

## Ed Cotter

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**From:** United States Bowling Congress <noreply@news.bowl.com>  
**Sent:** Monday, November 07, 2011 9:01 PM  
**To:** cotter\_emusbc@MIDMAINE.COM  
**Subject:** USBC e-Connection: PBA Experience returns



### **PBA Experience leagues are back**

USBC Sport Bowling members looking to challenge themselves on the same conditions seen on the Professional Bowlers Association Tour again will have that opportunity with the return of the PBA Experience.

PBA Experience leagues returned Nov. 1, and bowlers will be able to test their skills on the Viper, Shark, Scorpion, Chameleon, Cheetah, Earl Anthony, Carmen Salvino, Detroit Open, World Championship, Tournament of Champions and U.S. Open oil patterns featured at national and regional PBA events. Patterns will be available in the coming weeks as they are adapted for the various lane machines.

To read more about the return of the PBA Experience, click [here](#). For more on the Sport Bowling program, go to [BOWL.com/sportbowling](http://BOWL.com/sportbowling).

### **New VIP package is available for USBC Open Championships bowlers**

For bowlers planning to compete in the 2012 USBC Championships in Baton Rouge, La., a new VIP package is now available.

The package includes several gifts, discounts and other features combined into one great deal that can be purchased exclusively on BOWL.com for just \$199.95. It is the perfect holiday gift or a special opportunity for a veteran competitor looking to enhance the tournament experience.

Because certain portions of the program must be scheduled, bowlers are required to purchase their VIP memberships at least 30 days prior to their dates of competition in Baton Rouge. The VIP package includes:

- Member polo shirt
- One-hour coaching session on the new practice lanes, which will feature the tournament lane condition
- VIP Welcome/Express tournament check-in
- VIP photo/video package
- Complimentary locker
- Express weigh-in
- Complimentary seating at USBC-televised events
- 25% discount at the on-site USBC SportStore
- \$50 Bowling Ball Express discount
- VIP membership card

The VIP package does not include entry fees for the event. To get complete details and become an Open Championships VIP, visit [BOWL.com/vip](http://BOWL.com/vip) or call 800-514-2695, ext. 3151.

### **SMART Corporation revises scholarship use policy**

The SMART Bowling Scholarship Funding Corporation is revising its scholarship use policy to better protect student-athlete eligibility and ensure compliance with collegiate and state high school athletic associations' regulations.

Effective November 1, 2011, SMART scholarship funds may only be used for qualifying secondary education expenses. All funds disbursement, after final review and approval, will be paid directly to the educational institution. No policy exceptions for direct reimbursement of SMART funds to a student or parent will be allowed.

For more information on the new changes to SMART, please click [here](#).

### **USBCSportStore.com has new look, new items**

USBCSportStore.com, the official online store of USBC, has a new look and better selection of apparel and gifts, including several new styles for the 2011-12 season.

USBC members can receive a special 20% discount on their first purchase from USBCSportStore.com. To receive the discount, USBC members simply need to activate their 2011-12 membership card. Members can visit [BOWL.com/activate](#) to receive the discount.

USBCSportStore.com also has the new USBC Youth jersey, Bowl for the Cure items and apparel, coaching manuals, purchasable awards and so much more.

USBC Associations can order custom merchandise, including polo and camp shirts, towels, beverage koozies and other items at USBCSportStore.com.

To view the new apparel and accessories that the USBC Sportstore has to offer, please click [here](#).

### **Save on travel with the new MyBowlingVacation.com**

Bowlers who plan to compete in an upcoming USBC national tournament, or for those going on a vacation or business trip, the new [MyBowlingVacation.com](#) website makes it easy to book any trip.

MyBowlingVacation.com is the official travel website of USBC and members are encouraged to book flights, hotels, rental cars and more at the easy-to-use website. MyBowlingVacation.com already has negotiated rates so bowlers can find the right hotel to fit their budget.

Special hotel rates already are available for the 2012 Open Championships in Baton Rouge, La., including the Belle of Baton Rouge Casino and Hotel, the official brackets sponsor of the tournament, and for the 2012 Women's Championships in Reno, Nev., including Silver Legacy, Circus Circus and Eldorado, the presenting sponsors of the Women's Championships.

### **Junior Gold Championships features exciting new format**

With record scholarships on the line in 2012, the North Pointe Junior Gold Championships presented by Brunswick will shift to a double-elimination match-play bracket for the top 16 bowlers in each of four divisions.

The event, which will have \$250,000 in scholarships up for grabs, is expected to draw nearly 2,000 bowlers from across the country to Indianapolis from July 14-20. In addition to scholarships, bowlers will be competing for spots on Junior Team USA.

For more information on the format changes for the North Pointe Junior Gold Championships and for frequently asked questions, please click [here](#).

### **Team USA Trials to be based on points system**

When the USBC Team USA Trials take place in January, members of Team USA will be determined based on a points system rather than total pinfall.

The unique way of determining automatic qualifiers for Team USA as well as the Team USA Trials champions will reward consistency and versatility over the course of the four-day event, which is contested on four lane conditions. The 2012 Team USA Trials is scheduled to take place Jan. 2-6 at Texas Station in Las Vegas

All USBC members are eligible to compete in the Team USA Trials and entry information for the event can be found at [BOWL.com/teamusatrials](#).

To read more about Team USA Trials, please click [here](#).

## Team USA earns three gold medals at Pan American Games

Team USA swept the doubles competition then earned gold and silver medals in singles at the 2011 Pan American Games held in Guadalajara, Mexico, last month.

In the doubles competition, Chris Barnes of Double Oak, Texas, and Bill O'Neill of Southampton, Pa., topped the men's field by 193 pins, while Liz Johnson of Cheektowaga, N.Y., and Kelly Kulick of Union, N.J., easily won the women's event by 328 pins at Bolerama Tapatio. Click [here](#) for coverage of the doubles competition.

Johnson claimed the women's singles title by topping Jennifer Park of Canada, and Barnes took the silver medal in men's division, falling in the championship match to Santiago Mejia of Colombia. Click [here](#) for coverage of the singles competition.

Since bowling became a medal sport in 1991, Team USA has earned 20 of a possible 28 gold medals in bowling at the Pan American Games, the second-largest multi-sport event after the Olympic Games.

## USBC partners with *Bowlers Journal International* on magazine subscription

USBC in conjunction with *Bowlers Journal International* is offering a new magazine subscription option designed for USBC members.

The partnership creates a new bi-monthly *Bowlers Journal* subscription for \$16 and includes a bonus section from USBC in each issue. Subscribers taking advantage of the new bi-monthly option will receive The USBC Insider, a special four-page insert with in-depth coverage and details about USBC programs and events. The bi-monthly subscription will include the January, March, May, July, September and November issues of *Bowlers Journal* along with The USBC Insider.

In addition to the new subscription offer, *Bowlers Journal* also is inviting USBC state and local association leaders to take advantage of a special advertising section that provides national recognition to local Halls of Fame inductees, outstanding volunteers or league and tournament champions.

For more information about the new *Bowlers Journal* USBC magazine subscription visit [bowlersjournalusbc.com](http://bowlersjournalusbc.com).

For more information about the local recognition program contact Keith Hamilton at 312-341-1110, ext 227 or [Keithh@lubypublishing.com](mailto:Keithh@lubypublishing.com).

## USBC and Kegel extend partnership

USBC and Kegel agreed recently to extend their exclusive partnership for two additional years, making Kegel the "official lane maintenance provider" for all USBC tournaments through 2013.

Kegel has provided lane maintenance equipment and supplies as well as technical and on-site support for all USBC championship events since January 2006. This includes more than a dozen tournaments each year from the youth to professional level.

As part of the partnership, Kegel will provide USBC with its latest materials, including lane machines, cleaners, conditioners, cloth and spare parts. Both the USBC Open and Women's Championships will continue to feature the automated Kegel Kustodian Lane Walker.

While USBC will have final say on all USBC tournament lane conditions, Kegel will be trusted to provide equipment maintenance and technical support.



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The logo for BOWL.COM features the word "BOWL" in a bold, blue, sans-serif font, followed by a stylized bowling ball icon with a red and white striped pattern, and the word "COM" in a blue, sans-serif font. The entire logo is set against a white background with a blue and red border.

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