



## **STEPS TO SUCCESS: A Proprietor's Guide to USA Bowling Summer Camps**

### **INTRODUCTION**

---

Summer camps are growing in popularity as a way for kids to experience new ventures, develop their skills and have fun. With more than 20 million children bowling at least once per year, the opportunity for centers to grow their business through the implementation of summer programming is promising.

From beginners to advanced levels, USA Bowling Summer Camps were created with every child in mind. Each camp places a high emphasis on skill development and fun. Children are provided personal instruction from a coach and social time to meet friends and have a blast.

**A step-by-step guide for each of the following USA Bowling Summer Camps and the coaches' curriculum are available at no cost. The only thing you need to do is decide which camp is for you:**

- The one-day camp is perfect for introducing kids to bowling by utilizing instruction in a fun, social environment.
  - "Have fun learning to bowl!"
- The three-day camp is designed for the newer to slightly advanced youth bowler to develop their skills and improve their average.
  - "Prepare for the upcoming season!"
- The five-day camp is ideal for middle to high school bowlers who are serious about the sport and looking to participate in competitive play.
  - "Train to win!"
- OR use our curriculum and build your own!

Running a USA Bowling Summer Camp is as easy as 1, 2, 3!  
See the 'Guide at a Glance' on the next page.



**STEPS TO SUCCESS:  
A Proprietor's Guide to USA Bowling Summer Camps**

INTRODUCTION cont.

---

**ONE-DAY CAMP *guide at a glance***

- STEP 1:** Prepare for your camp
- 1.1 Set camp goals
  - 1.2 Assign responsibilities (Camp Director, Head Coach)
  - 1.3 Schedule your camp
  - 1.4 Train center staff
  - 1.5 Market and promote your camp
  - 1.6 Process sign-ups and payment
  - 1.7 Place orders (Lunch and T-shirts)
- STEP 2:** Round up your coaches
- 2.1 Find coaches
  - 2.3 Head Coach
- STEP 3:** Execute your camp
- 3.1 Manage on-site check in
  - 3.2 Parents' orientation
  - 3.3 Bowling etiquette and safety
  - 3.4 Warm-Up
  - 3.5 Bowler evaluation
  - 3.6 Stations
  - 3.7 Cool down
  - 3.8 Free time
  - 3.9 Classroom
  - 3.10 Competition
  - 3.11 Wrap up

**APPENDIX**

If you have any questions, please contact:  
Emily Maier, Youth Development Program Manager  
E-mail: [emaier@ibcyouth.com](mailto:emaier@ibcyouth.com)  
Phone: (817) 385-8339



---

## One Day Camp Schedule

Start Time	End Time	Activity	Description
8:30 AM	9:00 AM	Check In	
9:00 AM	9:30 AM	Classroom	Parents' Orientation
9:00 AM	9:30 AM	On Lanes	Staff Introduction, Bowling Etiquette and Safety
9:30 AM	9:45 AM	On Lanes	Warm Up
9:45 AM	10:15 AM	On Lanes	Bowler Evaluation
10:15 AM	11:15 AM	On Lanes	Stations (Choose Phase 1 or 2)
11:15 AM	11:30 AM	On Lanes	Cool Down
11:30 AM	12:30 PM	Free Time & Lunch	
12:30 PM	1:00 PM	Classroom	Keeping Score, About the Baker Game
1:00 PM	1:15 PM	On Lanes	Warm Up
1:15 PM	2:30 PM	Competition, On Lanes	1 Team Game / 1 Baker Game
2:30 PM	2:45 PM	On Lanes	Cool Down
2:45 PM	3:00 PM	Classroom	Wrap Up

---



## STEP 1: PREPARE FOR YOUR CAMP

### 1.1 SET CAMP GOALS

---

“A goal properly set is a goal halfway reached.”

-Zig Ziglar

Goal setting is one of the most important steps in planning your summer camp program. The purpose of setting goals is to outline a set of clear objectives and determine the needs to accomplish them. Setting specific goals help individuals and centers track their progress and maintain motivation toward achieving their goal(s).

To set goals for your USA Bowling Summer Camp program, start by asking yourself the following questions:

- What do I hope to accomplish through the creation of a summer camp program?
- How many youths do I want to attract to my summer camp?
- How many of these youths am I hoping to sign up for a Fall youth league?

*Be aggressive! But remember, it's important to set goals that are measurable and achievable. Achieving goals will continue to motivate a person to continuing striving toward further goals.*

### 1.2 ASSIGN RESPONSIBILITIES

---

It's important to delegate responsibilities to eliminate confusion and clearly define responsibilities. Responsibilities lay among two key people for the creation of your camp:

1. Camp Director
2. Head Coach

#### **Camp Director**

The Camp Director should act as the main contact and general supervisor of task completion in preparation for camp. The Camp Director could be a Manager, League Coordinator, Youth Director or anyone in your center who is organized and passionate about youth bowling.



After selecting your candidate for Camp Director, communicate their duties and responsibilities to them. It's important that they are clear as to what is expected of them. Responsibilities of the Camp Director include:

- Scheduling the camp
- Training center staff
- Setting goals
- Marketing and promoting the camp
- Processing sign-ups and payments
- Ordering camp lunches and t-shirts
- Recruiting coaches
- Managing on-site check-in
- Hosting Parents' Orientation

## **Head Coach**

The Head Coach is responsible for camp day operations which includes the following on-lane and in-classroom duties:

- Prepares camp day schedule
- Supervises and assists coaches during on-lane and in-classroom instruction

## **1.3 SCHEDULE YOUR CAMP**

---

With most children out of school, summer camps are the perfect opportunity to fill your bowling center on a day when business may otherwise be slow.

### **Save the date!**

Look through your center's calendar and choose a date that is free of other commitments, meetings or events booked.

Once you have a chosen date, reserve the date in your center's calendar and block off the maximum amount of lanes you are willing to utilize for your camp on that day.

We recommend no more than four children per lane or eight children per pair of lanes during the on-lane portion of your camp. Because one of the main objectives of USA Bowling Summer Camps is skill development, one coach should be assigned to each pair of lanes. A smaller player-to-coach ratio will allow your coaches enough time to work with each child individually as well as with the group.



For example, let's say you have a 32 lane center and plan to block off 12 lanes on the day of your camp. The maximum number of entries you can receive for your camp is 48 and you will need six coaches.

### **Camp-day schedule**

A USA Bowling Summer One-Day Camp example schedule and curriculum is provided in "STEP 3: Execute your camp" portion of this guide. You may use the example schedule and curriculum to plan your camp or create your own customized agenda!

*Each subject/topic is provided individually on the Youth Resource Center so you may alter the schedule and curriculum taught in any way you'd like.*

### **1.4 TRAIN CENTER STAFF**

---

Simply put, let every employee in your center know what is happening with your USA Bowling Summer Camp. Inform them of the dates and details so they are well-versed and prepared to receive questions from anyone who inquires about your camp.

### **Training tools available**

Staff scripts and a list of Frequently Asked Questions for USA Bowling Summer Camps are available on the Youth Resource Center ([www.bpaa.com/youthresourcecenter](http://www.bpaa.com/youthresourcecenter) password: YOUTH). Print them out and ask your employees to read through them. Encourage your counter attendants to inform every parent and/or youth who come into your center of your summer camp opportunities.

*Informing your staff is key to the recruitment of potential campers.*



## 1.5 MARKET AND PROMOTE YOUR CAMP

---

### **Create a marketing plan**

Before you begin marketing your USA Bowling Summer Camp program, build a plan. All USA Bowling Summer Camp customizable marketing assets will be available for your convenience on the Youth Resource Center by June, 2012. These assets will include:

- Brochures
- Posters
- Table Tents
- T-shirt designs
- Web banners
- E-mail templates
- Logos

Download each of the above assets, add your logo and camp information and you're ready to begin decorating your center! Clearly display the contact information of your Camp Director for any interested person who has questions or is looking to sign up.

### **MARKETING IN-CENTER**

#### **Use YOUR assets**

Place all USA Bowling promotional materials in high-traffic areas within your bowling center. Make sure every item that speaks to kids is hung at their eye level.

Place posters near the entrance and/or front counter, pro shop and snack bar.

Place table tents on the tops of each table in the settee areas of the lanes.

Display brochures at or near the front counter and distribute them to families or large groups of children who come in for open play.

Use the USA Bowling Summer Camps logo and create a small card with details on your camp to slip inside youth-sized rental shoes at the front desk. That way, you'll guarantee every open play child will leave with information.



Don't forget to create pieces that speak to parents and display them in your center as well!

### **More ideas**

Summer is a time to expect high traffic from local child care groups who schedule outings at the local bowling center. Ask your center's Group Events Coordinator or look at your center's calendar for information on when large groups of children are scheduled to be in your center. Use those opportunities to market your summer camp. Provide each child with a brochure or flyer with information on how to participate in your upcoming camp.

## **E-MARKETING**

The internet has become the prime location for marketing and advertising your business.

### **Websites**

At least eight weeks prior to your USA Bowling Summer Camp, place the web banner (available on the Youth Resource Center) on the front page of your centers website and link it to information regarding the camp and how to sign up.

Place an ad or web banner on a local, high-traffic, affiliate websites with information on available activities and programs for kids. An example can be found at:

[www.tulsakids.com](http://www.tulsakids.com)

### **Social Networking**

If your center has a Facebook or Twitter page, advertise your summer camp once a week for several weeks leading up to your camp. Continue to remind followers of the deadline to register and offer incentives.

- Examples of incentives:
  - Early registration: "Register by July 1 and receive \$10 discount!"
  - Promote web activity: "Tell us you saw our ad on Facebook (or Twitter) and receive \$10 off!"





Speak conversationally when promoting your programs on your centers' social network sites. Example: "Have you signed up for our USA Bowling Summer Camp yet? There's still spots available!"

### **Email database marketing**

If your center maintains a database of email addresses of youths and/or parents, use the e-mail template (provided on the Youth Resource Center) and send an email with details regarding your summer camp to everyone in the database.

## **OUTSIDE OF THE FOUR WALLS**

If it's one of your goals to attract new bowlers for your USA Bowling Summer Camp, it's imperative to market your program outside of the center.

### **Get into the schools!**

Depending on your state, every institute or district has one person or team who oversees the distribution of flyers and information to students within their school. Understand their restrictions and policies for submitting flyers and explain the benefits kids have by participating in your summer program to them.

An example of the restrictions schools have on submitting flyers can be found at: [http://www.deforest.k12.wi.us/guidelines\\_2.html](http://www.deforest.k12.wi.us/guidelines_2.html)

- Make sure you explain to any contact the benefits of bowling for kids:
  - Skill development focused
  - Teamwork and leadership
  - Learn sportsmanship
  - Teaches responsibility
  - Builds character
  - Scholarship opportunities available

### **Print communications**

Although printed media is slowly phasing out, local newspapers and magazines continue to be a parent's go-to place for information on community activities and programs to get their children involved in. Examples of local family magazines are:



[www.fortworthchild.com](http://www.fortworthchild.com)

[www.clarksvillefamily.com](http://www.clarksvillefamily.com)

Almost every community has these types of magazines and there are a few different ways to get involved:

- Contact a sales representative and discuss free or low-cost ad placement
- Pitch a possible feature story to an editor
- Offer a discount for your camp to magazine or newspaper staffer's children.  
There's a good chance you'll make headlines!

### **Scouts**

Seek out your area boys and girls scouts organizations. Find out if they offer a bowling badge and the requirements of a scout in order to achieve it. The material taught at your summer camp could cover the requirements to fulfill the badge.

Create a flyer and promote that attending your camp will help them achieve a bowling badge and provide it to the organization to be distributed.

### **Get out there!**

Place in-ground signage stakes outside of your center near the closest busy street or intersection.

Post a brochure or flyer with information to community flyer boards. These can be found at your local grocery store, restaurant or laundromat.

Retailers are sometimes willing to post fliers for local youth camps. Reach out to any business owners in the immediate area and offer a few free games in exchange for their support of your program.

### **Use your connections!**

Advantages are huge if you obtain a sponsor for your USA Bowling Summer Camp. Be on the lookout everywhere for potential sponsors.

Ask your pro shop if they'd be willing to sponsor your camp and/or provide discounted equipment or drilling services to your campers.



When quoting camp t-shirts, ask the vendor if they'd be willing to supply a discount if you allowed them to print their logo on the back of the shirt.

## 1.6 PROCESS SIGN-UPS AND PAYMENTS

---

### Registration

In order for a child to be registered for a USA Bowling Summer Camp, the parent/guardian or camper must:

1. Fully complete and sign the camp registration brochure AND
2. Pay the required fee or deposit.

Organize and record your registrants and parent/guardian contact information on an easily assessable spread. Example:

Name	Address	City	State	Zip	Emergency Contact	Emergency Contact Phone	Shirt Size	Paid?	Notes
Timmy Smith	123 Maple Way	Flowerville	TX	12345	George Smith	(123) 555-4567	YM	Yes \$50	Lactose intolerant
Alice White	789 1 <sup>st</sup> Street	Skyville	TX	67890	Susan White	(987) 555-6543	AS	Deposit \$20	

*Don't forget to collect the child's shirt size and any allergies they might have to prepare you for your camp lunch and t-shirt orders!*

The registration deadline should be the date you need to place the t-shirt list in order to receive them in time to hand out at the camp.

### Fees

We suggest requiring the full amount of the camp registration fee to be paid once the camper submits their registration form. However, we understand that times are difficult and if a camper cannot or does not want to pay the full amount up front, a smaller deposit may be requested. The reason a deposit is required is to avoid the chance that a spot is reserved for a player who does not show up on the day of the camp.



After paying a deposit, the camper is subject to losing their deposit if they do not show up on the day of the camp. If they do participate in the camp the amount of the deposit should be applied to their total cost owed.

## 1.7 PLACE ORDERS

---

### **Lunch**

The snack bar in your center should be aware of the USA Bowling Summer Camp program you are preparing. If not, inform them and decide on a lunch to provide to the campers. Remember have a backup lunch prepared for any child who has special needs or allergies.

Find out how far in advance the snack bar will need to know the number of campers you will have to provide lunch. Typically, the snack bar will ask for at least a week's notice depending on the amount of lunches and type of food prepared.

### **T-shirts**

Almost every sport provides a t-shirt to each child enrolled in their summer camp. Not only is a t-shirt something kids find valuable but it also promotes your center every time the child wears it.

Several weeks prior to your camp, we suggest beginning to research silk-screen shops to price out camp t-shirts. Estimate the number of campers you expect to have, request a price quote and expected turn around.

The cut-off to submit a camper's registration should be the date you need to place the t-shirt list in order to receive them in time to hand out at the camp.

If you were successful in obtaining a sponsor for your camp, don't forget to honor their request of putting their company logo on the t-shirt as well.

*It's not a bad idea to order a few extra camp shirts so you will be prepared should you receive any last-minute registrations. If you use a generic design that is not date-specific they can be re-used. You would not want to turn away a paying customer or excited child!*



## STEP 2: ROUND UP YOUR COACHES

### 2.1 FINDING COACHES

---

#### **Recruit, recruit, recruit!**

Because one of the main objectives of USA Bowling Summer Camps is skill development, it's imperative to have qualified coaches on hand at your camp.

Excellent candidates for USA Bowling Summer Camp Instructors include:

- Any and all USBC Certified Coaches in your area (need help finding them? Contact USBC Coaching at (817) 385-8969 or email [coaching@bowl.com](mailto:coaching@bowl.com))
- Current or former youth league coaches or volunteers
- Adult scratch league bowlers
- Graduated youth bowlers (collegiate level or higher)

#### **How many you'll need**

We suggest at least one coach to be assigned to each pair of lanes. There should be no more than four children per lane as a smaller player-to-coach ratio will allow your coaches enough time to work with each child individually as well as with the group.

For example, if 12 lanes are blocked off for the day of your camp, the maximum number of entries you can receive for your camp is 48 and you will need six coaches.

#### **You're hired!**

We understand the need to hire coaches might come before the deadline of registration (knowing how many coaches you will need). Therefore, we suggest finding the maximum amount of available coaches you will need if the camp reaches capacity. That way, you'll be covered whether your camp fills up or not.

#### **Show me the money!**

While some coaches might be willing to donate their time at one of your camps, others will not. If funds are tight, offering center perks (free games, discounted food, etc.) is always an option. However, paying coaches (especially certified coaches) will attract the most amount of commitment. Determine the amount you are willing to pay your coaches and offer it to them for their commitment to your camp.



Solicit graduating youth league bowlers to volunteer at your camp. Explain to high school bowlers that volunteer work is highly encouraged on college applications. Some colleges even offer academic credit for volunteer work.

## 2.1 HEAD COACH

---

The Head Coach is responsible for overseeing all camp day operations.

Duties of the Head Coach include:

- Instructing coaches
- Leading the warm-up
- Supervising stations
- Timing stations
- Leading cool down
- Presenting classroom instruction

### **Camp schedule**

The Head Coach should review the camp schedule and all curriculum to have an understanding of how to operate the camp. The Head Coach should then discuss the format of the camp to the remaining coaches and clarify any details.

The Head Coach will assign each coach to a station. Each station is assigned an exercise. Each coach will remain at their assigned station while campers rotate through each station so they experience each exercise. The Head Coach should keep track of the time and announce when it is time for campers to rotate stations.

Before any on-lane exercises are executed, the Head Coach should lead the group on the approach demonstrating warm-up exercises. To conclude the day, the Head Coach will lead the cool down by demonstrating proper cool-down exercises on the approach.

### **In-classroom**

The Head Coach will present the assigned material during the classroom portion of the camp.



## STEP 3: EXECUTE YOUR CAMP

### 3.1 MANAGE ON SITE CHECK IN

---

On the morning of the camp, set up a table near the entrance to the bowling center. This table should be clearly labeled “USA Bowling Camp Check-In.” This is the first area parents and kids should visit when they arrive at the bowling center on the morning of the camp.

Once a parent and/or child has arrived at the check-in table, this is the Camp Director’s opportunity to do a couple of things:

1. Note that the child is present
2. Check to see if they are fully paid
3. Hand out their camp t-shirt
4. Give them a name tag
5. Schedule of the day should be handed to the parent
  - a. Inform them of the “Parent’s Orientation” following check-in
6. Assign the camper to a lane or group

### 3.2 PARENTS’ ORIENTATION

---

After check-in is complete and each camper is assigned to a group or lane, the Camp Director is responsible for putting together a short presentation explaining to parents the benefits that children receive by participating in bowling.

The goal of the presentation is to make parents aware of all of the things bowling has to offer their child/family. A pre-built PowerPoint presentation with presenter notes is available in the USA Bowling Summer Camps section of the Youth Resource Center. Be sure to insert information regarding upcoming youth leagues and programs available in your center into the presentation!

Youth Resource Center – [www.bpaa.com/youthresourcecenter](http://www.bpaa.com/youthresourcecenter) (password: YOUTH)



### 3.3 BOWLING ETIQUETTE & SAFETY

---

Before beginning, introduce each coach to the group of campers.

While the Camp Director is giving the Parents' Orientation, it's important that the first thing the coaches teach the children during the one-day camp is bowling etiquette and safety. This should be explained and demonstrated to the campers in the settee area of the bowling center.

Topics that should be covered include:

- Ball return safety (including picking up the ball)
- Lane courtesy
- Foul line
- Approaches

*COACHES CURRICULUM PROVIDED IN THE APPENDIX*

### 3.4 WARM-UP

---

After reviewing bowling etiquette and safety, campers should be led in a series of warm-up exercises by the coaches on the approach before beginning to bowl.

These exercises include:

- Jumping jacks
- Forward lunges
- Leg swings
- Torso twists

*COACHES CURRICULUM PROVIDED IN THE APPENDIX*

### 3.5 BOWLER EVALUATION

---

After warm-up is complete, each coach should assist the campers at their station in selecting a ball that properly fits their hand. Then allow the children to begin bowling while the coach assigned to their station fills out an evaluation form for each bowler.

**Until the team competition at the end of the day, score should not be kept at any point during the bowler evaluation or stations exercises.**





## COACHES CURRICULUM PROVIDED IN THE APPENDIX

### 3.6 PHASE 1 STATIONS

---

Each coach should have been assigned an exercise for their station by the Head Coach. After evaluations are complete, each coach should begin to explain and demonstrate their exercise to the campers.

Phase 1 exercise options include:

- Stance/set-up
- Athletic pose/One-step delivery
- Staggered stance without a push-away
- Staggered stance with a push-away
- Release hand position
- Finish position and follow through
- Lane play
- Off-lane drills
- Personal equipment
- Spares

## COACHES CURRICULUM PROVIDED IN THE APPENDIX

*\*Phase 2 or exercises for slightly more advanced bowlers are available on the Youth Resource Center – [www.bpaa.com/youthresourcecenter](http://www.bpaa.com/youthresourcecenter) (password: YOUTH)*

### 3.7 COOL DOWN

---

Once campers have cycled through most or all of the coaching stations, the Head Coach should lead the group in a series of cool down exercises.

Cool down exercises include:

- Toe touches
- Triceps stretch
- Shoulder stretch
- Wrist flexor stretch
- Wrist extensor stretch



## *COACHES CURRICULUM PROVIDED IN THE APPENDIX*

### 3.8 FREE TIME

---

After on-lane exercises, it's important to incorporate some fun and social time for the campers. There are many things you can do during this time which should proceed or immediately follow lunch.

Ideas for free-time include:

- Set up off-lane bowling drills (curriculum and instructions provided in the appendix)
  - Weighted arm swing
  - Rolling the ball
  - Balance drill
  - Bean bag toss
- Provide a few arcade tokens for each camper
- Organize a game
- Handout fun activities (Bowling trivia, word search, word scramble, etc.)
- Download a bowling picture and provide crayons for coloring

### 3.9 CLASSROOM

---

After lunch and free time, gather the campers in the classroom. This classroom session should focus on teaching the campers how to keep score while bowling. Each camper should be supplied a handout exercise to practice keeping score at the end of the presentation. Coaches should be walking around the classroom and assisting any campers with questions.

## *COACHES CURRICULUM PROVIDED IN THE APPENDIX*

### 3.10 COMPETITION

---

After classroom, direct the campers back onto the lanes and execute a warm-up exactly as done in the morning. After warm-ups, campers should be split into teams of five and bowl one team game followed by one Baker game. The team with the highest combined score at the end of the competition is declared the winner.



It's a great idea to offer some kind of small prize for the winners (certificate, trophy, tokens to the arcade, etc.)

### 3.11 WRAP-UP

---

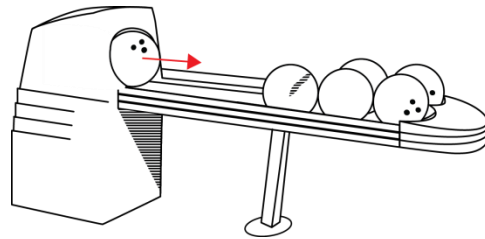
After the team competition has ended, it should be time to begin wrapping up the day. Get everyone together (parents, campers and coaches) and thank them for coming. Remind them of their opportunities to continue bowling and provide each camper with a small goodie bag of candy and/or free game coupons to return to your center at a different time.



## Bowler Etiquette & Safety

### Ball Return

The ball return is how the bowler gets their ball back after it has been delivered down the lane. Bowlers should keep their hands and face away from the opening of the ball return because the bowling balls come out fast and there are moving parts that can cause injury.

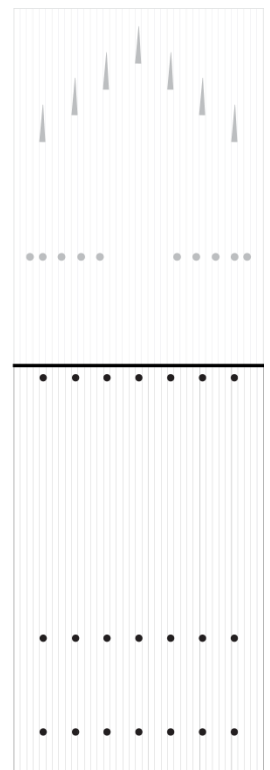


### Lane Courtesy

If a bowler is on the approach, the person on the lane next to them waits until that bowler has started their delivery before stepping onto the approach. The first one up should go. If there is any question who was the first one there, the person on the right has the right of way. This keeps bowlers from bumping one another on the approach.

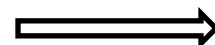
### Foul Line

The foul line plays two roles; if the bowler goes over the line, they will receive a zero for that roll. Also, it keeps the bowlers off the lane so they will not get any oil on their bowling shoes.



### Approaches

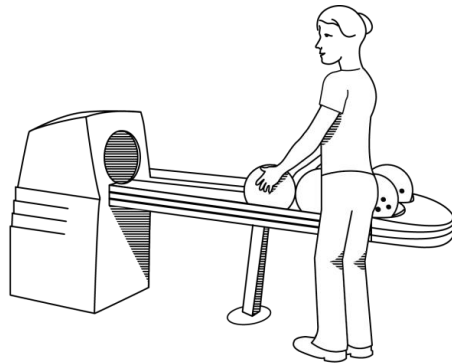
Bowling approaches can be different from day to day or center to center. Coaches should have their bowlers check the approaches to determine if they are slippery or sticky and have the bowlers use caution when making their delivery.





## Picking up the Ball

Bowlers should use two hands, lifting the ball up from the sides so their hands will not get hit from another ball coming through the ball return.



Correct



Incorrect



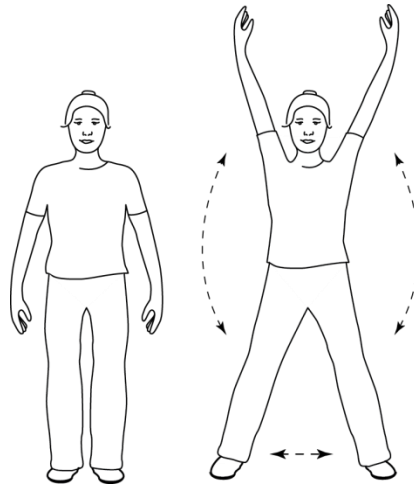
## Warm Up

### Introduction

Prior to practices and competitions, bowlers should participate in general dynamic warm-up activities. These consist of large movement activities that warm up the large muscle groups of the body. Dynamic stretches are more effective at increasing blood flow and warming up muscles which improves performance.

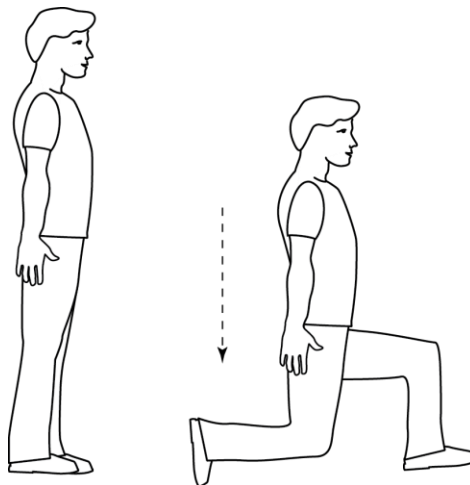
### Jumping Jacks

Begin with feet together and arms at sides. Jump and simultaneously spread legs apart and move arms above the head. Jump again and return to starting position and repeat.



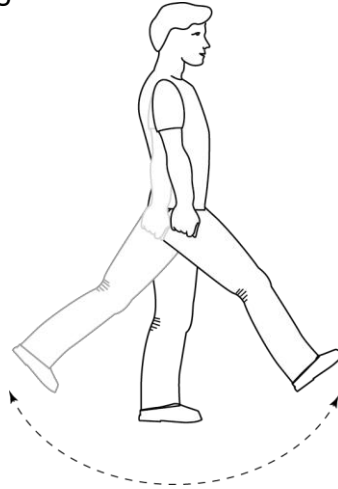
### Forward Lunges

Stand with feet shoulder width apart. Step forward with right leg and lower the body until right knee is bent to 90 degrees. Step back to starting position and repeat with left leg.



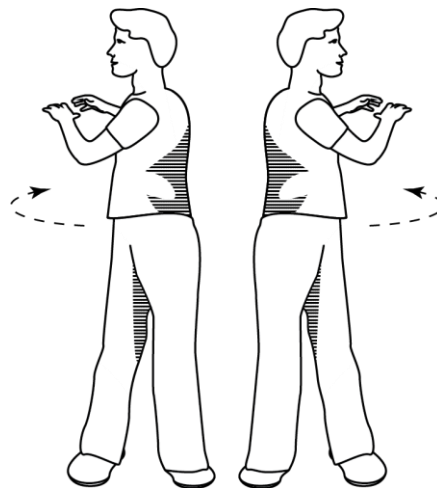
## Leg Swings

Stand with feet shoulder width apart. Balance on left leg with the right foot off floor. Swing the right leg forward and back, gradually increasing the height. Return to starting position and repeat with left leg.



## Torso Twists

Stand with feet shoulder width apart. Raise hands to chest level and begin twisting upper body from side to side.





## Phase 1 Bowler Evaluation

Directions: Coaches give each player a check mark ✓ for areas that need improvement. Repeat the checklist as needed.

Coaches: Remember that your bowlers will have individual styles and you should work with your bowlers to help them become successful and confident.

Name \_\_\_\_\_

Date \_\_\_\_\_

- \_\_\_\_\_ Ball fit
- \_\_\_\_\_ Picks up ball safely from ball return
- \_\_\_\_\_ Carries ball with two hands to starting position
- \_\_\_\_\_ Places hand in ball properly (fingers first, then thumb)
- \_\_\_\_\_ Setup in stance
- \_\_\_\_\_ Upper-body posture position
- \_\_\_\_\_ Lower-body posture
- \_\_\_\_\_ Ball hand position
- \_\_\_\_\_ Ball position
- \_\_\_\_\_ Opposite hand supporting ball weight
- \_\_\_\_\_ Ball start direction
- \_\_\_\_\_ Hips and shoulders in line with target
- \_\_\_\_\_ Head stays level and still throughout approach
- \_\_\_\_\_ Ball-side arm stays close to side throughout swing
- \_\_\_\_\_ Armswing is free and loose
- \_\_\_\_\_ Backswing height
- \_\_\_\_\_ Balance at foul line (until the ball reaches the pins or leaves the lane)
- \_\_\_\_\_ Hand position at release
- \_\_\_\_\_ Release (is the ball released before or after the foul line)
- \_\_\_\_\_ Follow through
- \_\_\_\_\_ Ball rolls over intended target
- \_\_\_\_\_ Bowler uses lane courtesy

Coaches Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

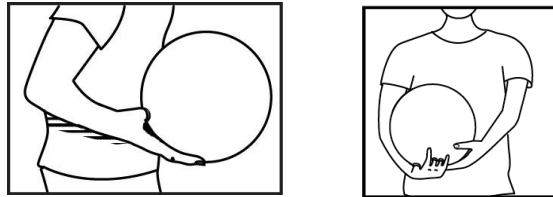




## Phase 1 Stance (Set Up)

### Hand Position Stance

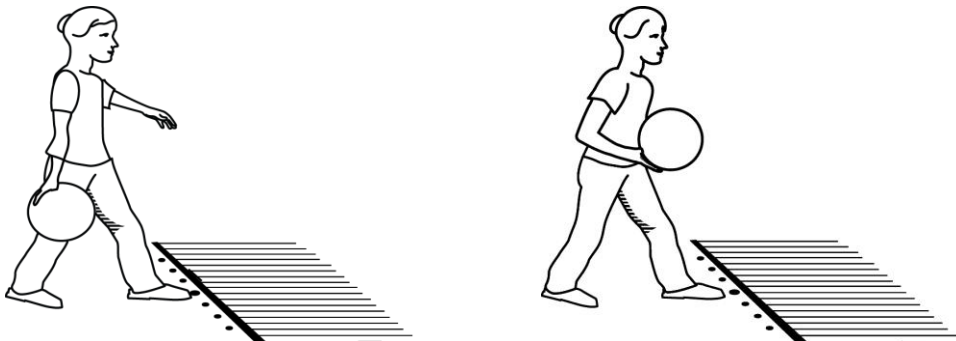
The hand is positioned under the ball with a firm wrist, held at waist level in-between chin and shoulder.



### Staggered Stance

This begins to develop the bowlers finishing position by using a wider stance. It resembles the last step of the four-step delivery.

- 1) Bowler holds ball securely with both hands while setting up
- 2) Bowler places the slide foot on locator dot near the foul line
- 3) The ball-side foot is placed anywhere from six to 18 inches behind the slide foot (*Distance apart for bowler's feet should allow them to be comfortable and balanced*)
- 4) The knees are bent slightly and will be positioned over the slide foot toe
- 5) The spine is tilted slightly forward. The hips and shoulders are set back slightly to match up with the feet
- 6) The bowler places their hand in the ball, fingers first, followed by the thumb
- 7) The ball is positioned hanging at their side or waist-high, between the shoulder and chin of the ball-side shoulder (*The ball-side shoulder will be slightly lower than the opposite shoulder to allow for the weight of the ball*)
- 8) The ball-side elbow is positioned at the hip
- 9) The wrist is straight and firm with the hand positioned under the ball
- 10) The opposite hand helps support the weight of the ball. The ball should rest comfortably with minimal finger and thumb pressure



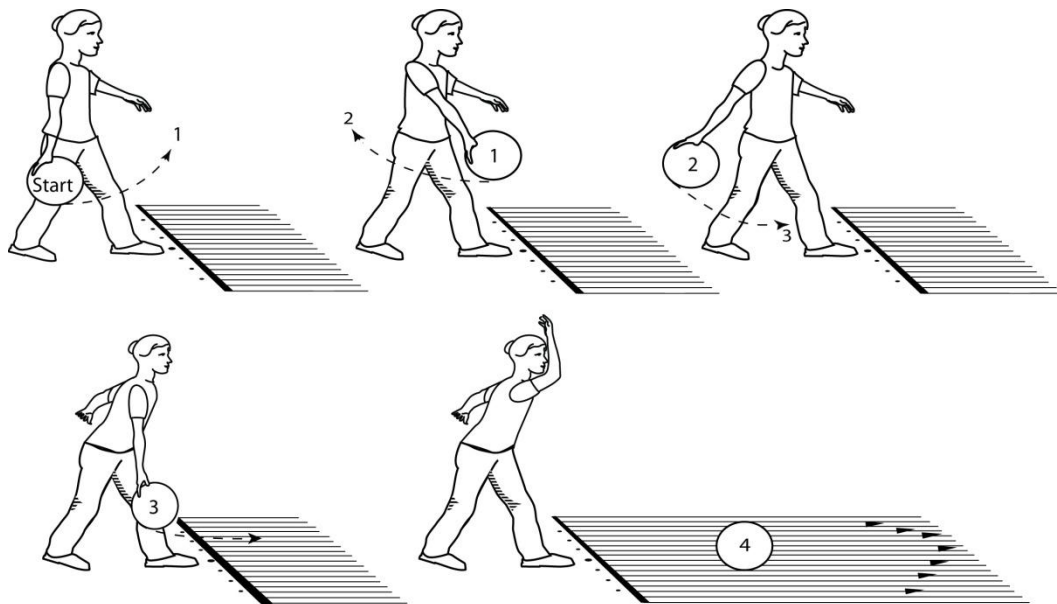


## Phase 1 Staggered Stance without a Push Away

This is used to help create a straight swing if the weight or size of the ball is causing inconsistency.

The bowler:

- Picks up the ball from the ball return using both hands on either side of the ball
- Carries the ball to the foul line and stands at the foul line holding the ball in both hands
- Stands using the staggered stance, pointing the slide foot (non-ball side foot) toward the target area then placing the ball-side foot six -18 inches behind the slide foot
- The body's weight should be balanced between both feet
- Places hand in the ball, inserting fingers first, followed by the thumb
- (Start) Holds the ball hanging by their side with the opposite hand extended for balance
- (1) The bowler will swing the ball forward first
- (2) Then back into the backswing
- (3) As ball comes forward again, releases ball as it passes the slide foot ankle
- (4) Bowler follows through toward the target, bringing the bowling elbow above the ball-side shoulder, staying in a balanced position watching the ball until it rolls over the target





## Phase 1 Athletic Pose & One-Step Delivery (Staggered Stance Finish)

### Athletic Pose

The Athletic Pose is a balanced starting position that is used when bowlers begin utilizing steps to deliver the ball.

- 1) Bowler holds ball securely with both hands while setting up
- 2) Bowler places the slide foot at starting point (*locator dots or a location chosen on the approach*)
- 3) The ball-side foot is set back, next to the slide foot
- 4) The feet positioned comfortably apart from side to side
- 5) The knees bent slightly and positioned over the toes
- 6) The spine tilted slightly forward
- 7) The ball-side hips and shoulders set back slightly to match up with the feet
- 8) The bowler places their hand in the ball fingers first, followed by the thumb
- 9) The ball is positioned waist-high, between the shoulder and chin of the ball-side shoulder (*The ball-side shoulder will be slightly lower than the opposite shoulder to allow for the weight of the ball*)
- 10) The ball-side elbow is positioned at the hip
- 11) The wrist is straight and firm with the hand positioned under the ball
- 12) The opposite hand helps support the weight of the ball. The ball should rest comfortably with minimal finger and thumb pressure



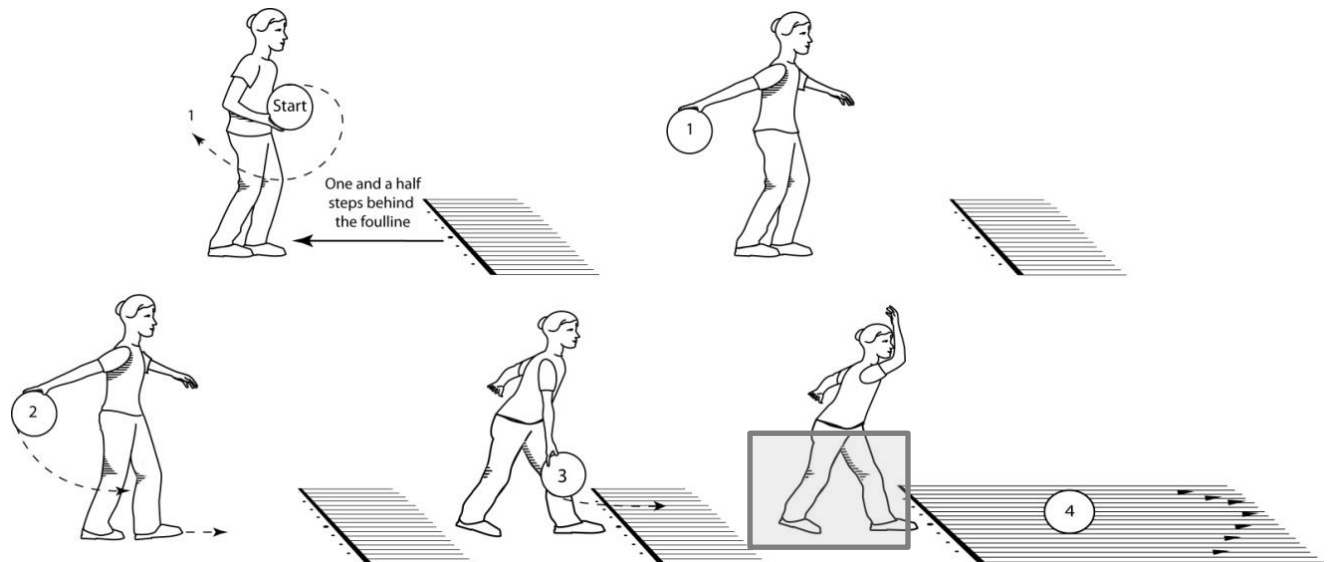


## One-step with a Push Away (Staggered Stance Finish)

New bowlers will find this useful to learn a balanced finish position.

The bowler:

- Picks up the ball from the ball return using both hands on either side of the ball
- Carries the ball using both hands to the foul line, then turns around and stands with their back facing the pins with the center dot between their feet
- Takes one and a-half steps from the foul line and turns on their toe to face the pins. This is the starting distance
- Set up in athletic pose
- Places hand in the ball fingers first, followed by the thumb
- (Start) Positions the ball-side elbow at the hip and holds the ball waist level
- (1) Pushes the ball away, allowing it to swing naturally, while the opposite hand goes out to the side for balance as the ball continues into the backswing
- (2) Slides forward with the slide foot as the ball comes down from the top of the backswing, ending with the body weight over the slide foot
- (3) Releases the ball on the forward motion, as the ball passes the slide foot ankle, ball side leg stays behind the bowler
- (4) Bowler follows through toward the target, bringing the bowling elbow above the ball-side shoulder, staying in a balanced position watching the ball until it rolls over the target



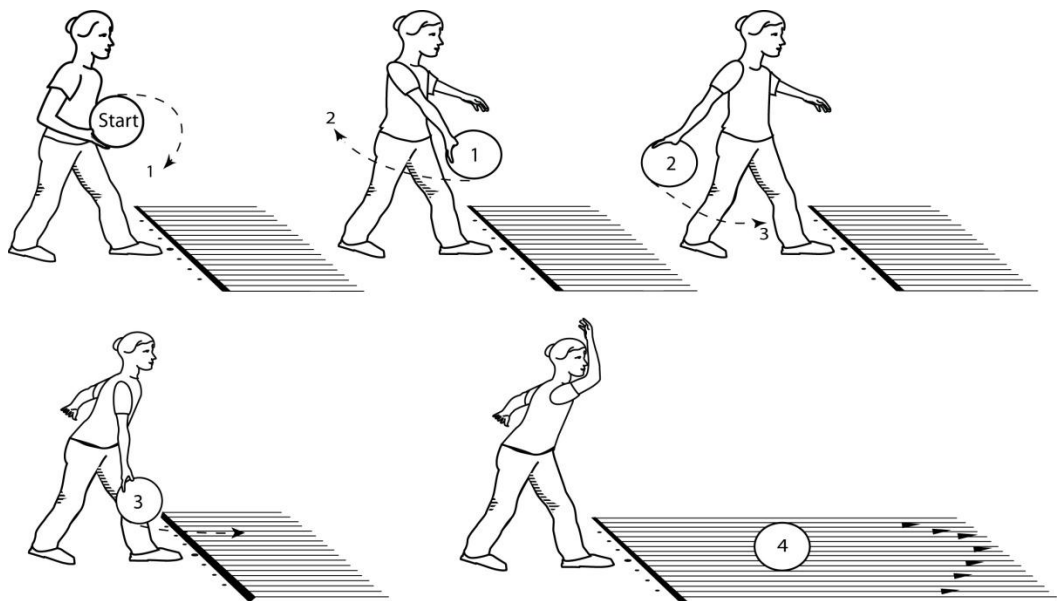


## Phase 1 Staggered Stance with a Push Away

This is to be used when the bowler is ready to incorporate a push away.

The bowler:

- Picks up the ball from the ball return using both hands on either side of the ball
- Carries the ball to the foul line and stands at the foul line holding the ball in both hands
- Stands using the staggered stance, pointing the slide foot (non-ball side foot) toward the target area, then places the ball-side foot six-18 inches behind the slide foot
- Places hand in the ball, inserting fingers first, followed by the thumb
- (Start) Positions the ball-side elbow at the hip and holds the ball waist level
- (1) Pushes the ball away
- (2) Allows the ball to swing naturally, while the opposite hand goes out to the side for balance as the ball continues into the backswing
- (3) As ball comes forward again, releases ball as it passes the slide foot ankle
- (4) Bowler follows through toward the target, bringing the bowling elbow above the ball-side shoulder, staying in a balanced position watching the ball until it rolls over the target

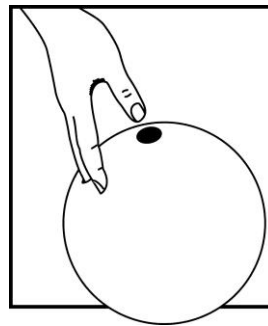
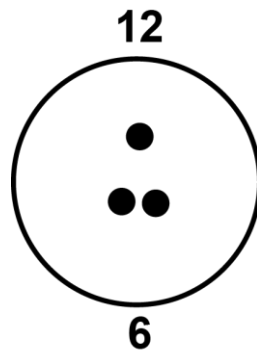




## Phase 1 Release Hand Position

### Hand Position - Release

To roll a straight ball, for both right- and left-handers, the thumb will be positioned at 12 o'clock with fingers at 6 o'clock. As the ball reaches the bowler's ankle, the ball rolls off the palm with the thumb exiting first followed by the fingers.

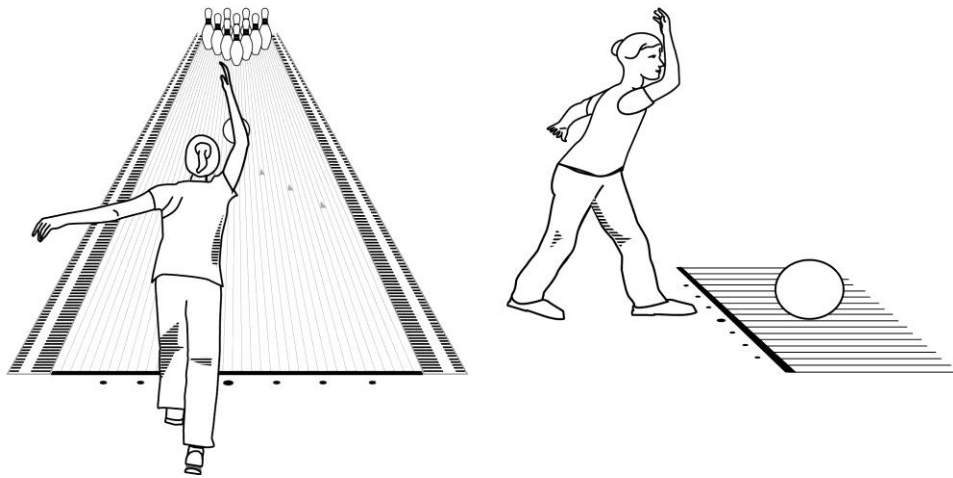




## Phase 1 Finish Position & Follow Through

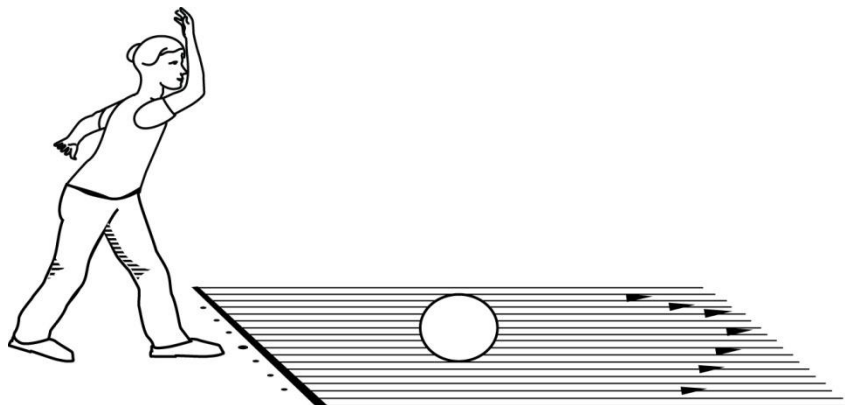
### Finish Position

The finish position is the most important part of a bowler's delivery. The opposite arm is used to create a balanced finish position. It should go out to the side and stay there through the finish position; this will help keep the body pointed in the direction of the ball path. As the ball passes the slide foot ankle, the ball-side leg finishes behind the bowler.



### Follow Through

It's important that bowlers reach out and fully extend their arm so the elbow is above the shoulder. This teaches a bowler how to complete the motion of the armswing and reinforces the direction toward the target.



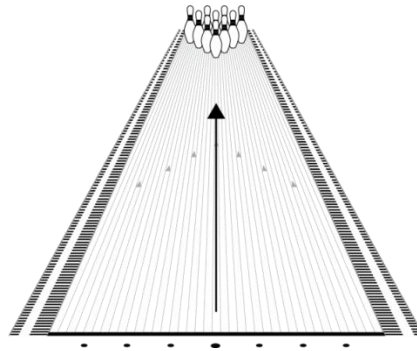


## Phase 1 Lane Play

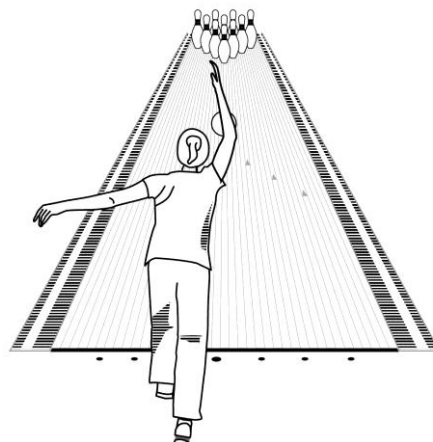
### Adjusting

New bowlers most likely will be releasing the ball with their thumb at 12 o' clock, allowing the ball to roll straight down the lane (Refer to Phase 1 Release Hand Position). Once a bowler is able to keep the ball on the lane, they will need to learn how to change their alignment on the approach to compensate for the ball missing the head pin.

New bowlers should aim at a target that is easy for them to see with the goal being to get the ball to hit the front pin (No. 1 pin) also known as the head pin. USA Bowling suggests using the fourth arrow (middle) on the lane for the target. Right-handers will line up their feet to the left of the target and left-handers will line up their feet to the right side of the target. This will allow for a straight armswing and follow through.



If the bowler is missing their target, check their foot position and body alignment to make sure the swing is in line with the target. Also watch their hand as they swing the ball to make sure the thumb stays pointing toward the target throughout the swing and follow through.







## Phase 1 Off Lane Drills

### Weighted Armswing

**Purpose** To teach the bowler how to feel a free and straight armswing.

**Setup** Staggered Stance

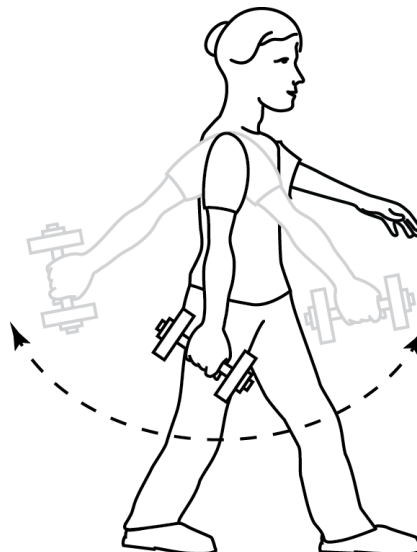
**Instructions** In this drill, the bowler will use a three- to five-pound weight. Have the bowler hold the weight down to their side while holding their opposite hand out for balance. Swing the weight slightly forward, and allow the weight to swing naturally into the backswing. This will allow the bowler to feel a free swing. (Repeat six times).

**Variations** Bowler can use the Finish Position Setup

#### Using a bowling ball

Coach chooses a ball that is about 1/10th of the bowler's body weight (ex: 100-pound bowler = 10-pound ball). Place the ball in a cloth ball carrier and have the bowler hold the sling down to their side. While holding their opposite hand out for balance, have the bowler swing the ball back and forth. (Repeat six times).

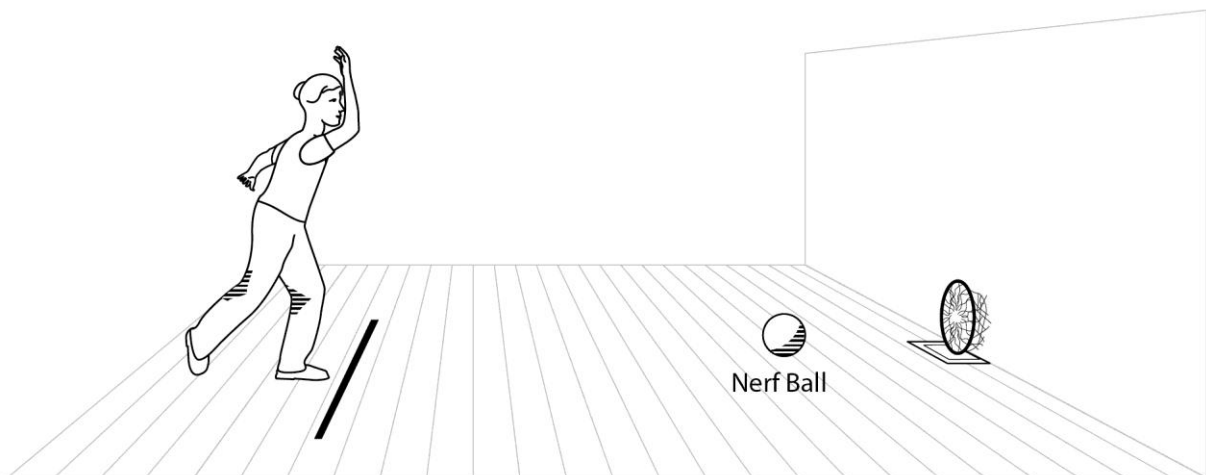
**Coaching Notes** Coaches should check the body movement of the bowler. The bowler should remain in a balanced position with minimal body movement. If the weight or the ball compromises the bowler's balance, or if the bowler can overpower the weight or the ball, then the coach should change the weight accordingly.





## Rolling the ball

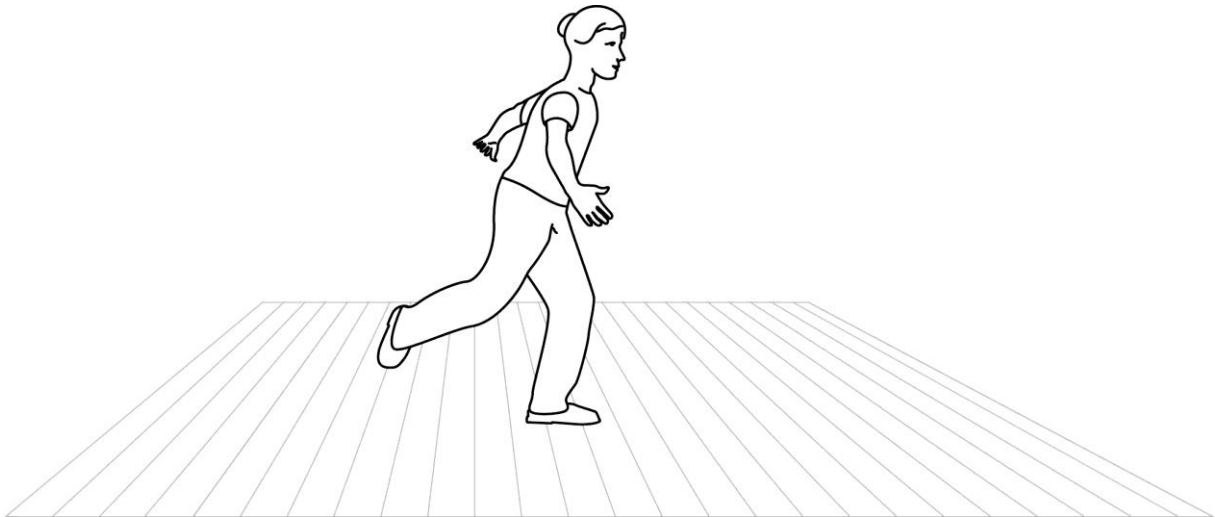
- Purpose** To teach the bowler the feel of the ball rolling off the fingers.
- Setup** Staggered Stance
- Instructions** Place a NERF basketball hoop with the backboard lying on the floor and the hoop against the wall. Mark off a minimum of 12 feet from the hoop. Using the NERF basketball (or a mini basketball if the NERF ball is too light), have the bowler get into position and hold the ball in the palm of their hand. They will swing it back once and as the ball comes forward they will roll the ball off their palm and fingers onto the floor and into the hoop. Once the ball hits the wall, it will return to the bowler or another bowler can stand by the wall and walk the ball back to the one performing the drill.
- Variations** Use the Finish Position
- Use masking tape to make a square for the target on the wall close to the floor and have the bowler try to roll the ball over or into the square.
- Coaching Notes** Have the bowlers form a line and place one bowler by the target to return the ball. Let each bowler try a few times then rotate the line. Coaches should watch to make sure the ball is being rolled off the fingers and not tossed into the wall. The ball should be rolled on the floor.





## Balance Drill

- Purpose** Balance is a major component of the physical game. Once bowlers understand how they achieve balance, it will help them to make corrections in their finish position.
- Setup** None
- Instructions** The bowler will stand on their slide foot with a slight knee bend while holding the ball-side foot off the ground and slightly behind them with their arms out to their side for balance. Hold for 10 seconds, go back to standing position, and repeat.
- Variations** This drill can be done with a half balance ball called a BOSU as long as there is an assistant to help them.
- Coach's Notes** Coaches should look for stability and help the bowler to find a balance point.





## Bean Bag Toss

**Purpose** To develop the bowler's hand/eye coordination to improve their targeting skills while working on maintaining their balance.

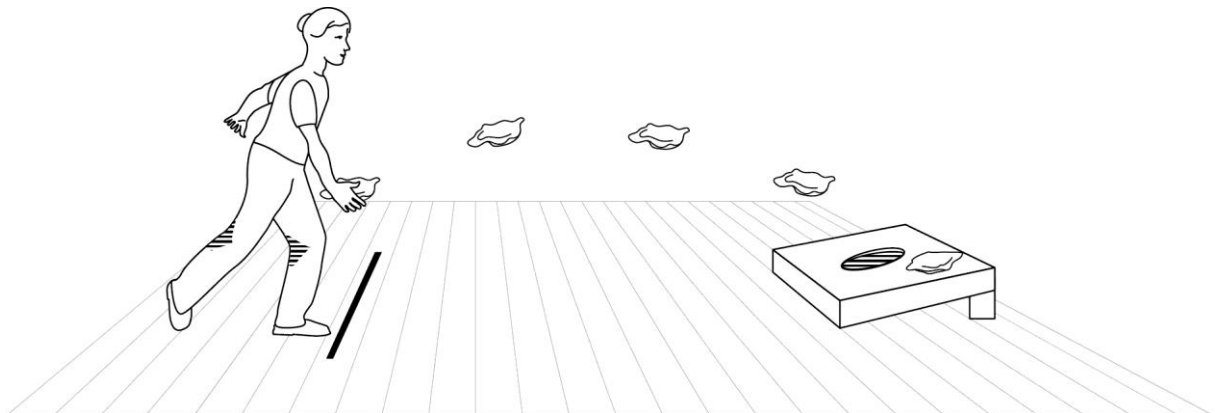
**Setup** Finish Position

**Instruction** Coach places a box (Refer to how to build the beanbag toss) on the concourse carpet or floor and marks a spot 12 feet away. The bowler sets up on the mark so their armswing is in line with the hole in the box. This will keep them from crossing their arm in front of their body to toss the beanbag. The bowlers will mimic the armswing and toss the beanbag into the hole while keeping their balance. Bowlers need to track the best out of six shots and try to improve upon that each week (They can use the random arrow/croquet tracking sheet).

**Variation** If they have trouble holding their balance, bowlers can use the Staggered Stance Setup or, to make it more challenging, have them use the one-step approach (refer to the one-step finish position drill) ending in a balanced finish position.

**Coach's Notes** Coach should look for a straight armswing, excessive movement of the torso and balance.

Have the bowlers form a line and place one by the box to return the beanbags. Let each bowler try for a few times and rotate. If two boxes are available, two bowlers can work together.





## Phase 1 Personal Equipment

### Personal Bowling Balls

Bowling balls can be purchased and come in a variety of colors, textures and weights ranging from six to 16 lbs.

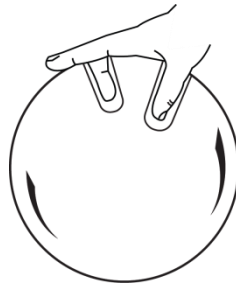
### Entry Level Ball

The covers of these bowling balls are made of plastic (polyester) and are great for new bowlers.

Before purchasing a bowling ball, bowlers should consult an International Bowling Pro Shop and Instructors Association (IBPSIA) certified pro shop professional.

### Conventional Grip

This fit will allow a secure grip. The fingers are inserted to the second joint followed by the thumb, which is placed all the way to the base.



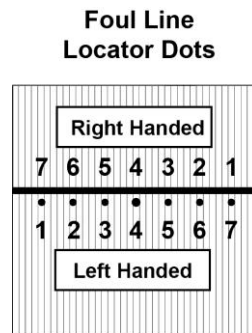


## Phase 1 Spares

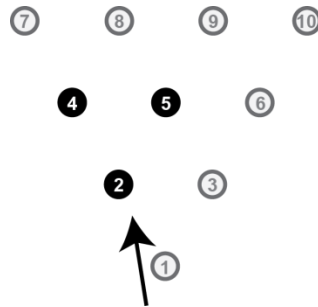
### Converting spares

Bowlers using the staggered stance or one-step approach should keep it simple. The bowler will move to the opposite side of the approach from the spare and roll the ball across the lane in a straight line towards the pin(s).

The seven locator dots at the foul line will be used to help the bowler line up with their slide foot to shoot spares. Right-handers count the dots right to left and left-handers count the dots left to right.



In order to pick up a spare that has more than one pin, the pin that is in the front must be hit.



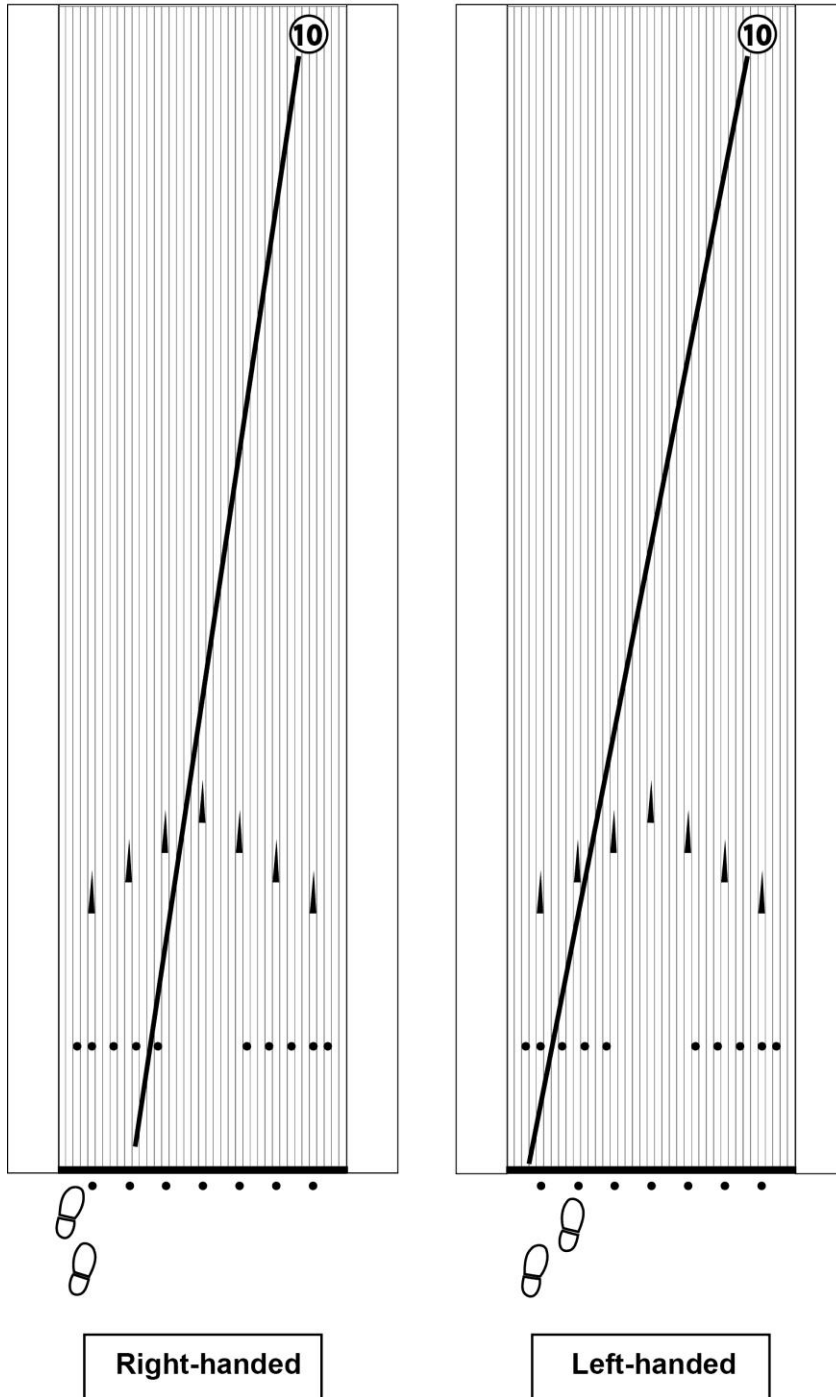
If a new bowler missed their target and leaves a spare with either the 1 or 5 pin, the bowler should roll the second ball as if they were trying to get a strike.

Spare leave with	Right-hander stands on	Left-hander stands on
1 or 5 Pin	Starting Position	Starting Position
2 or 8 Pin	3rd Dot	5th Dot
4 Pin	2nd Dot	6th Dot
7 Pin	1st Dot	7th Dot
3 or 9 Pin	5th Dot	3rd Dot
6 Pin	6th Dot	2nd Dot
10 Pin	7th Dot	1st Dot



Phase 1 spares are for bowlers who will be starting near or at the foul line

### Example 10 Pin





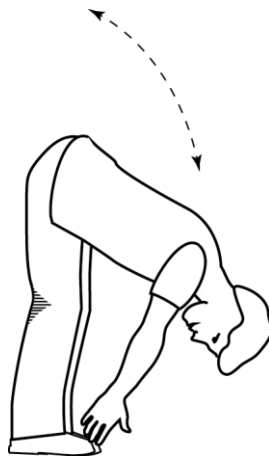
## Cool Down

### Introduction

After practices, competitions and conditioning sessions, the body needs to return to a state of rest. Cool-down activities are performed to aid in this process. These activities need to be relaxing, which include deep full breaths. Stretching during this period will be in the form of Static Stretching, which includes:

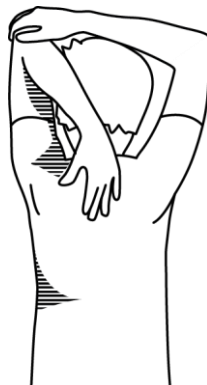
### Toe Touches

Bend over and attempt to touch the floor or toes. Maintain a slight bend in the knees. Repeat with the legs separated to stretch out the inner thigh muscles.



### Triceps Stretch

Lift elbow of one arm overhead (with elbow bent so the hand is behind the back). Grasp elbow with opposite hand and gently push back toward middle of head. Repeat with other arm.







### **Shoulder Stretch**

Take arm across the body and apply pressure with opposite hand. Repeat with other arm.



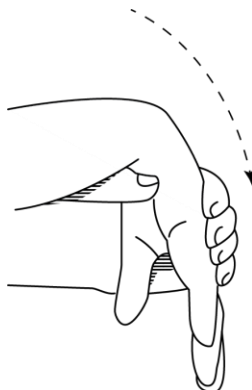
### **Wrist Flexor Stretch**

Extend arm with palm facing down then bend up at the wrist. Grasp fingers with opposite hand and pull toward body. Repeat with other hand.



### **Wrist Extensor Stretch**

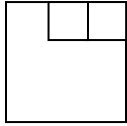
Extend arm with palm facing down then bend down at the wrist. Grasp fingers with opposite hand and pull toward body. Repeat with other hand.



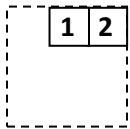


## Keeping Score

What's the score?



This is a frame



You get to roll the ball 2 times in one frame, unless you get a strike.

There are 10 frames in 1 game

1	2	3	4	5	6	7	8	9	10



### This is a strike

A strike is marked when you knock down all the pins with your **first** roll. A strike gives you extra pins as a bonus. You do not add up the score for this frame until you have rolled the ball two more times.



### This is a spare

A spare is marked when you knock down all the pins with **two** rolls. A spare gives you extra pins as a bonus, too. You do not add up the score for this frame until you have rolled the ball one more time.



### This is a miss (or 0)

If you roll the ball into the gutter on the first roll, it means no pins were hit. Remember, you have two rolls per frame so you still have a chance to knock down some pins or maybe you might knock them all down and get a spare.

If you knock down eight pins on your first roll and then you miss the two pins that were standing on the second roll, that also is a miss and you only get to add the eight pins you knocked down to your score.



## Here is what scoring a game looks like

1	2	3	4	5	6	7	8	9	10
8-	5/	35	81	71	X	9/	X	X	8/6
8	21	29	38	46	66	86	114	134	150

- 1<sup>st</sup> Frame** Roll #1 – Bowler knocks down 8 pins.  
Roll #2 – Bowler misses the 2 pins left standing, for a score of 8 in the first frame.
- 2<sup>nd</sup> Frame** Roll #1 – Bowler knocks down 5 pins.  
Roll #2 – Bowler knocks down the 5 pins left standing for a spare.
- 3<sup>rd</sup> Frame** Roll #1 – Bowler knocks down 3 pins; now the score for the second frame goes in. How do you do this? Simply add the 8 from the first frame, plus 10 for the spare in the second frame plus the 3 pins that were knocked down on the first roll in the third frame:  $8+10+3 = 21$ .  
Roll #2 – Bowler knocks down 5 of the 7 pins that were left standing, so the total for the third frame is 29 ( $21+8 = 29$ ).
- 4<sup>th</sup> Frame** Roll #1 – Bowler knocks down 8 pins.  
Roll #2 – Bowler knocks down 1 of the 2 left standing, so the score in the fourth frame is 38 ( $29+9 = 38$ ).
- 5<sup>th</sup> Frame** Roll #1 – Bowler knocks down 7 pins.  
Roll #2 – Bowler knocks down 1 of the 3 pins left standing, so the score in the fifth frame is 46 ( $38+8 = 46$ ).
- 6<sup>th</sup> Frame** Roll #1 – Bowler knocks down all 10 pins for a strike, so mark an X.  
Roll #2 – Since the bowler knocked them all down on the first roll, they do not get to roll again until the next frame.
- 7<sup>th</sup> Frame** Roll #1 – Bowler knocks down 9 pins but you must wait to add the score for the sixth frame since the bowler gets one more roll before that happens.  
Roll #2 – The bowler knocks the pin down for a spare, so the score for the sixth frame is 66; the 46 plus 10 for the strike, then 10 for the next two rolls:  $46+10+10 = 66$ .
- 8<sup>th</sup> Frame** Roll #1 - Bowler knocks down all 10 pins for a strike, mark an X and a score of 86 goes into the seventh frame:  $66+10+10 = 86$ .  
Roll #2 - No roll, cannot add score yet
- 9<sup>th</sup> Frame** Roll #1 – Bowler knocks down all 10 pin for another strike, mark an X.  
Roll #2 – No roll, cannot add score yet.
- 10<sup>th</sup> Frame** Roll #1 – Bowler knocks down 8 pins, since strikes count 10 plus the next two rolls, a score of 114 gets marked in the eighth frame. Here is how it works: After the strike in the eighth, the first roll was a strike in the ninth frame and the second roll was the 8 pins knocked down in the 10th frame ( $86+10+10+8 = 114$ ).  
Roll #2 – Bowler knocks down the two pins standing for a spare, which is the second roll for the strike that was rolled in the ninth frame so 20 ( $10+10$ ) gets added to the 114 for a score of 134 in the ninth frame. Since the bowler got a spare they get one more bonus roll.





## About the Baker Game

A Baker Game is when multiple bowlers bowl one game.

1	2	3	4	5	6	7	8	9	10
8-	5/	3/5	8/1	7/1	X	9/	X	X	8/6
8	21	29	38	46	66	86	114	134	150

Diagram showing bowler assignments for each frame:

- Bowler 1 (blue) bowls frames 1, 5, and 9.
- Bowler 2 (red) bowls frames 2 and 6.
- Bowler 3 (green) bowls frames 3 and 7.
- Bowler 4 (orange) bowls frames 4 and 8.
- Frame 10 is designated for "Choose bowler".

Team of four bowlers

Bowler 1 bowls in frames 1, 5 & 9

Bowler 2 bowls in frames 2 & 6

Bowler 3 bowls in frames 3 & 7

Bowler 4 bowls in frames 4 & 8

10<sup>th</sup> frame, choose a bowler to finish the game.