARS OLD**

**8 AND UNDER**

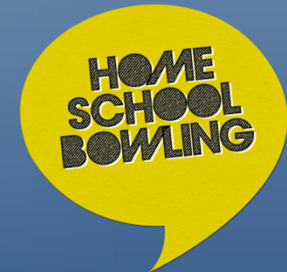
**YOUTH LADDER**



**ROLL 'N GROW**  
USBC YOUTH MEMBERSHIP



**Youth/Adult league**



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# Youth Resource Center

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Password:  
youth



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# I promise

- That we will continue to improve by looking out for the best interests of bowling.
- That we will continue to have the best interest of USBC/BPAA in mind at the same time.
- That we will strive to give them....
  - What they want
  - When they want it
  - Immediate gratification
  - Supported by Parents
  - Participated in by parents
  - Building skill development and increased self worth



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