

STARS & STRIKES
AMERICA'S BOWLING NEWSMAGAZINE



Johnny becomes
PBA's Second
6-Decade Champ

Y.E.S.!
BPAA and USBC
Unite to Boost
Youth Bowling

p.6 and Bowl-O-Pinion p.2



Senior
Rookie
of the
Year:
Walter
Ray



Kulick ESPY
Snub is a
Disgrace

Guest Column, Comments p. 6

PBA's New
Unlikely Promoter:

Howard
Stern!

p. 5





B. WL • • P<N<ON

by Jim Goodwin

The editorial opinions expressed here are offered to provoke thought on important and sometimes controversial or provocative issues.

Agree or disagree, we'd like to hear from you:

starsandstrikes@sbcglobal.net

Industry Y.E.S. Program Long Overdue

When this writer was a kid in Dallas, youth bowling was a big deal. And no, it was not the Stone Age; but it was a much simpler period with family life at the epicenter of American culture.

Back then, we had coaches, mostly employed by AMF and Brunswick that doubled as "junior directors" in practically every bowling center in America. Saturday mornings meant bowling – we saved the afternoon for outdoor sports. On occasion, we loaded up the busses and traveled to far off places like Fort Worth and Houston for tournaments.

It was a great time.

But sometime later, centers began to lose their interest in organized leagues and programs for kids; not all; but far too many. Only in recent years, mostly since the merger of bowling's rules making organizations, has there been a big push to restore youth bowling's glory. Let's hope that it lasts longer than other great promotions like "Super Bowling Saturday."

High School bowling is doing

well and growing. BPAA's Bowlopolis program is having some impact, and now, BPAA and USBC have teamed up to create a new fund to promote youth bowling. The Youth Education Services (Y.E.S.) fund will be jointly managed by BPAA and USBC through the Bowling Foundation at the International Bowling Campus.

And if money is the key to future success, this program is off to a fairly good start with pledges from bowling's manufacturing partners totaling \$250,000. I won't mention all of the companies here that so generously will give their money, because, weather they like it or not, this is not about them.

This, in my opinion, is one of those teachable moments where companies need to step up for the good of the game and industry without expecting anything in return other than a healthier industry and sport; which will, in the long run, put dollars in their pockets. Anyone looking for a quick ROI should look elsewhere for places to invest their profits.

We have also been assured

that these investors will not be buying influence and will in no way, shape, or form be involved in the rules and regulations process. Anyone who wants to see where that strategy leads need only look at recent history.

The chosen leader of the Y.E.S. program is new BPAA Director of Youth Chad Murphy. The fact that BPAA now has a Youth Director is very encouraging – it demonstrates their commitment to the future and their desire to be the leader of the movement. Chad will work with the USBC Youth Department to manage the program and fine tune it as needed.

For now, the focus will be on "developing a new mainstream sports model for bowlers 12 and under," and testing is already underway in a dozen centers. We are not exactly sure what that means, but we trust that more details will be revealed as they move along.

Will it mean more USBC Youth members? Not necessarily, but increased membership in USBC youth leagues was described as a "bi-product" of this initiative.

We can also hope that Y.E.S. dollars, if available in a few years, can trickle into promotions for teens and organized high school and college bowling.

For those who haven't seen it yet, it is not business as usual inside the new International Bowling Campus in Texas, and this new youth program is one of the first signs that the status quo is out the window when it comes to saving our sport and industry.

In spite of what you may have recently read or heard, it is not all doom and gloom; leaders are not corrupt and inept; the organizations are not broke. Are there growing pains? Absolutely; but why would anyone expect bowling groups that took decades to merge and get under one roof to instantly mesh?

Do we expect more problems? Will we see more complainers? Sure. Will we also see more innovation, outside the box thinking, and working together than ever before?

Based on the beginning of this new youth program, we have to say Y.E.S.

After 37 Years, Lichstein Ponders Entering PBA Tournament of Champions

Long-time PBA Director of Player Services renews membership, contemplates "comeback"

Long-time Professional Bowlers Association Director of Player Services Larry Lichstein, at age 61, has set aside his grievances, re-joined the PBA and is considering dusting off his bowling shoes to enter the \$1 million PBA Tournament of Champions next January 16-22 at Red Rock Lanes in Las Vegas.

There is much more to this story. Anyone who has followed the PBA Tour over the past 40-or-so years knows Larry Lichstein is the guy who once drove the big semi and drilled bowling balls for PBA Tour players for years. They also know Lichstein was (and is) out-spoken, opinionated and extremely passionate about the sport, and the PBA.

Some also know that on Feb. 6, 2006 ("exactly 35 years to the day after I won my only PBA Tour title in San Jose, Calif."), the PBA Hall of Famer for meritorious service wrote his resignation letter to the PBA, and walked away.

"I was extremely upset with several decisions the new owners had made and I decided I didn't want to be a member anymore," the Fort Meyers, Fla., pro shop owner said.

Fast-forward to January 2009, when the PBA celebrated its 50th anniversary with an unforgettable gala in Las Vegas – at the very same Red Rock Resort that will host the 2011 Tournament of Champions and PBA Hall of Fame ceremonies. The gala was unlike any event ever held in bowling. Almost all of the living competitors among those selected as the "50 Greatest Players in PBA History" were on hand. It might

have been the most impressive gathering of bowling talent ever assembled in one room.

"I had strong inclinations not to go to that dinner," Lichstein admitted, "but the reason I wanted to go was that I was asked to be one of voters, and those top 50 were not only my idols, but guys I bowled against and serviced as player rep for years. I knew if I missed that dinner, I'd regret it for the rest of my life."

"And I'll tell you, it was the most wonderful three days I've ever spent in my life. (PBA Commissioner) Fred Schreyer was exceptionally warm to me. So was (PBA Vice President and Director, PBA Tour) Kirk (von Krueger), and (Deputy Commissioner) Tom Clark, and other PBA officials. I felt very comfortable. After the way I was treated at the 50th gala, considering the fact that I know many PBA execs knew how dissatisfied I was, well, I changed my mind."

"When the plans for the new Tournament of Champions were announced, I started thinking about it. I'm no longer a bowler; now I'm a bowling fan. But I bowled pretty good in April, and I started thinking, if I

practice three or four times a week, I can still throw the ball pretty good for an old man. So I thought, if I go to the TOC, my only goal will be to not finish last.

"So now I've re-upped my membership. Do I really want to go? I'm still 50-50," Lichstein continued. "It'll mean I have to commit to a lot of practice - 50 games or so a week. I have to get myself in bowling shape. I figure, after about 30 days, the pain I'm going to go through should ease up."

"I have a lot to think about before I decide. I don't want to look like a 61-year-old over-the-hill has-been, but I've taken the first step."

"I haven't bowled in a PBA national tour singles event for 37 years. In fact, the last Tour event I bowled in was the 1973 Tournament of Champions. The only events I've bowled since then have been a few senior regionals, and a couple of PBA Senior Tour events. The last PBA event of any kind I bowled was 10 years ago, so if I enter the TOC, it will be my last PBA event. I don't think I'll ever bowl another one."

"But on the other hand, if they keep the same format, and I'm home and bored... It's a nice trip to Vegas. Who



Larry Lichstein

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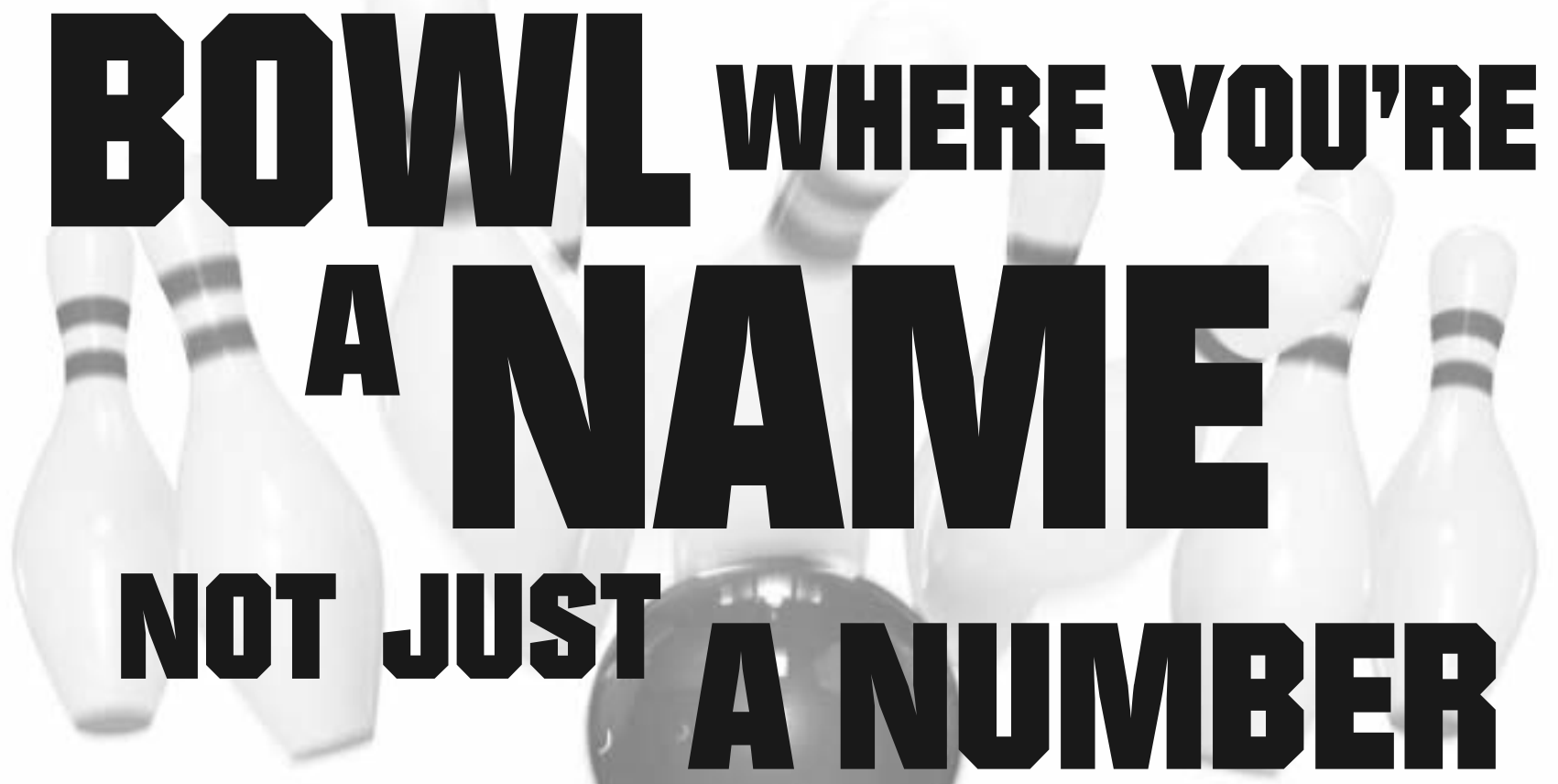
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CONTENTS



5

Howard Stern Promotes World Series of Bowling

5

Nation Takes PABCON Singles



7

Walter Ray Williams Sr. Rookie of the Year

9

Petraglia Wins PBA Titles in 6 Decades



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Plus . . .

- 2 Bowl O Pinion
- 2 Lichstein to bowl PBA T of C
- 4 Chuck Pezzano
- 5 Nation wins PABCON Singles
- 5 Howard Stern's Scott Salem to bowl in PBA World Series of Bowling
- 6 Guest Column by Frank Weiler
- 7 W.R. Williams - Sr. Rookie of Year
- 8 Pro Shop/Services
- 9 Petraglia Wins Titles in 6 Decades
- 10 The Funny Page
- 11 Calendar of Events
- 11 Jeanette Robinson Column

photos courtesy of:
BPAA, PBA, USBC

PEZZANO

Chuck Pezzano is the dean of bowling writers. His columns have appeared in newspapers and magazines nationally for over 50 years. He is a charter member of the Professional Bowlers Association, and is enshrined in both the PBA and USBC Halls of Fame.

The "NEW" USBC - Still a work in progress

The United States Bowling Congress is still a work in progress, and always will be.

Bowlers and officials are still adjusting to the USBC, the result of a merge of the American Bowling Congress, Women's International Bowling Congress, Young American Bowling Alliance and USA Bowling.

That's a lot of years, a lot of people, a lot of varying interests and personalities, and a lot of give and take. In many groups centuries of trying have failed to bring smooth transitions and differences in opinion, so why does everyone expect this to happen in bowling in mere years that can be counted on one hand?

The list of areas is endless; the world's greatest and largest participant tournaments, and some of the world's tiny tournaments for young people; international involvement, certification of bowling lanes and all the products linked to bowling because of use by bowlers, starting with bowling balls, rule making; local bowling associations (their makeup and role), awards, charity involvement, actions within the industry with other integers of bowling, halls of fame, financial structure, and the thousand or more questions that are asked almost every week about some part of the gigantic world called bowling.

Being a bowling history buff, I find that many of the problems that come up have come up before.

Scores too high in your opinion? In the 1840s the scores in the bowling alleys that were on almost every block in New York City were higher. The main reason was the shape of the bowling pins used. The belly portion was big, too big and caused the pins to be closer together, causing a condition called 'stacking' which made the pins fall easily because they were so close they made quick contact and quicker fall-

ing. The pins were modified to correct the condition.

Bowling dues too high? Sanctioned bowling always has been the best bargain in sports, but the services offered and given have not been fully understood and appreciated by the bowlers who benefit from them.

The USBC stands at its tallest when it resolves problems such as a recent New York situation where tournament funds were misused; and the many times similar situations occur when only a few dollars are involved instead of a few hundred thousand.

One early bowling official resigned his post when he felt that a prize fund of a little more than a thousand dollars would ruin the sport. That ruination now exceeds six million dollars and growing. It's not the amount of money but the amount of attention and scrutiny given to achieve fairness and honesty.

Speaking of honesty, during the bad economic times of the 1930s, when banks were closed, the ABC had many checks for tourney entry fees that were no longer any good. Instead of panic the officials held on to them and everyone was made good by the bowlers.

More of that mutual respect is needed.

Disagreement will always be present; being disagreeable never solved any problem. As much as possible, every item should be put on the table, with few secret agendas and frank answers to tough questions.

The USBC's town hall meetings could be a great step forward, gatherings at which officials and bowlers, national and regional, can mix and match their knowledge, facts, and ideas. They should be continued as a regular happening.

That is progress.

Idle bowling thoughts . . .

- National Bowling Week has come and gone. There were some good things, but not enough. There should be more proclamations. There should be much more emphasis on how much bowling has done for charity, behind the spotlight, particularly for veterans, and breast cancer, and on local levels and higher, for every needy purpose. Constructive criticism should always be welcome, but always give bowling the pride and respect it deserves.

- Good move by the PBA in expanding the Tournament of Champions. Bowlers such as George Pappas and Johnny Petraglia and a number of other former champions have history and tradition to spare, and as long as they still have talent, they deserve a fair shot.

- Why was the fabled Marion Ladewig so great? She was one of the first top bowlers to take the game seriously. You knew she was always there to win and was willing to put in the practice and hard work to always keep her game as sharp as possible. And her opponents knew it too, and her aura had most of them beaten before a ball was rolled.

- Don't underestimate the talent of senior bowlers. In a recent Northeast Senior tour-

ney, of the 22 cashers in an 86 bowler field, four of them were older than 70, eight were above 60 and 10 were from 50-59.

- Sad stat. More pro golfers win a million dollars in each single season than the list of pro bowlers who have won a million dollars in their careers.

- Believe it or not, the man who was involved in many of the major moves in the history of bowling, Nick Mormando, is now into his 60th year of bowling center ownership, still as sharp as ever when he talks about his love for bowling. Former BPAA president, among many other key positions, he was a pioneer in the establishment of the International Bowling Hall of Fame and Museum.

- Who was the smoothest bowler of all time? You wouldn't go far wrong in picking Joe Joseph. You could just about here his footsteps and the ball contacting the lane. The most activated and animated approach is still owned by the fabled Mark Roth, who has taken as many cavalry charge steps as the runway would allow. But he probably had more bowlers attempt to copy his game than any other bowler. They just loved his look and the look of his ball.

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UPCOMING GUESTS

OCTOBER

- 6 - Jim Dressel
- 13 - Larry Lichstein
- 20 - Carolyn Dorn-Ballard
- 27 - Jason Belmonte

NOVEMBER

- 3 - Gianmarc Manzione
- 10 - Lou Trunk (3-part series)
- 17 - Jim Goodwin
- 24 - Mo Pinel

Phantom



Radio

Nation Wins Singles at 2010 PABCON Women's Championships

HENDERSON, Nev.- Team USA member Stefanie Nation of Grand Prairie, Texas, showed off her world-champion focus and closed with two big games to claim the singles gold medal at the 2010 Pan American Bowling Confederation Women's Championships in suburban Las Vegas.

Nation finished with games of 268 and 245 for a 1,372 six-game total and edged out Venezuela's Alicia Marcano, who posted a 1,369 effort at Sunset Station Hotel and Casino's Strike Zone Bowling Center.

Marcano needed two strikes in her final frame to claim the gold, but left a 4 pin on her second shot. Team USA's Kelly Kulick entered the last game with a 29-pin advantage over Marcano and had a chance to retain

her lead, but a 3-6-9-10 in the 10th frame left her with a 1,367 total and the bronze medal.

"There were four or five of us in it going into the last game, so it was pretty exciting," said Nation, who also won singles gold at the 2009 World Tenpin Bowling Association World Women's Championships. "I just wanted to make sure to stay in my own moment and make good shots, hoping the pins would fall my way. Whether it was me or Kelly, I just wanted us to be on top."

Nation's focus was tested in Game 4 when she registered a foul after

starting the game with six consecutive strikes. She chose not



Stephanie Nation

to dispute the foul and didn't allow it to affect her performance as she finished with 215.

"You just have to move on from something like that, and I'm glad it

didn't cost us in the end," Nation said. "Winning two of the three medals is a great start for us, and I think we're all mentally and physically prepared for the next couple of days leading into the team event, which is the one we're really looking forward to."

At the 2008 PABCON Championships in Santiago, Chile, Kulick finished fourth in singles before winning gold medals in doubles, trios, team, all-events and Masters.

"Stefanie was consistent all day and put herself in contention to win it," Kulick said. "I'm disappointed that I had the opportunity to win the gold and threw a bad shot, but I'm thrilled for Stefanie. Last time, I finished fourth in singles, so at least I improved and got a medal today.

Now, I'm going to focus on doubles with Shannon (Pluhowsky), and I'm really looking forward to the team event. That's the pinnacle of a tournament like this, and it's a good opportunity for us to learn and improve as we look forward to the World Championships next year."

Team USA's Liz Johnson finished fifth Monday with 1,344, while Shannon O'Keefe was seventh (1,322), Tennelle Milligan was 14th (1,252) and Pluhowsky was 30th with 1,183.

The 2010 PABCON Women's Championships features 60 competitors from 13 countries competing for medals in six events - five-player team, trios, doubles, singles, all-events and Masters match play.

Howard Stern Show's Scott "The Engineer" to Bowl in PBA World Series

SiriusXM satellite radio show to follow staff member's progress prior to and during Las Vegas event

Scott "The Engineer" Salem, an avid league bowler who serves as an engineer for SiriusXM satellite radio star Howard Stern, will compete in the Professional Bowlers Association World Series of Bowling this fall. The iconic talk show host plans to follow his longtime staff member's progress for weeks leading up to, and during, the kickoff event for the 2010-11 Lumber Liquidators PBA Tour season.

The PBA World Series of Bowling, which will be webcast live in its entirety on pba.com's Xtra Frame streaming video service, is a multi-event competition to be held at South Point Casino in Las Vegas, October 24-November 6.

Salem, who carried a 218 bowling average in his league last season,

accepted the PBA's special invitation to compete in the World Series live on Stern's show last Thursday. Millions of listeners heard his acceptance and Stern's permission to compete.

"I was like a deer caught in the headlights," said Salem. "I'm very excited. It will be phenomenal to get to bowl against these top of the line, world class guys."

Stern has long made Salem the brunt of jokes due to his bowling prowess.

"Scott has been talking about what a great bowler he is for years," said Stern on Monday's show. "Now Scott's going to get his shot. And we'll see. I guarantee he'll choke, bowl a 130 and his excuse will be they oiled the lanes differently. Or maybe it will be a

'Rocky' story and he'll have the game of his life. I can see him working out in a meat locker to get ready now."

The PBA expects an increase in attention from Stern's audience for the WSOB. Currently, a poll on howardstern.com asks users to vote for how they expect Scott "The Engineer" to perform.

"Scott is a legitimate high-average league bowler and he is a big fan of the PBA," said PBA Deputy Commissioner Tom Clark. "Hopefully bowlers like him across the country will live vicariously through his experience at the World Series."

"The Howard Stern Show is a pop culture phenomenon," Clark said. "Stern's legions of passionate fans will be extremely interested in how

Scott 'The Engineer' does against the best in the world."

Salem, 57, mentioned on air that he was looking forward to meeting PBA stars Walter Ray Williams Jr. and Chris Barnes. "I don't have high expectations because I know how hard it will be," Salem said. "I understand the conditions they bowl under are much more difficult than typical league bowling. As the date gets closer I'll probably freak out."

Salem is preparing for the opportunity by beginning a renewed practice regimen and has scheduled an Oct. 8 coaching session from PBA Hall of Famer Johnny Petraglia, who recently became the second player to win PBA titles in six decades. Brunswick is providing Salem an arsenal of

equipment.

In addition to Stern's SiriusXM Satellite Radio stations 100 and 101, Stern's "HowardTV" pay-per-view on-demand television plans to cover Salem's experience leading up to and throughout the PBA World Series of Bowling.

Stern fans, like all other PBA fans, can follow the exploits of the entire WSOB field by subscribing to pba.com's Xtra Frame video streaming service. Subscriptions to the upgraded Xtra Frame, with improved video quality and a number of other new features, are available by clicking on the Xtra Frame logo on pba.com's home page. A special Howard Stern fan Xtra Frame rate for the first five days of the WSOB will be made available soon.

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Guest Column

KELLY KULICK Should Have Won Two ESPY Awards

by Frank Weiler, BWAA member

KELLY KULICK should have won this years ESPY Awards as Best Bowler and Best Female Athlete. The bowler award should have been a landslide in her favor. So why didn't she win either award? In short, name recognition, television exposure, and the lack of respect for the sport of bowling.

Whenever fan voting determines the winner of anything, NAME RECOGNITION is everything. Baseball all star voting attests to this. Every year the top vote getters are long time stars no matter their current performance. Derek Jeter was one of the top vote getters this season even though he is only batting about .275. Some thirty years ago Barry Larkin played in the shadow of Ozzie Smith for years. Even after Larkin became the best shortstop in the National League, the fans still voted the Wizard of Oz (Smith) the starting all star shortstop. Smith and his name were just better known than Larkin and his moniker.

So Kulick didn't stand a chance because of the name game. Walter Ray Williams, Jr., simply the best known bowler in the world. He had a great year and nearly every bowler knows him. Say "Walter Ray" and ninety per cent of all bowlers know who your talking about. He is probably the only bowler identifiable by his first (and middle) name only. He is the "Tiger" of bowling. Say "Kelly" and most bowlers don't know who you are talking about. So what chance did Kelly Kulick have with the voting fans?

Another factor in favor of Williams is television exposure. He has had a ton. He was on television more than Kulick last year and probably has been on six or more televised bowling events or PBA tournaments a year for the past twenty years. Now Williams is on the ESPN Classic television network nearly every week.

Another factor, which is not measurable, may be male bias. There may be twice as many men who watch sports than women. The number of men watching the ESPN sports network is probably twice the number of women who watch. My guess is that the vast majority of those voting for the ESPY awards are men. Also, sad to say, many men have a "SUPERIORITY COMPLEX." Many men will not vote for a woman as best bowler. In this case, they are wrong. Dead wrong.

So why should Kulick have won two ESPY awards? Because she may have had the best season any bowler has ever had, and because she beat the boys! Kelly won a record four major tournaments this past year, and was the first woman in history to win a men's national tournament. To boot, her national tournament win was a men's major championship. As far as I know, until Kelly won this seasons Tournament of Champions (T of C) no woman had ever won a tournament on any men's national sports tour. I don't think anyone in the national sports media has really comprehended what Kelly has accomplished. Not only was her winning of the T of C a first, not only was it historic, it was one of the greatest accomplishments in sports history.

To understand what Kulick did, think of Lorena Ochoa winning the Masters Tournament in Augusta! Think of Serena Williams beating Roger Federer for the men's Wimbledon tennis championship! If Lorena or Serena did that they would be hailed as the greatest female athlete of all time. Imagine that.



Instead, because bowling gets no respect, Kelly Kulick couldn't even win an ESPY in her own sport. Kulick's photo should have been on the covers of Sports Illustrated, ESPN the Magazine and The Sporting News. It wasn't.

When it comes to best female athlete, I believe all of the above apply.

BOWLING GETS NO RESPECT and KELLY KULICK IS THIS YEARS BEST FEMALE ATHLETE. By the way, how come there is no ESPY for Best Female Bowler?

Frank Weiler is the publicity director for The Citrus Belt USBC Association in Southern California.

Comments from Industry Insiders

I couldn't agree more about the ESPY. The system is definitely FLAWED! The year that Carolyn Dorin-Ballard (I think 2001) got SEVEN titles, the ESPY went to Norm Duke. The "general populous" votes on this and if the non-bowling ESPN fans are more familiar with one name than the others, or just vote the first name/photo they see, that's it.

Witness, if you will, the announcement that Taylor Swift is going into the bowling celebrity Hall of Fame next year. I don't have to elaborate (especially comparing her "credentials" with the other candidates'). It speaks for itself, especially considering another pop star, Justin Bieber, placed second in the "voting." Yep, I put that word in quotation marks!

And once again, bowling takes another hit, this time from supposed sports fans. Wait...is bowling a real sport? (sarcasm abounding)

-- Joan Taylor

You make some good points, Frank.

I wonder though, how many of those involved in this great sport, actually took the time to vote?

We must help ourselves - if even half of the millions of bowlers who bowl regularly were to vote, Kelly would have won, I'm sure.

As the saying goes: 'God helps those who help themselves'

-- Hazel McLeary

BOWLING INDUSTRY UNITES IN A GROUNDBREAKING PARTNERSHIP TO SUPPORT YOUTH BOWLING

- Y.E.S. means Youth Education Services -

ARLINGTON, Texas – In a groundbreaking agreement, leaders of the nation's largest bowling manufacturers will partner with the Bowling Proprietors' Association of America and the United States Bowling Congress to create a new funding source dedicated to youth bowling development and marketing.

The new Youth Education Services (YES) Fund is a joint initiative of BPAA, USBC and The Bowling Foundation. Many of the leading brands in bowling, including Brunswick, Columbia 300, Ebonite, 900 Global, Hammer, QubicaAMF, Roto Grip, Storm and Track, have agreed to significant contributions to the YES Fund totaling more than \$250,000.

"This is an unprecedented statement about the level of unity being created in the bowling industry through the International Bowling Campus," BPAA Executive Director Steve Johnson said. "This is about more than one organization or company; bowling is the brand and seeing such a strong commitment to the future of our sport from these great partners is truly exciting."

An initial focus for the YES Fund project will be development of a new mainstream sports model for bowlers 12 years old and younger. This will involve testing new team-based structures for competition along with the development of training and recruitment programs to attract volunteer coaches.

"This project demonstrates the high level of commitment proprietors and manufacturers have toward growing bowling as a sport," USBC Executive Director Stu Upson said. "The goals of the YES Fund completely align with USBC's vision and will only strengthen our organization."

Programs initiated through the YES Fund will be led by BPAA Director of Youth Chad Murphy and supported with staff from USBC and BPAA. Soon, there will be additional opportunities for more partners to join the program.

"The partnerships that have been created unite the industry in a single cause – the betterment of youth bowling. The commitment by the leaders of bowling to join together in this effort will strengthen the sport today and for generations to come," Murphy said. "We

are thrilled to have many top bowling brands on board and expect more industry partners will soon follow."

The concept of the YES Fund was introduced at an inaugural youth bowling summit last month at the International Bowling Campus. During the summit, executives from some of the industry's leading brands heard a detailed presentation about the project and all in attendance quickly agreed to contribute to the fund. Plans call for initial testing of pilot programs related to the YES Fund later this year.

What bowling brands are saying about the YES Fund:

"Brunswick is proud to be a part of the YES Fund industry initiative. It is great to see all the companies make an investment into the future of our industry as we work together to create a more positive experience for our youth bowlers." – Brian Graham, Brunswick Consumer Products

"The brands of Ebonite International are proud to be contributing participants in the new YES Fund. In our view, the YES Fund program is the best possible approach to garnering industry involvement in developing programs that can ensure the future of our sport...America's youth." – Bob Reid, Ebonite International

"We at 900 Global are proud to be involved in a new and refreshing approach to build interest and education within youth bowling. After hearing the presentation and plan for the YES Fund, we were very excited and felt it was vital for us to be a part of something that will build on the future of our sport." – Dave Smart, 900 Global

"QubicaAMF believes that the development of youth bowling is one of the keys to the long term health of our industry and that we are excited to be a founding partner of the YES Fund program." – John Walker, QubicaAMF

"It was a real easy decision for Storm to make to be a part of the YES Fund program. We were very impressed by the way BPAA and USBC came together with this initiative and we realize the future of bowling is with the kids." – Dave Symes, Storm Products



Walter Ray Williams Jr. Adds 2010 PBA Senior Rookie of the Year to Long List of Honors

Idaho's Robert Harvey earns Dick Weber Sportsmanship Award

Professional Bowlers Association Hall of Famer Walter Ray Williams Jr. added another milestone to his illustrious career by earning the 2010 PBA Senior Rookie of the Year award. Robert Harvey of Boise, Idaho was selected the Senior Tour's Dick Weber Sportsmanship Award winner.

Williams, the 50-year-old Senior Tour rookie who earned a record seventh PBA Player of the Year honor earlier in the year, got the news of his award at home in Ocala, Fla., where he is recuperating from recent hernia surgery.

As a rookie on the Senior Tour, Williams won the PBA Senior Miller High Life Classic in Mooresville, N.C., in his Senior Tour debut. He also finished second to 2010 Senior Player of the Year Wayne Webb in the United States Bowling Congress Senior Masters and had back-to-back third-place finishes in the PBA Senior Lake County Indiana and Senior Pepsi Opens.

Williams, the PBA Tour's all-time leader in wins with 47 titles, challenged for Senior Player of the Year going into the final tournament of the season and would have been the first to earn both honors in the same year, but Webb's victory eliminated any chance for that honor.

"It seems a little odd to win a Player of the Year and Rookie of the Year award in the same year but I had a great time bowling on the Senior Tour," Williams said. "I was

shooting for Player of the Year but Wayne bowled very well and he was able to clinch that award in the last tournament of the season.



"I enjoyed meeting the new guys and bowling against some of the others I had bowled against in the past, but I can tell you that there are plenty of good players on the Senior Tour."

Williams discovered he had a hernia at the Senior Pepsi Open in Decatur in August but was able to finish the season before heading home to have it checked out.

"I woke up one morning and noticed a slight bump; otherwise I wouldn't have known it was there. There was no pain and it didn't really affect my bowling," Williams said. "I had it checked out when I got back home and the doctor said 'yeah, it's a hernia.'

"Fortunately we were able to

schedule the surgery so I'll be ready for the World Series of Bowling (which begins the PBA Tour season Oct. 24 in Las Vegas). I need to stay away from heavy lifting for the next three weeks or so but I should be ready to continue a normal schedule a week or so prior to the start of the season."

Harvey, currently a pro shop owner and instructor, lost the lease on his 16-lane bowling center earlier this year which opened up his schedule to bowl full time on the Senior Tour.

"It's a great honor," said the 54-year-old Harvey after receiving news of the Sportsmanship award. "It was a year that started good and got even better as it went on. "As fate would have it with the center closing, it was an opportunity to turn lemons into lemonade. To be able to win this award after being a member for only four years is something that I wouldn't have expected."

Harvey had best finishes of sixth in the PBA Senior HP Lanes Open and seventh in the USBC Senior Masters and finished 10th in Senior Tour points.

Harvey, who has competed on the Senior Tour since 2006, owns his only title in the Illinois State BPA Ladies and Legends with Kelly Kulick in 2008. He is also getting ready to compete in the PBA World Series of Bowling next month.

Both the Senior Rookie of the Year and Sportsmanship Awards were voted on by Senior Tour players.

AMF Bowling Centers, Anheuser-Busch Partner to Help Strike Out Underage Drinking

Employee Education, I.D.-Checking Program Rolled Out in 299 Bowling Centers

Richmond, Va. — The largest owner and operator of U.S. bowling centers is asking teens to think twice before attempting to purchase alcohol beverages in its venues. AMF Bowling Centers, Inc., Anheuser-Busch and its local distributors announced a new campaign to help address underage drinking and prevent sales to minors in AMF's 299 locations, operating in 35 states and Puerto Rico.

The We I.D. program, which builds on current efforts by AMF to restrict underage alcohol sales, provides retailers with drivers license guides to help employees verify identifications, introductory training DVDs and digital clocks that display the date of the legal age required to purchase alcohol beverages. We I.D. posters and signage will be displayed at check-out areas in all AMF Bowling Center locations to reinforce each store's commitment to requiring valid identification for the purchase of alcohol.

"The We I.D. program provides useful tools and sends a clear and consistent message to underage customers about our firm commitment to checking identification for all alcohol purchases," said Joe Scarnaty, vice president of Food and Beverage for AMF Bowling Centers. "Ensuring our associates are properly trained and are supported with easy-to-use

materials to prevent the sale of alcohol to minors helps protect our teens and the community."

In fact, 95 percent of American adults age 21 or older agree that sellers of alcohol beverages should be trained to spot fake identification, according to a survey conducted by Opinion Research Corporation CARAVAN@2010.

"We're proud to support AMF with its ongoing commitment to abide by the law and help keep our communities safe," added Kathy Casso, vice president of Corporate Social Responsibility at Anheuser-Busch. "This We I.D. effort complements and reinforces the progress that's been made in preventing underage drinking among our nation's youth."

The number of adolescents ages 12 to 17 who drink has declined 18 percent in the past five years, according to the U.S. Department of Health & Human Services' National Survey on Drug Use and Health, issued last fall.

"I applaud Anheuser-Busch and AMF's efforts to prevent alcohol sales to minors," said Police Chief John Venuti of Virginia Commonwealth University, which is located in Richmond, Va., also home to AMF Bowling Centers. "We I.D. is a very visible campaign in the community and helps reinforce existing laws against underage drinking."

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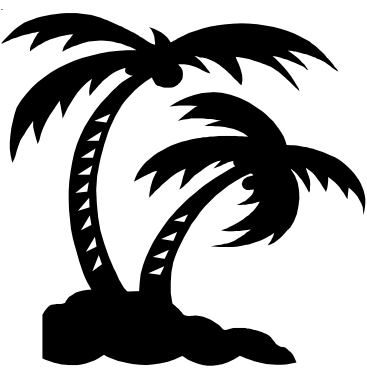
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SUPPORT YOUR LOCAL PRO SHOP

Maple Family Centers Contributes \$23,500 to BVL:

Through the combined efforts of the management, staff, league bowlers, and area retailers, Maple Family Centers, a five-center chain outside New York City, recently made a record-breaking donation of \$23,500 to the Bowlers to Veterans Link (BVL). Founded by the sport of bowling in 1942, BVL provides recreational and therapeutic programs and services to active duty military and veteran service men and women that help brighten days and speed recuperation.

The Maple Family Center effort started with the vision of President John LaSpina. "Our thought was this: Create a campaign which would benefit BVL, at the same time provide an opportunity for our bowlers to have some fun and to do some good."

Staff worked together to develop a tournament program which began at the league level. "We wanted to create a very simple structure, and yet give all our bowlers a chance to participate; not just the competitive or scratch bowlers," notes LaSpina. LaSpina also credits retired Navy Veteran Bill Rhoades, who bowls at LaSpina's Farmingdale center, for the format concept. The in-league tournament ran for two months, with

staff going lane to lane immediately after practice to register bowlers. All who signed up received a free game coupon. A leader board, updated weekly, was created along with a BVL display in each center.

In addition, raffle prizes were solicited from area retailers and pro shops - providing an additional source of fund-raising.

Capping off the event was a Tournament of Champions competition, which brought the top 20 bowlers from each center together for a final competition.

Moreover, LaSpina insured that one in six participants would cash, and the winner of the championship would receive a free trip to the Bowling Proprietors Association of America's meeting in Las Vegas.

"Our bowlers were really enthusiastic about this event," explains Joe LaSpina, John's son who worked alongside his father to implement the program. "The energy and excitement it created was really infectious. It was a combination of getting everyone involved at the league level, and it was the cause. . . they all really believed in the BVL mission. It was a great combination!"

Johnny Petraglia Wins PBA East Region Senior Open to Join Dick Weber as Second Player with PBA Titles in Six Decades

HOWELL, N.J. – Professional Bowlers Association Hall of Famer Johnny Petraglia of Jackson, New Jersey, defeated David Kneas of Annapolis, Maryland, 245-189, to win the PBA East Region Howell Lanes Senior Open at Howell Lanes, and join the legendary Dick Weber as only the second player to win PBA titles in six decades.

Petraglia won the first of his 14 PBA Tour titles in Fort Smith, Arkansas, in 1966 at age 19. A week later, he joined the U.S. Army and didn't bowl on Tour again until 1969. With Sunday's title, he also has 12 PBA Regional titles along with seven PBA Senior Tour titles. Now included are titles won in the 1960s, '70s, '80s, '90s, '00s and '10s.

Weber's six-decade span began when he won his first PBA title in the PBA's second event ever – the 1959 Paramus Eastern Open in Paramus, New Jersey. – and ended with his final title in a PBA Midwest Regional event in Taylorville,

Illinois, on January 20, 2002.

"I'd still like to win a national title,



but winning a regional...it's still a title. Just to be linked with Dick Weber, you did something," the 63-year-old left-hander said.

"The way it turned out was really terrific because it happened at my home lanes," Petraglia added. "I

qualified eighth and struggled through match play, but I got just barely through it. There were only four of us left, but I found something. I used a different ball, a different way to play lanes and it worked while everyone else was struggling. The last couple of matches were pretty easy, which was fine with me.

"My family was there, too. It was the first time my son (John Jr.) had ever seen me win in person. Every other time he saw me win was on TV or on tape.

"I'm extremely happy," Petraglia continued. "Doing something that Dick Weber did really makes you feel like you have accomplished something. He's the standard bearer, the guy who got us started."

Petraglia defeated Darryl Bower of Middletown, Pennsylvania, 226-166, and Kneas edged Bob Brady of Santa Monica, California, 182-181, in the semifinal round to set up the championship match.

BVL Receives \$10,000 Grant from Pepsi

In a surprise announcement at Bowl Expo, the bowling industry trade show recently held in Las Vegas, Nev., Bowlers to Veterans Link (BVL) Board Member Walter Hall was called to the stage to accept a \$10,000 Pepsi Refresh grant.

"The Pepsi brand has had a long and successful relationship with the sport of bowling," explains Pepsi's National Account Sales Manager for the Bowling Proprietors' Association of America (BPAA) Daphne Hood. "The Pepsi

Refresh Project provides grants to support ideas that move the world forward. It was a natural fit for us join with BPAA to provide this Pepsi Refresh grant to bowling's own BVL, which does so much good for America's active duty and veteran men and women."

The grant will help support the myriad recreational and therapeutic programs and services undertaken by BVL at VA Hospitals and State Homes throughout the country as well as for active duty troops

overseas. BVL dollars pick up where government funding leaves off, providing the "extras" that boost morale and speed recuperation - supporting participation in sporting events and the arts to music and entertainment.

"We are delighted that our friends at Pepsi have shown support for our cause," commented Hall. "We have a big job ahead of us and we know this great contribution will help us make a difference in the lives of those who

have served our country. We thank them so much for this wonderful surprise."

Pepsi Refresh Project: In an effort to support those who generate innovative, optimistic ideas, the Pepsi Refresh Project (<http://www.refresheverything.com>) will award more than \$20 million in 2010 to move communities forward. The Pepsi Refresh Project is an evolution of the Refresh Everything initiative Pepsi launched in 2009, which showed the brand as an optimistic

catalyst for idea creation, leading to an ever-refreshing world. Pepsi will fund projects that make a difference in six categories: Health, Arts & Culture, Food & Shelter, The Planet, Neighborhoods and Education.

BVL: Founded in 1942, the BVL is located in Metropolitan Washington, D.C. and is guided by representatives of the United States Bowling Congress and the Bowling Proprietors Association of America. For more information, visit <http://www.BowlforVeterans.org>.

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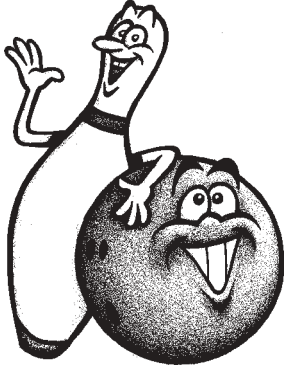
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THE FUNNY PAGE



When everything's coming your way,
you're in the wrong lane.

XXX

How is it one careless match can start a forest fire, but it takes a whole box to start a campfire?

XXX

A bus station is where a bus stops. A train station is where a train stops. On my desk, I have a work station.

XXX

Dolphins are so smart that within a few weeks of captivity, they can train people to stand on the very edge of the pool and throw them fish.

XXX

Whenever I fill out an application, in the part that says "If an emergency, notify:" I put "DOCTOR".

XXX

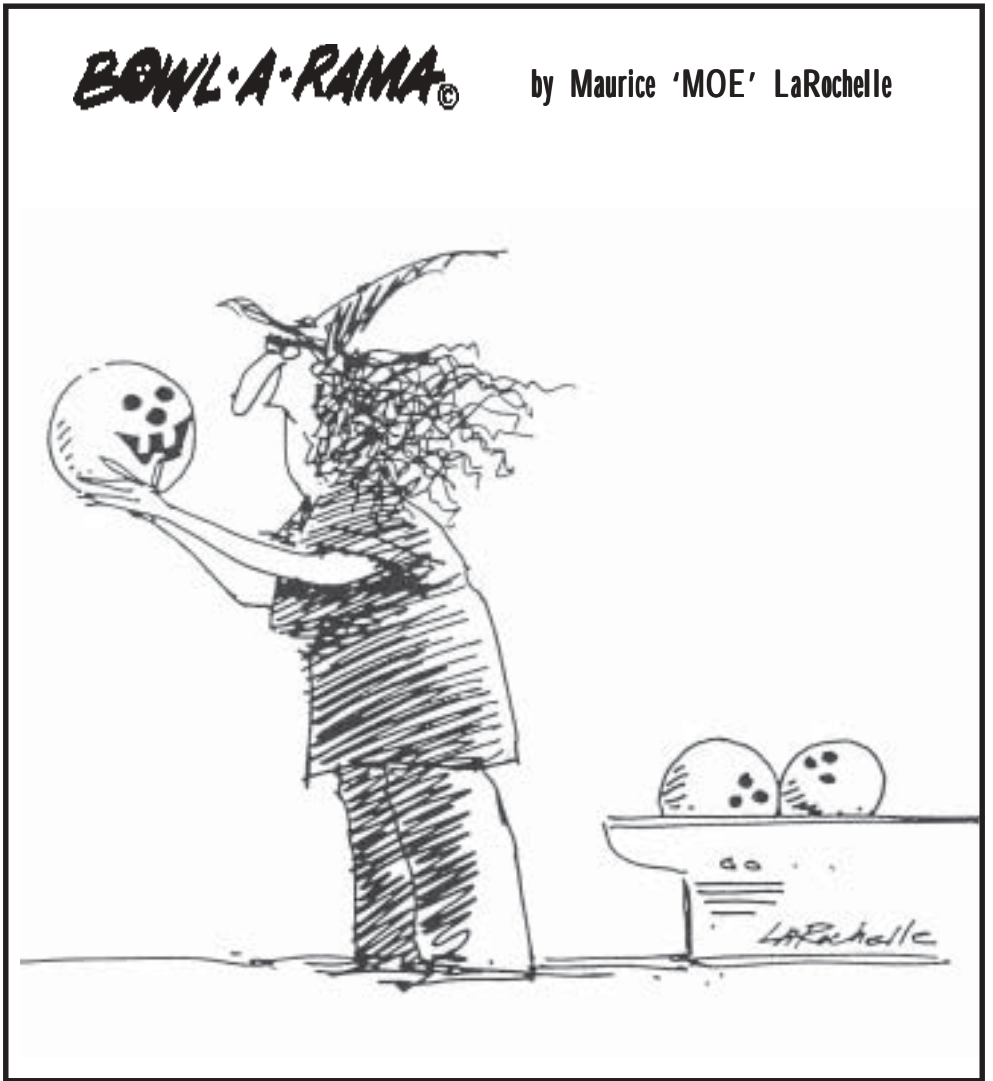
Boudreaux suddenly quit drinking, took a bath, quit chasing women, quit his poker games and started laying around. He started cutting the grass around the church, even painted it and was faithful to be first to attend on Sundays! Father Thibodeaux asked him what about this wonderful change that had done overtook him. Boudreaux explained, "I heard "Crisis in the Gulf" and if He's dat close, I wanna to be good to go!

XXX

I discovered I scream the same way whether I'm about to be devoured by a great white shark or if a piece of seaweed touches my foot.

XXX

Give a man a fish and he will eat for a day.
Teach him how to fish, and he will sit in a boat and drink beer all day.



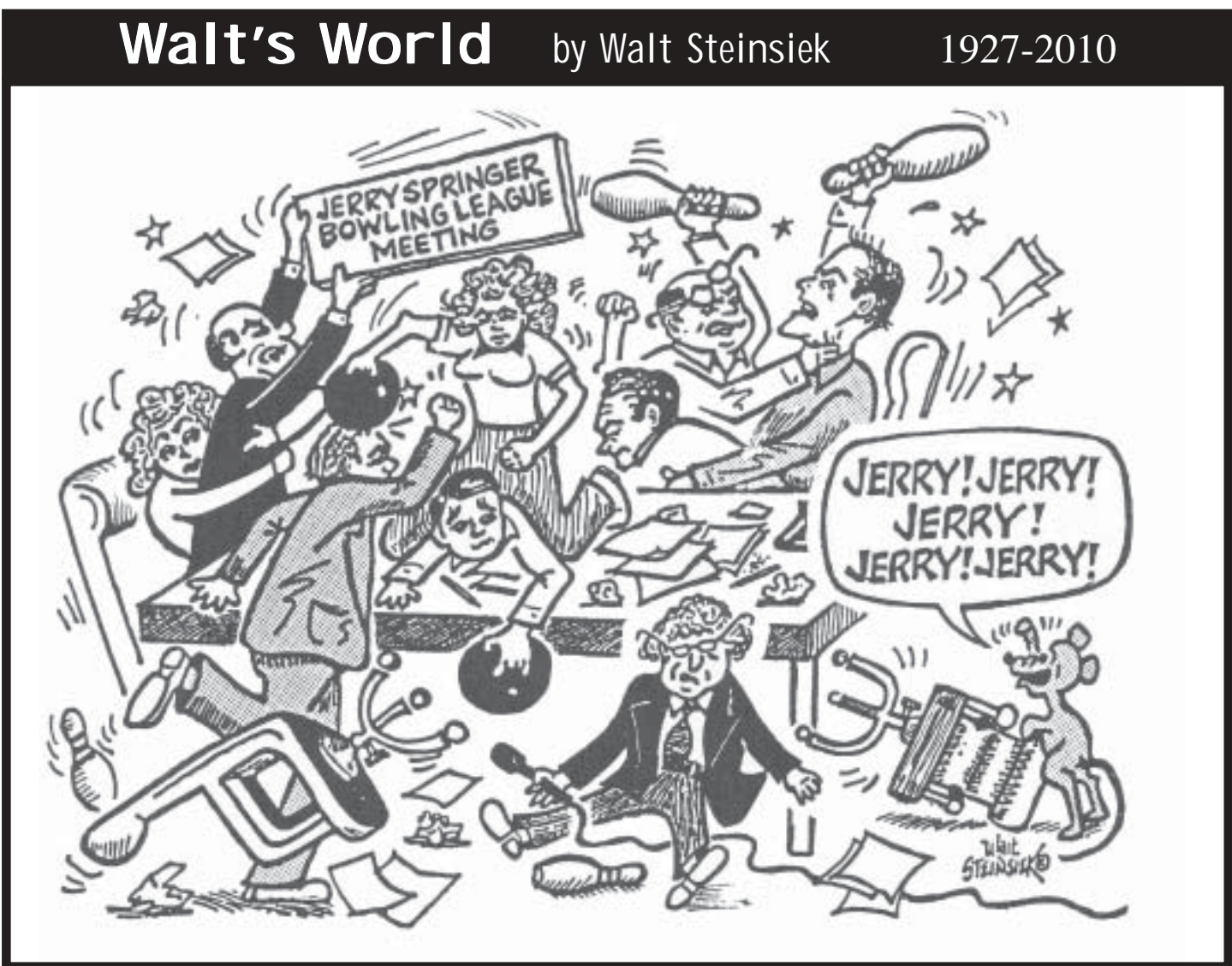
A man who shoveled snow for an hour to clear a space for his car during a blizzard in Chicago returned with his vehicle to find a woman had taken the space

XXX

The Ann Arbor News crime column reported that a man walked into a Burger King in Ypsilanti, Michigan at 5 A.M., flashed a gun, and demanded cash. The clerk turned him down because he said he couldn't open the cash register without a food order. When the man ordered onion rings, the clerk said they weren't available for breakfast... The man, frustrated, walked away.

XXX

A bus is a vehicle that runs twice as fast when you are after it as when you are in it.



XXX

A closed mouth gathers no foot.

XXX

Some people hear voices. Some see invisible people. Others have no imagination whatsoever.

XXX

There are two excellent theories for arguing with women. Neither one works.

XXX

Some days you are the dog, some days you are the tree.

XXX

Some cause happiness wherever they go. Others whenever they go.

XXX

Hospitality: making your guests feel like they're at home, even if you wish they were.

XXX

Always remember you're unique. Just like everyone else.

All in the family

If you have been involved in bowling anytime during the past fifty years, one name has surely crossed your mind or path more than any other; Pezzano.

The father of this wonderful clan is Chuck Pezzano, who has been writing about our sport for half a century and is a charter member of the PBA; and is enshrined in both the PBA and USBC Halls of Fame. His off springs have all accomplished record performances on the lanes and made major contributions in the areas

they reside in. The father cast a long shadow that sometimes hides the accomplishments of those closest to him. It seems appropriate that his namesake has been moving out from under that shadow for a number of years and is creating his own unique place in our industry.

Chuck Pezzano Jr. created and developed a Junior Bowling Tour thirty-five years ago, and despite the slowdown in the economy it is still rolling along at top speed helping to fuel and build a foundation that hopefully will keep our sport going and growing for years to come. To put it in perspective, a lot of individuals have started tournaments over the years; but not single-handedly without the support of a national organization or major sponsor; and none have ever survived as long as his Junior Tour. When he returned to Las Vegas for his yearly stop at the Orleans, I managed to catch him in a rare quiet moment and find out his formula for success.

Q: What motivated you to take on a national tournament?

CP: I started at age eighteen and recognized there was a need for an on-going tournament for those 21 and under. In the beginning we held tournaments in the East Coast. The first time that we teamed with a hotel casino was with the Showboat in Atlantic City in 1997.

Q: What are the number of event now opposed to thirty years ago?

CP: We peaked in the 80's with 130 a

year, now we have settled to about 110, Saturday and Sunday events. If we take a weekend off the kids complain, but we take Christmas and Easter off.

Q: What kind of cooperation do you get from parents?

CP: Unlike stories I hear about other sports that involve teenagers, I have never had a parent complain in all these years. Parents are always cooperative and willing to offer a helping hand. Even when the kids drive themselves, moms and dads still come to watch. A good example is this year's winner of the handi-cap division, Holden Luke. His mom brought him here from South Dakota.

Q: Have any of your past competitors made their mark in the PBA?

CP: I'm proud to say that thirteen have won PBA championships over the years. The roster covered a wide range from Parker Bohn to the new up and coming star Sean Rash, who won in Las Vegas. To put it in perspective, 80% of the exempt pros are from our field. The honor roll includes Rhino Page, Joe Ciccone, Bill O'Neal, Danny Wiseman, Tommy Delutz, Brian Ziesig, Mike Jasnau, Patrick Allen.

Q: What would you like your 'bio' to read?

CP: We have given our over \$2.2 million in scholarships and many of our men and women have gone on to be doctors and lawyers. For the record - 3,000 plus tournaments and hopefully many more to come.

I called Chuck Sr. after the interview and asked him "If a stranger, who didn't know your son, said please describe him, what would you say?" He responded - "He's fair and listens to both sides, he wants everything right. If his grandmother broke a rule, he would call her out, he is a stickler for everything by the book."

That pretty well sums up his secret for success.

Thought for the day: Never tell others that their dreams are stupid or dumb. Each of us are entitled to our dreams.

XXX

Live from Las Vegas Jeanette Robinson



Jeanette Robinson is a PWBA champion and member of eight Halls of Fame

CALENDAR OF EVENTS

Oct 2-3	SASBA Annual Championship, AMF Euleess, Euleess, TX
Oct 16-17	SASBA Member/Guest Doubles, Oil Bowl, Longview, TX
Oct 23-24	SASBA South Central, Paris Family Entertainment Center, Paris, TN
Oct 30-Nov 7	Storm National Mixed Bowling Championships, National Bowling Stadium, Reno, NV
Nov 6-7	SASBA 4-man Team, Plano Super Bowl, Plano, TX
Nov 13-14	SASBA, Del Mar Lanes, Houston, TX
Nov 21-24	High Roller Senior Thanksgiving Classic 60 & Over, Sam's Town Bowling Center, Las Vegas, NV
Nov 24-26	High Roller Senior Thanksgiving Classic 50 & Over, Sam's Town Bowling Center, Las Vegas, NV
Nov 26-28	High Roller Senior Thanksgiving Classic 60 & Over Classified, Sam's Town Bowling Center, Las Vegas, NV
Dec 4-5	SASBA Age Bracket Tourney, Cityview, Fort Worth, TX
Dec 13-16	PBA Regional Players Invitational, National Bowling Stadium, Reno, NV
Dec 18-19	SASBA Annual Team, Plano Super Bowl, Plano, TX
2011	
Jan 16-21	Military Military Bowling Championships, Gold Coast Bowl, Las Vegas, NV
Jan 16-22	PBA Tournament of Champions, Red Rock Lanes, Las Vegas, NV
Jan 24-30	PBA Earl Anthony Memorial Classic, Earl Anthony's Dublin Bowl, Dublin, CA
Feb 2-6	Mini Eliminator, South Point Bowling Center, Las Vegas, NV
Feb 2-12	High Roller, Sam's Town Bowling Center, Las Vegas, NV
Feb 6-8	The A Game, Sam's Town Bowling Center, Las Vegas, NV
Feb 6-13	TAT, The Orleans Bowling Center, Las Vegas, NV
Feb 6-13	USBC Masters, National Bowling Stadium, Reno, NV
Feb 19-July 2	USBC Open Championships, National Bowling Stadium, Reno, NV
Feb 21-27	PBA U.S. Open, Brunswick Zone Carolier, North Brunswick, NJ
Mar 1-6	Mark Roth Plastic Ball Championship, AMF Thruway Lanes, Cheektowaga, NY
Mar 8-13	Dick Weber PBA Playoffs, Woodland Bowl, Indianapolis, IN
Mar 21-24	National Golden Ladies, The Orleans Bowling Center, Las Vegas, NV
April 7 - July 3	USBC Women's Championships, OnCenter Complex, Syracuse, NY
April 22-27	USBC Queens & Senior Queens, OnCenter Complex, Syracuse, NY
June 27-July 2	USBC Convention and BPAA International Bowl Expo, Gaylord Texan, Grapevine, TX
July 6-7	USBC Senior Championships, OnCenter Complex, Syracuse, NY
July 7-23	USBC Youth Open, South Point Bowling Center, Las Vegas, Nev
July 9-15	USBC Junior Gold Championships, Sunset Station's Strike Zone, South Point Bowling Center and The Orleans Bowling Center, Las Vegas, NV
July 31-Aug 6	USBC Senior Masters, Wayne Webb's Columbus Bowl, Columbus, OH

NCAA COACHES HOLD INAUGURAL FORUM AT ITRC

ARLINGTON, Texas - Coaches from 25 NCAA bowling programs visited the International Training and Research Center over the weekend to learn from Team USA coaches how to improve player performance.

The inaugural National Tenpin Coaches Association NCAA Coaches Forum brought together 33 head coaches and assistant coaches from across the country. Training included equipment analysis and management, lane maintenance pattern analysis and competition management.

Among the representatives were coaches from perennial NCAA bowling powers Vanderbilt, Maryland Eastern Shore, Central Missouri and reigning NCAA champions Fairleigh Dickinson.

"When the idea of creating the first coaches forum for our organization came up, many sites were suggested," said Becky Kregling, NTCA President and Sacred Heart University head coach. "I believe selecting the International Training and Research Center is what helped us have a larger turnout than we anticipated for our first year. Our goal was for all 33 attendees to share their knowledge, learn from the seminars and leave with more skills to run a great collegiate program."

The coaches received tips on helping improve their players' physical games as well as a bowling-specific training and exercise routines. The staff at the ITRC also helped offer tips on team building exercises.

"Anytime you can get this many coaches in one place sharing ideas it only works to better the sport," ITRC assistant head coach and former Delaware State coach Kim Terrell-Kearney said. "All of these coaches want to see college bowling succeed, and all of them are willing to lend a helping hand to help strengthen the field."

Kregling said the feedback from her fellow coaches was very positive and before leaving Arlington the decision was made to continue the Coaches Forum next year.

"The event was such a success that we have already decided to go back to Arlington for next year's Coaches Forum," Kregling said.

Six NCAA programs already have scheduled trips to the ITRC and will hold dual matches in the coming weeks. Morgan State will take on Delaware State on Sept. 20, Prairie View A&M battles Maryland Eastern Shore on Oct. 10 and Stephen F. Austin takes on Sam Houston State on Oct. 17.

"We are very pleased to see NCAA programs are taking advantage of the great coaching and state-of-the-art technology the ITRC has to offer," USBC Collegiate Manager Gary Brown said. "We look forward to a continued successful partnership between USBC and the NTCA."

A United States Olympic Committee-recognized training center, the International Training and Research Center is a joint venture of the United States Bowling Congress and the Bowling Proprietors Association of America. It is the most innovative and advanced training, research and testing facility in the sport of bowling with 14 lanes for training and six for research and testing.

Life is an Echo. What you send out comes back.

-- Chinese Proverb

Support
America's veterans.



They're in a league
of their own.

Join the Bowlers to Veterans Link as we support those men and women whose bravery and courage puts them in a league all their own. Sixty years before America's troops responded to the September 11 attacks, the BVL was formed to help service men and women through rehabilitation, recreation, and family assistance. Our vets have made a great sacrifice. Now, we ask you to make a small one.

Please give to BVL through your league coordinator.

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