



**STARS & STRIKES**  
AMERICA'S BOWLING NEWSMAGAZINE

**\$64,000 Question Answered in NY  
Zack Hattori Wins Teen Masters**



**Event Draws Tremendous NYC Media Coverage**



**Eagle Wins 12th PBA Senior Title**

PLAYER OF THE YEAR

**Ron Mohr Captures PBA Jackson Open**



**Senior Masters**



**Dale Traber**



**Sullins Takes Lake County PBA Senior Title**



*We Will Never Forget*  
**September 11, 2001**

**God Bless America**



**International Family Tournament  
Oregon & Nebraska**



# 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

## Long, Long Overdue

When we got the press release about the new USBC "Welcome to Bowling Program" it reminded us of a seminar I helped write the material for about 20 years ago. At the time, I was working with proprietor Phil Kinzer, and he was becoming very popular as a public speaker at the time, presenting several seminars for bowling business people across the country.

My favorite title among his many presentations was "Elephants Don't Bite" – and this exercise may or may not have been part of that curriculum. Kinzer had a flair for the dramatic, and at the beginning of the class, he asked for audience participation. He posed the question, "What would you do if you found out a brand new bowling center was being built only two miles from your front door?"

Attendees then spent several minutes calling out answers like "I would increase my calling program;" or "I would make improvements to my building and parking lot;" or "I would re-train my staff to make sure they are giving the best customer service."

As the answers were called out, Kinzer would say "Good!" or "Great!" and write them on a white board for all to see. When he had about 20 things that people would do if new competition were imminent, he put down his marker, and after a dramatic pause, pointing to the

board, said – "Now I have a question for all of you – WHY ARE YOU NOT DOING ALL OF THESE THINGS NOW?"

Which brings me to the new USBC *Welcome to Bowling Program*. Why did it take so long to start something so basic and so simple? How did bowling let millions walk away from the game before doing things that never should have stopped?

We can drive ourselves crazy asking questions like these; or we can just be grateful that we now have leaders that are willing to roll up their sleeves and go to work re-building a great sport and business. I choose the latter.

It helps to know history; and those who do recall that in the boom years of bowling, coaches were in every center. Virtually no one could get out of a center without being asked to join a league or sign up for lessons. Centers were jam packed mornings, afternoons, and evenings. Then, to put it bluntly, we all got lazy. Somehow a complacency worm starting eating our brains, and we mistakenly decided that the basics were no longer needed. Some blame it on the internet or other forms of entertainment; but that does not change the fact that we just lost our fundamentals compass.

The basics of the new Welcome program will be that a new league bowler will be offered a good bowling ball from four different companies for only \$60 with instructions to visit their local pro shop for

proper fitting and drilling. The package will also include an offer for a \$20 half-hour lesson from a list of USBC certified coaches; and access to tips and instruction videos on-line from USBC Coaching Director Carolyn Dorin-Ballard. And we predict very few will stop after only one lesson.

The program is endorsed by the International Bowling Pro Shops and Instructors Association because it will benefit their members with added revenue; not to mention that it will put their IBPSIA member shops face-to-face with new bowlers, many whom might normally be intimidated by visiting a pro shop. It gives them a better chance of meeting and developing long term relationships with beginner bowlers.

According to USBC, 63% of new bowlers do not re-join their leagues in the second year. If this program can reduce that number to 50% or less, it will be a huge success. But nothing works overnight. Give it five years . . . then let's see what impact this will have.

If it were me, I would consider expanding the offer to any new bowler who has joined a league in the past two or three years if data is available. And what about casual bowlers? Why not have a simple program that offers lessons or balls to anyone? I know we want more committed bowlers, but some folks will never join a league; but still want to get better at the sport for more enjoyment.

### What about little league bowlers?

Another bright star on the Arlington horizon is the brighter focus on youth bowling. Youth Bowling Director Chad Murphy is the busiest guy at the International Bowling Campus. At Bowl Expo, Murphy announced that youth bowling will follow the path that took Little League Baseball to success. It makes perfect sense when you consider that LLB has 2.6 million kids – and they only operate in the summer in most places.

This program centers on coaching and team competition. What a concept; and going back to the good 'ol days, it works with kids, coaches, and parents.

This week, on the heels of the Teen Masters Tournament paying out a \$64,000 college scholarship to its champion, Murphy and his team announced the merger of the Northpointe Youth Singles Tournament and the USBC Junior Gold Tournament. The new event will be called the Northpointe Junior Gold Championship, and will guarantee, regardless of entries, \$250,000 in scholarship prizes.

The good news for parents who are footing the travel bill for their kids to bowl in all three summer youth events is that their travel bill will be a little less. And with details coming later, look for a big first place scholarship prize in this new event.

XXX

## Stars & Strikes

America's Bowling  
Newsmagazine  
2850 Red Valley Run  
Rockwall, TX 75087

Voice or Fax  
(972) 722-8885

Email:  
starsandstrikes@sbcglobal.net  
website:

starsandstrikesbowling.com



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### Publishers & Founders

Jim Goodwin  
C.J. Goodwin

### Editor

Heather Merryman

### Associate Editor

Sue Strickland

### Cartoonists

Walt Steinsiek  
1927-2010  
Moe LaRoche

### Technical Advisor

Robert Strickland

### Photography

Pete Fedynich  
Lou Anne Moore

### Columnists/Reporters

Chuck Pezzano  
Jeanette Robinson  
Bob Rea  
Walt Steinsiek  
John Jowdy  
Susie Minshew

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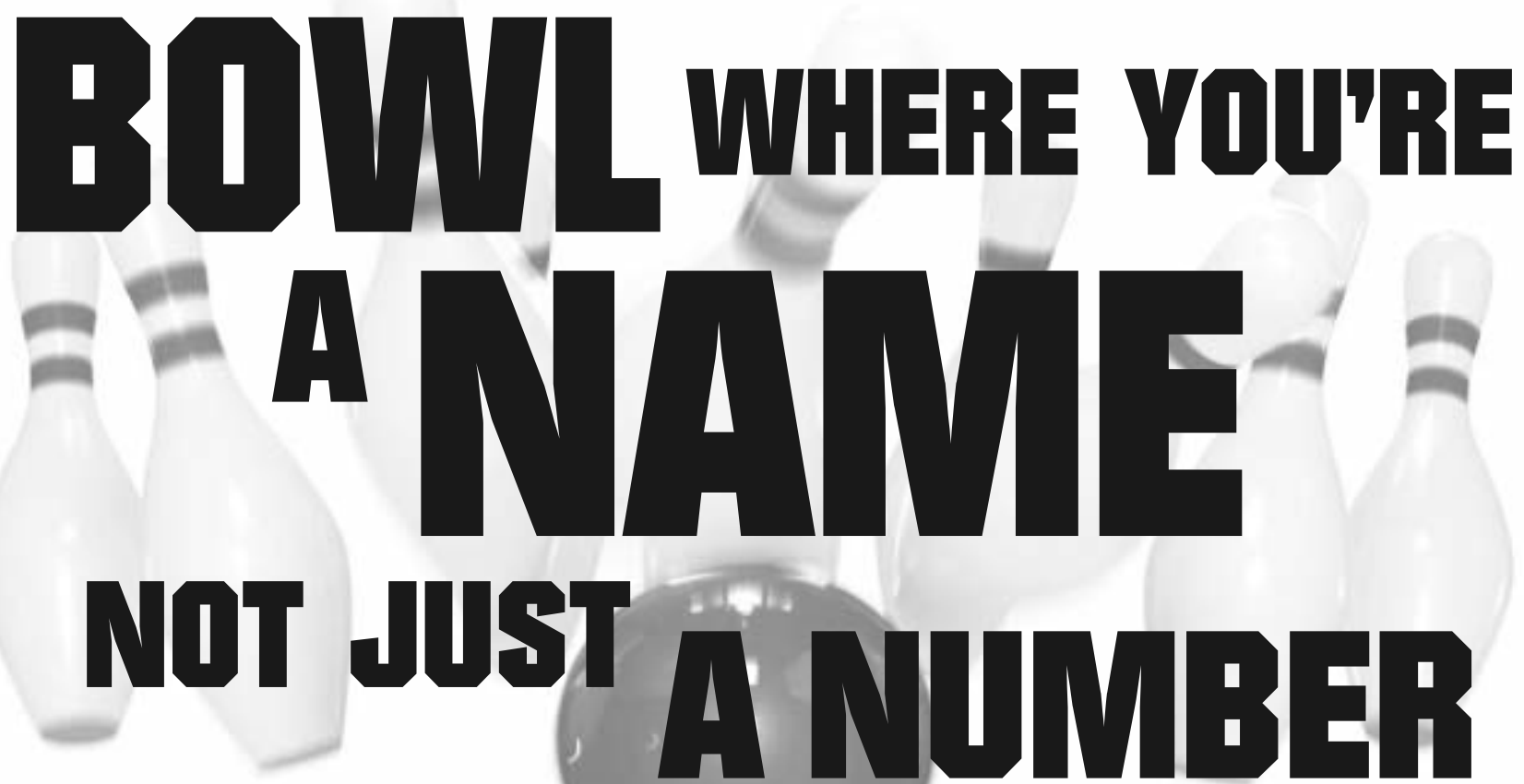
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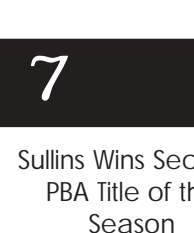
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photos courtesy of: BPAA, PBA, USBC

www.starsandstrikesbowling.com



# 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.

## Everyone Gets to Play

I've said it before and I'll say it again. One of bowling's greatest assets, particularly in the youth area is that everyone gets to play in a fully meaningful way. Talk shows devote hours to the subject of how to come up with ways to guarantee that every youngster gets to play. There are all kinds of special rules in most sports aimed at making the kids a bigger part of the scene.

Lineups are extended, minutes are assured, mandates often alter general routines and talent, will to win and excel and such silly things as no scoring, no winning and no statistics are kept.

In sports and in life there are winners and losers and win or lose there always is learning.

Many sports have wisely invested time and money to develop interest in their sports, not to create future stars, but to create players, coaches, officials and fans.

Bowling must keep its accent on the many junior programs and school activities that range from pre-school through post college. Bowling can be expensive for youngsters and their families and they should not be viewed as merely a possible source of current income, but the life blood of the sport pumping new life forever and ever.

Every organization in bowling must fully recognize the fact of bowling life that bowling's plus with youth is that everyone gets to play, not in a forced way, but in a full participant and competitive status.

### Idle bowling thoughts . . .

- I still buy late lefty pioneer Bill Allen's theory about clutch bowling. "Over the years I can't count the number of strikes I've rolled, so what's one more," he said. He had himself convinced he could always get one more and proved it by winning many major titles in clutch situations.

- Probably half the time you spend on practice is wasted. Problem is to determine what half.

- Always try to reason with teammates. It will keep you occupied while you lose your temper, and remember that if you stop praising the newest bowler on a team, he thinks his teammates don't like him. Keep praising him and he soon thinks he is too good for the team.

- The main objective of any instructor is to teach so well that the student can get along very well without the teacher.

- Senior bowling programs are doing well from local leagues to senior pro activities. But future senior success is totally dependent on how well we succeed with current youth programs. A happy youth bowler today may well be a happy senior bowler more than a half century in the future.

- The test of a great bowler comes not when he is bowling well, but how he manages when he is rolling poorly.

- Bowling still needs a solid national bowling show once a week every week of every year.

- Nothing is funny when you are hungry, your feet hurt, or the corner pins aren't going down.

- Every league bowler rolls three sets each night, the one they were going to roll, the one

Junior bowlers can be classed according to average. Leagues can have two, three or more on a team, and there is always room for one more on some team, and they all get to play and get to know how they do as team members and individuals.

Boys learn early that girls can bowl well and aren't just mere girls but valuable teammates and opponents. Boys and girls get to know each other better in various competitive as well as social situations.

Parents almost dread going to a sporting contest when their children are borderline line players, good enough to play, but not good enough to always play. Parents of organized youth league bowlers know their youngsters will be in action, no matter how well they shoot, and that the kids will be in a classified situation that is either competitive or will be by a handicap procedure that makes for some semblance of equality based on current ability.

Bowling is fortunate that it is a sport that can handle differences in age, size or ability in one of the fairest ways of any sport. But bowling should be shouting from the rooftops to youngsters and parents and adults and educators that this is the rarest of sports, the sport everyone gets to play for real.

Those kids who can start bowling at two or three years of age with bumper bowling can still be bowling decades, and even a century later, and the same fact is evident - everyone gets to play.

they do bowl, and the one they should have bowled.

- The longer you're in a slump, the longer it seems. A bad game doesn't really take three hours to bowl and finish. It just seems that way.

- It is never too early to start looking over tournament blanks and reading them carefully. But I must admit that there are many bowlers who have their tournament schedule planned six months ahead and start shopping for birthday gifts six hours before the important date.

- After you hear two bowlers talk about their match, and listen to those who watched and gave their account of the contest, you begin to wonder about history books.

- The longevity records in bowling are amazing, century old league and tournament, bowlers who haven't missed or been late to a league session for decades, bowlers who keep a record of every ball they ever rolled. Most long term records are hard to beat, and the first plateau is the most difficult, living in good health long enough.

- Unless you see them in action you can't begin to realize how good pro bowlers are over the long run, and easy scoring conditions give the wrong impression, making the gap between average bowlers and top pros narrower. Pros can figure out ways to score well on any condition. If tournaments are conducted in bumpy parking lots some pros would find a way to average 220.

- While there is no such thing as a bad bowler, a lot of them can really fool you.

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## First Bowling Combine Brings Together Athletes, Coaches

While participants said they were able to learn more about their games, coaches attending the first Bowling Combine for College Prospects at the International Training and Research Center said they enjoyed the chance to evaluate many players in one location.

More than 70 youth bowlers took part in the two-day program that concluded Thursday. They were put through tests that measured sport-specific skills and overall athleticism, including vertical leap and balance tests. They also took the "It Factor" test which looked at their bowling IQs and problem-solving abilities.

"The 'It Factor' test was really interesting," said Ashleigh Calcote, 17, of Houston. "And the balance stations were a lot tougher than I was expecting."

Sport-specific tests included spare shooting, release and speed ranges, and shot repeatability. Players rotated through five stations during spare shooting, and had the chance to throw at least 15 shots to convert each spare as many times as possible.

"I didn't like the washouts very

much, and I'm pretty sure a lot of people would agree with me," said Sean Sadat, 19, of Houston. "I definitely learned I need to work on a few things."

Each athlete received a ranking called the Performance Evaluation Test or P.E.T. score at the end of the combine. The test score, an objective view of their overall abilities in key components necessary for success, can be compared against the bowlers at this and future combines.

Nearly 20 college coaches also attended the combine.

Mike LoPresti, who has led Fairleigh Dickinson University to two national titles, said his first interest when looking at potential players for his program is a strong academic background – honor students who happen to bowl.

"Any opportunity we have to rank and watch prospects is a place we need to go," LoPresti said. "This brings a lot of interested candidates to one place. This is a great opportunity for any coach, to have somebody evaluate players for them. Then all we have to do is put the pieces together."

Del Warren, an assistant coach with Webber International, said events such as the United States Bowling Congress Junior Gold Championships are great events, but to evaluate the athletes is difficult because there are more than 1,600 participants, and the kids are focused on the tournament.

"We have busy lives, and it's pretty efficient to get a lot of bowlers in one area where you can evaluate them," Warren said. "Here, it's a little more relaxed, and a little more focused."

Warren also said the bowling industry is trying new things, and they want to support programs such as the Bowling Combine.

"We want to see what we can learn and then give these guys feedback on how to make it better next year," Warren said.

Team USA assistant coach Bryan O'Keefe was the program director for the combine that featured the ITRC staff of Team USA head coach Rod Ross, Team USA assistant head coach Kim Terrell-Kearney and USBC Sports Performance Specialist Nick Bohanan.

## Bowling's Top Youth Events Merge To Create a Quarter-Million-Dollar Scholarship Tournament

ARLINGTON, Texas – The two largest youth scholarship tournaments in the nation have joined to develop an unprecedented opportunity for youth bowlers in the creation of the \$250,000 North Pointe Junior Gold Championships presented by Brunswick.

The North Pointe Junior Gold Championships is made possible by the merger of the United States Bowling Congress (USBC) Junior Gold Championships and the Bowling Proprietors' Association of America's (BPAA) North Pointe High School Singles Championships into one event.

The new North Pointe Junior Gold Championships will feature some significant changes for the tournament and USBC Junior Gold membership including:

USBC Junior Gold membership no longer will have a minimum average requirement

The North Pointe Junior Gold Championships will have two age divisions – 20 and under, 15 and under – for both boys and girls.

"The creation of the North Pointe Junior Gold Championships is a remarkable example of bowling's membership organizations and

leading sponsors coming together to make a change that benefits the kids," International Bowling Campus (IBC) Director of Youth Development Chad Murphy said. "We now have a significant event for children 15 and under, which is a critical development age, preserved the opportunities for older teens and opened the benefits of Junior Gold membership to all youth bowlers."

North Pointe Insurance is the nation's largest insurer of independent bowling centers. In addition to its sponsorship of the Junior Gold Championships, North Pointe has made a multi-year commitment to the Youth Education Services (YES) Fund and will be recognized as a YES Fund founding partner.

The North Pointe Junior Gold Championships will continue to be open to youth bowlers who qualify throughout the season at regional Junior Gold events around country and will feature automatic bids to Junior Team USA as part of the competition. The event will be held in Indianapolis in July 2012, in conjunction with the USBC Youth Open.

am sure he will be contributing from the start and will bring value to the board."

A finance manager for AT&T since 2005, Kielich also has enjoyed success on the lanes. He has a Professional Bowlers

Association Southwest region title and more than 20 city titles in the El Paso USBC/El Paso BA along with several 300 games and 800 series. He was inducted into the El Paso USBC Hall of Fame in 2008.

## Karl Kielich Appointed To USBC Board

Arlington, Texas - Karl Kielich of El Paso, Texas, has been appointed to the United States Bowling Congress Board of Directors, USBC president Darlene Baker announced.

Kielich will fill the final two years of the board position held by Carolyn Dorin-Ballard. Dorin-Ballard resigned earlier this year after she was named USBC Director

of Coaching Certification and 2010 Development.

Kielich, 37, currently is president of the El Paso USBC. He has been a member of the El Paso USBC/El Paso Bowling Association board for more than 14 years and was involved with the local promotion of the



Karl Kielich

USBC Women's Championships in El Paso.

"Karl has not only good business but association experience, both of which are important for the USBC board," Baker said. "I'm looking forward to working with Karl and



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# Harry Sullins Wins PBA Senior Lake County Open for Second Title of the Season

HAMMOND, Ind. – Harry Sullins of Alaska, who was trying for a record-tying fourth title this season, 246-221, in the



Harry Sullins with daughter Lexys

most dominant player on the Professional Bowlers Association Senior Tour at Olympia Lanes to win his second Senior Tour title of the season.

Sullins defeated Ron Mohr of Eagle River,

championship match.

“It’s hard enough to win one title in a season, much less two,” said Sullins, who won the Senior Sun Bowl in the Villages earlier this season. “That’s especially true

when you have to beat someone like Ron who’s having an unbelievable year.”

Mohr, who did not compete in last week’s USBC Senior Masters, got off to the early lead in the title match throwing five strikes before leaving the 1-2-4-7 in the sixth frame and failing to convert the spare.

“I had a lapse in concentration and never got back in the moment,” said Mohr, who was also trying to win the last three tournaments he has competed in this season. “I was having such a good time that I probably let the emotion get the best of me.”

Sullins, who is also a five-time winner on the PBA Tour, knew the importance of taking

advantage of Mohr’s misfortune.

“I knew if I could just double after Ron’s open it would turn the match around,” said Sullins whose first Senior Tour title came in the 2009 PBA Senior World Championship. “I had to draw on all of my experience making adjustments throughout the whole tournament to make the shots I needed in the semifinal and title matches.

In the semifinals, Sullins defeated hometown favorite and 2008 USBC Senior Masters winner Kenny Parks of Hammond, 246-189, while Mohr eliminated Hall of Famer and four-time Senior Player of the Year Tom Baker of King, N.C., 258-228.

## PBA SENIOR LAKE COUNTY OPEN

Olympia Lanes, Hammond, Ind., - August 11, 2011

### Championship Match

Harry Sullins, Chesterfield Township, Mich. (\$7,500) def. Ron Mohr, Eagle, River, Alaska (\$4,000), 246-221.

### Semifinal Round (losers earn \$3,000)

Mohr def. Tom Baker, King, N.C., 258-228; Sullins def. Kenny Parks, Hammond, Ind., 246-189.

### Round of 8 (losers earn \$1,700 each)

Baker def. Dale Traber, Cedarburg, Wis., 2-1; Mohr def. Mark Williams, Beaumont, Texas, 2-0; Parks def. Gary Skidmore, Albuquerque, N.M., 2-1; Sullins def. Randy Peterson, Carrington, N.D., 2-0.

### Round of 16 (losers earn \$1,300 each)

Baker def. Mike Dias, Lafayette, Colo., 3-1; Traber def. John Dudak, Orland Park, Ill., 3-0; Mohr def. Kent Wagner, Palmetto, Fla., 3-0; M. Williams def. Ron Profitt, Brookville, Ohio, 3-1; Parks def. Walter Ray Williams Jr., Ocala, Fla., 3-1; Skidmore def. Kerry Painter, Henderson, Nev., 3-1; Sullins def. Mike Henry, Brunswick, Ohio, 3-2; Peterson def. Mike Camerano, Brookfield, Ill., 3-0.

### Round of 24 (losers earn \$1,125 each)

Dias def. Chris Keane, New City, N.Y., 3-1; Dudak def. Peter Knopp, Germany, 3-1; Wagner def. John Chapman, Canada, 3-0; Profitt def. Larry Popp, Marion, Ohio, 3-1; W.R. Williams def. Ray Johnson, Battle Creek, Mich., 3-1; Skidmore def. Vince Mazzanti Jr., Levittown, Pa., 3-1; Camerano def. Patrick Donaghue, Honeoye Falls, N.Y., 3-0; Henry def. Ricky Beck, Box Elder, S.D., 3-1.

### Round of 32 (losers earn \$1,025 each)

Keane def. George Lord, Lakeland, Fla., 3-2; Knopp def. Tom Carter, Rockford, Ill., 3-0; Wagner def. Brad Snell, Mt. Prospect, Ill., 3-2; Popp def. Guppy Troup, Taylorsville, N.C., 3-2; W.R. Williams def. Mike Truitt, Orland Park, Ill., 3-0; Mazzanti def. Dale Eagle, Tavares, Fla., 3-0; Camerano def. Tim Kauble, Marion, Ohio, 3-2; Henry def. Don Sylvia, Reno, Nev., 3-2.

### Other Cashers (\$900 each)

Henry Gonzalez, Colorado Springs, Colo., 3,317; Steve Ferraro, Kingston, N.Y., 3,315; Tom Howison, Chillicothe, Ohio, 3,309; Mark Everette, Aliquippa, Pa., 3,301

### Super Seniors (\$700 each)

Barry Gurney, West Hills, Calif., 3,300; Don Blatchford, Santa Monica, Calif., 3,278; Harley Trumbull, New Boston, Mich., 3,255; Sal Bongiorno, Hollywood, Fla., 3,237; Dave Soutar, Bradenton, Fla., 3,232; Dave Bernhardt, Romeo, Mich., 3,231; Frank Gallo Jr., Jacksonville, Fla., 3,208

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# Las Vegas' Zack Hattori Wins \$64,000 Scholarship in Teen Masters

NEW YORK, N.Y. – With a double in the 10th frame, 18-year-old Zack Hattori of Las Vegas clinched the richest scholarship prize

to win the best-of-two-game championship match and lock up a four-year, \$64,000 scholarship package.

"This is life-changing for me," Hattori, a 2011 high school graduate, said. "I'm excited and I'm shocked. I was struggling thinking about college, but it's all coming together now. My whole goal was to bowl in college. Bowling has been my gateway to get there, and now it's more real than ever."

Hattori is mulling over three possible college options, but said he'd like to pursue a career in either medicine or engineering.

Hattori won the first game after trailing by 26 pins in the fifth frame. Hattori's double and a pair of missed 10 pin spare conversions proved costly to Vaughn. He threw three strikes in a row in the second game and got help when Vaughn twice failed to convert 3-10 "baby splits."

As runner-up, Vaughn won a \$16,000 scholarship package.

Hattori advanced to the Grand Championship match after winning his second consecutive High School Boys championship, defeating 17-year-old Tommy Genova of Elmont, N.Y., 9-8, in a one-ball sudden death roll-off after they split their two-game match.

Hattori won the first game, 220-190, but Genova won the second, 192-180, to force the decisive roll-off.

Vaughn also was a roll-off winner in the High School Girls finale, rolling a cross-over strike to eliminate Gabriella Mayfield of Lake Isabella, Calif., who had an eight-count on her roll-off shot. Vaughn jumped ahead in the match with a 206-199 victory, but Mayfield rallied to win game two, 186-171.

Genova and Mayfield each won \$4,000 scholarships as high school runners-up.

In the Under 14 Girls championship match, 14-year-old Ashley Dunn of Palmdale, Calif., successfully defended her 2010 title, defeating 13-year-old Taryn Gray of Greenfield, Texas, 9-7, in a one-ball sudden

death roll-off after they split their two-game match. Gray won the first game, 210-196, but Dunn saved herself with a 147-135 decision in the second game, forcing the roll-off.

"I didn't have a really good game and I wasn't making my spares, but it came down to the end and it's an amazing feeling," Dunn said of her second game. "I was just trying to keep my mind slow and stay calm."

In the Under 14 Boys Championship match, two-handed lefty Wesley Low Jr., 14, of Palmdale, Calif., upset top qualifier Pablo Cerda, 14, of Sunrise, Fla., 224-169 and 170-154, in a two-game sweep.

"My secret was staying relaxed, picking up my spares and not getting angry on bad shots," Low said.

## MISSIONS ACCOMPLISHED

*2011 Teen Masters draws exceptional mainstream media coverage, and a \$64,000 scholarship sends Champion Zack Hattori toward a quality education*

by Gary Beck

Seth Godin, author of *Tribes*, wrote, "Great stories succeed because they are able to capture the imagination of large or important audiences. Great stories make a promise. They promise fun, safety or a shortcut. The promise needs to be bold and audacious. It's either exceptional or it's not worth listening to."

On August 3rd and 4th, the sport and the Teen Masters Tournament demonstrated that bowling has a story worth listening to when 12 teenage athletes from across the United States stepped up onto the approach of a bowling lane inside Vanderbilt Hall, Grand Central Station, NYC; and the mainstream media took notice. Among those print and electronic media covering the event were:

- New York Times
- Wall Street Journal
- New York Post
- Huffington Post
- New York Observer
- News Day
- Sports Illustrated
- ESPN Rise
- NBC New York

- National Public Radio
- Crain's Business Journal

These giants of the media world paid attention to the event because it offered a compelling story about a group of young teens with the opportunity to compete for an entire college education; and because the story was told in a location that was unique, exciting, and in the front yard of the world's largest media market.

One of the primary goals of the Teen Masters Tournament has been to put youth bowling in a bright spotlight so that America can see how wonderful and talented youth bowlers are; and so all can see the positive impact the sport has on their lives.

In recent years, the Teen Masters finals have been held in other unique venues such as Universal Studios Orlando and the Fashion Show Mall in Las Vegas. Those events drew much larger than average media attention, but can't compare to the volume and quality of exposure generated by the 2011 championships in New York City.

*Gary Beck is a BWA member and President of Killer 'B' Promotions, owner of the Teen Masters Tournament*



Ebonite's Ed Gallagher congratulates Zack Hattori

in bowling history to conclude the 14th annual Teen Masters bowling championships presented by Ebonite at Grand Central Terminal.

Hattori defeated 16-year-old Rachel Vaughn of Port St. Lucie, Fla., 190-184 and 207-178,

### 2011 Teen Masters Scholarship Awards - \$107,100

#### Grand Champion

Zach Hattori  
\$64,000, payable as \$8,000 per semester, renewable for up to seven semesters.

#### High School Girls Champion

Rachel Vaughn  
\$16,000, payable as \$2,000 per semester, renewable for up to seven semesters.

#### High School Girls & Boys Runner-Ups

Gabriella Mayfield & Tommy Genova  
\$4,000 each, payable as \$1,000 per semester, renewable for up to three semesters.

#### High School Girls & Boys Semi-Finalists

Elise Bolton & Melanie Hannon  
A.J. Johnson & Ryan Ventillo  
\$2,000 each, payable as \$500 per semester, renewable for up to three semesters.

#### Under 14 Champions

Ashley Dunn & Wesley Low Jr.  
\$2,000 each, payable as \$500 per semester, renewable for up to three semesters.

#### Under 14 Runner-Ups

Taryn Gray & Pablo Cerda  
\$1,000 each, payable as \$500 as semester, renewable one semester.

#### Match Play Results - Grand Central

#### Semi-Final Matches

##### High School Girls

Vaughn def. Elise Bolton 153-192, 181-169, 8-7 in one-ball sudden death roll-off.  
Gabriella Mayfield def. Hannon 212-170, 235-224.

##### High School Boys

Genova def. A.J. Johnson, 222-161, 147-180, 8-7 in one-ball sudden death roll-off.  
Hattori def. Ryan Ventillo, 139-212, 278-180, 10-9 in one-ball sudden death roll-off.

#### Championship Matches

##### Under 14 Girls

Ashley Dunn def. Gray 196-210, 147-135, 9-7 in one-ball sudden death roll-off.

##### Under 14 Boys

Wesley Low Jr. def. Cerda 224-169, 170-154.

##### High School Girls

Vaughn def. Mayfield 206-199, 171-186, 10-8 in one-ball sudden death roll-off.

##### High School Boys

Hattori def. Genova 220-190, 180-192, 9-8 in one-ball sudden death roll-off.

#### Grand Championship

Hattori def. Vaughn 190-184, 207-178.

#### Dexter Leader Bonuses

##### Long Oil

Jeffrey Juarez - 1389	\$800
Correen Lieber - 1213	\$400
Pablo Cerda - 1246	\$300
Taryn Gray - 1146	\$200

##### Short Oil

Ryan Ventillo - 1236	\$800
Gabriella Mayfield - 1148	\$400
Wesley Low Jr. - 1231	\$300
Ashley Dunn - 1111	\$200

##### Mixed Pairs

A.J. Johnson - 1268	\$800
Elise Bolton - 1272	\$400
Brandon Soedarmasto - 1231	\$300
Ashley Dunn - 1185	\$200



Gabby Mayfield with Wall Street Journal

## Maryland Eastern Shore's Kristina Frahm Wins PBA Billy Welu Scholarship

*Oswego, Illinois native is four-time All-American, three-time women's collegiate team champion*

Kristina Frahm of Oswego, Ill., who helped the University of Maryland Eastern Shore win a pair of NCAA Women's Bowling Championships and a USBC Intercollegiate Team Championships title as part of her four-year reign as a collegiate All-American, has been selected as winner of the Professional Bowler Association's 2011 Billy Welu Scholarship.

Frahm, who recently graduated from Maryland Eastern Shore with a 3.955 grade point average in earning her degree in accounting, is headed to Salisbury University in Salisbury, Md., this fall in pursuit of her MBA. Her goal is to become a Certified Public Accountant.

Frahm was captain of her Maryland Eastern Shore teams during her sophomore, junior and senior years, helping the school win NCAA Women's titles in 2008 and 2011, and the 2011 USBC Intercollegiate Team title. In addition to earning All-America honors all four years in school, she was NCAA Division I Rookie of the Year in 2008, won the NCAA Elite 88 Award and the Bernstein Achievement Award for her academic accomplishments.

"I fell in love with the sport when my dad first

took me bowling at age six," she said. "Once I got to high school, I realized I could make bowling something more in my life than just a leisure activity."

"Bowling is a passion of mine and I would love to continue competing at a higher level. The Welu Scholarship will help finance my tuition so I can focus more on bowling tournaments. If the women's tour comes back, it would be a dream of mine to be part of that."

"In the five years I have known Kristina, I have heard only positive comments about

her," said Maryland Eastern Shore Associate Athletic Director Sharon Brummell. "That speaks volumes to the kind of young woman she is and the kind of future she has in front of her."

The \$1,000 Billy Welu Scholarship is awarded annually in honor of the PBA Charter Member who won the BPAA All Star in 1959 before winning the 1964 and '65 USBC Masters events. He was PBA President for two years, a member of the PBA Tournament Committee for eight years and served for 16 years on the Executive Board. Welu, who also was a color analyst on early PBA Tour telecasts, was inducted into both the PBA and USBC Halls of Fame in 1975.



Kristina Frahm

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**ROTO  
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# Oregon / Nebraska Teams Take Top Honors At Qubica/AMF International Family Tournament

*History Made As First 300 Game Ever Rolled During Qualifying*

Arlington, Texas - Two years ago it was mothers helping their children win scholarships, but in 2011 when the final pin dropped

(Oregon), won first place and a \$5000 scholarship, Kynzie Shane and Russell Parkhurst (Indiana) placed second and won a \$3000

(Ohio) with a 522; in the Boys Division Frederic Taylor rolled a 673. In the Teen Division Girls, Cheylyn Wilson (Michigan) rolled a 580 and for Boys, Jason Senicola (Florida) was high with a 761.

A special \$300 scholarship was awarded to Senicola after he shot his first 300 game during qualifying. It was also the first 300 ever shot at the IFT.

As part of competition weekend, contestants and their families attended a welcome reception Thursday evening at the Rivue Tower at the Galt House that featured a face painter, balloon artist and a tattoo artist who offered temporary body art. On Friday night the group was treated to a riverboat ride on the Ohio River which featured a buffet dinner and a DJ that entertained the guests.

On Saturday PBA pros Norm Duke and Mike Machuga wowed the crowd during the lunch break with a trick shot demonstration that showed off their skills then afterwards stayed to



Brendin and Greg Wiltshire

at the 36th Annual International Family Tournament (IFT) presented by QubicaAMF and sponsored by Georgia Coffee, it was nearly all men who were found standing atop the leader board according to the Bowling Proprietors' Association of America.

King Pin Lanes (Louisville, Kentucky) hosted the bowling competition July 28 - 30. Some 69 teams representing 26 states competed in two age divisions: Parent/Teen (13 - 19 years of age) and Parent/Youth (12 years old and younger) to win their share of \$70,000 in scholarship money. The IFT is the only sporting event in the United States in which parents, step-parents, grandparents, step-grandparents, great-grandparents or court-appointed legal guardians participate with children for a chance at an international championship title and scholarship money. Contestants from across North America qualified on the local or state level for a spot in the IFT finals and a chance at the top prize.

Bowlers competed Friday, July 28, to pare the field to the top 8 teams in each division who then competed Saturday morning. After lunch, the top three teams in each division bowled in a stepladder format to determine the winners.

In the Parent/Teen Division Jeffery and Julie Holden

scholarship, while Emily and Dick Weers (Nebraska), won third place honors and a \$2500 scholarship.

In the Parent/Youth division, Brendin and Greg Wiltshire (Nebraska) won first place and a \$5000 scholarship, Frederic and



l to r: Pat Ciniello, Jeffery and Julie Holden, BPAA's Steve Johnson

Savitri Taylor (Louisiana) took second and a \$3000 scholarship while Nolan and William Maczkowicz (Minnesota), placed third and received a \$2500 scholarship.

Additional scholarships of \$500 each for boys and girls in each division were awarded to Youth and Teen Division bowlers for bowling the highest six-game scratch total during the qualifying round. The overall scholarship purse was worth \$70,000.

Rolling High Series in the Youth Division Girls was Kaylee Joseph

sign autographs.

At the awards banquet Saturday evening, tournament chair John Losito and Pat Ciniello, president of QubicaAMF presented the awards to all the winners. Later, Duke and Machuga fielded

questions from the audience, posed for pictures and signed more autographs. Two lucky guests won personal bowling balls from Norm Duke and Team USA member Stefanie Nation.

The 2011 IFT was made possible by the generous contributions of QubicaAMF Worldwide and Georgia Coffee. Full final standings are available on [www.bpaa.com/tournaments](http://www.bpaa.com/tournaments).



# USBC HALL Of Famer Roger Tessman Dies At Age 84

ARLINGTON, Texas – Roger Tessman, a United States Bowling Congress Hall of Famer, died Sunday after a brief illness. He was 84.

Tessman, of Homosassa, Fla., was elected to the USBC Hall of Fame for meritorious service in 1994 after more than 30 years in the bowling industry.

He joined the American Bowling Congress in 1960, working in the Rules Department. He was the head of the department from 1972-77 before moving into the role of ABC Assistant Secretary-Treasurer from 1977-82.

In 1982, Tessman was named executive director of ABC, a position he held until he retired from the organization in 1989.

From 1984 to 1995, Tessman served as president of the Federation Internationale des Quilleurs, recognized by the International Olympic Committee as the world governing body for the sport. He

helped successfully direct the effort to gain membership for bowling in the United States Olympic Committee. In 1986, he led another successful effort to have the sport awarded medal status in the Pan American Games and helped put the sport in the 1988 Seoul Games.



Roger Tessman

In 2006, while making his 50th appearance at the USBC Open Championships, Tessman reflected on his career in the bowling industry.

"I think of this like a relay race," Tessman said. "You get the baton and work hard and then pass it on. If you did a good job, there will be people in place to take the baton and keep things moving in the right direction."

Tessman also is a member of the St. Paul USBC and Port Washington (Wis.) Bowling Assoc. Halls of Fame.

There will be no public service, per Tessman's request. Interment will be at Fort Selling National Veterans Cemetery in St. Paul, Minn.

# Smart Scholarship Corporation Selects Investment Firm

ARLINGTON, Texas – Directors of the SMART Bowling Scholarship Funding Corporation have selected Asset Strategy Consultants of Hunt Valley, Md., as the investment advisory firm for the SMART Fund. The selection of Asset Strategy Consultants is the culmination of a thorough search process.

The SMART Corporation is a financially and legally independent entity formed last year by the United States Bowling Congress to protect, manage and promote youth bowling scholarships. The SMART Corporation has three directors on the board: Wally Hall, Steve Moehrle and Sandy Hansell. All three hold graduate degrees in business, finance or law and have decades of experience in the bowling industry.

"We are especially impressed with the customized investing program that Asset Strategy Consultants will provide to ensure the safety of the scholarships and earning potential on currently unallocated funds," Hall said. "This prudent asset allocation strategy creates security and allows providers to award greater scholarships to future youth

bowlers." The SMART Board selected Asset Strategy Consultants after reviewing many proposals and interviewing five highly qualified firms. Services provided by Asset Strategy Consultants will include the development of investment policies and procedures, asset allocation strategies and performance evaluation of investment managers.

"Asset Strategy Consultants has a successful track record of aiding not-for-profit organizations and educational entities," Hall said. "This advisory firm brings SMART great expertise from having worked with established foundations, endowments and retirement plans."

The mission of the SMART program is to collect, safeguard and invest earned scholarships for student-athletes. The SMART program continues to be the only bowling scholarship management program providing full protection of a student-athlete's eligibility status. Earlier this year the SMART Board released financial reports demonstrating a record asset base and funds in excess of liabilities.

# PBA Stars Help Raise \$300,000 For Jeff Gordin Children's Foundation

PBA Hall of Famers Mike Aulby and Parker Bohn III, along with PBA Tour champions Danny Wiseman and Doug Kent, participated in the 10th annual "Jeff Gordon Bowling Ball" in Indianapolis on July 28, an event that raised more than \$300,000 in support of Jeff Gordon's Children's Foundation and Riley Hospital for Children.

The annual bowling fundraiser has generated more than \$1.58 million to Riley Hospital for Children since its inception. In addition, Gordon made a pledge of \$1.5 million to Riley

Children's Foundation in 2010, establishing the Jeff Gordon Children's Foundation Pediatric Cancer Research Fund.

Funds from the Jeff Gordon Children's Foundation are creating a \$1 million endowment for research conducted in partnership between Riley Hospital and the Wells Center for Pediatric Research at the Indiana University School of Medicine. The remaining \$500,000 is addressing immediate research needs at Riley Hospital.

## Dale Traber Wins Second Career USBC Senior Masters Title

COLUMBUS, Ohio - Dale Traber of Cedarburg, Wis., went undefeated in the



Dale Traber

double-elimination match-play bracket to win his second career United States Bowling Congress Senior Masters title.

Traber, who also won the event in 2009, defeated USBC Hall of Famer Walter Ray Williams Jr. of Ocala, Fla., 707-695 in the championship match at Wayne Webb's Columbus Bowl. He won a total of seven matches en route to the title.

"This is very unexpected and surprising, but breaks have to go your way at the right time to win a tournament like this," Traber said. "For me, the stars all aligned at the right time."

Traber said the victory was especially sweet because of his lack of success on the Professional Bowlers Association Senior Tour this season.

"Trust me, I didn't expect to win given the way I've been bowling," Traber said. "I did my hotel reservation for this week night-by-night. I was planning to go to the stock car races tonight in Wisconsin, not be bowling."

Williams actually took a one-pin lead, 238-237, after one game in the three games, total pins match, but Traber roared back 267-201 to take a 65-pin lead into the final game. Williams mounted a comeback, but came up short the final game, 256-203, failing to make up enough ground.

Williams finished as the runner-up for the second consecutive

year at the Senior Masters, one of two majors on the PBA Senior Tour. He also finished second at this year's other major - the Senior U.S. Open.

"This is the third major in a row where I have finished second," Williams said. "I bowled really well this week, and I guess second isn't that bad. It's better than finishing 41st or something."

Traber earned \$14,000 for first place, while Williams took home \$7,000. Defending champion Wayne Webb of Grove City, Ohio, finished third after losing in the semifinals to Williams, 666-600.

The USBC Senior Masters attracted a field of 249 of the top bowlers in the country age 50 and higher and featured a total prize fund of more than \$110,000.

### 2011 USBC SENIOR MASTERS Wayne Webb's Columbus Bowl, Columbus, Ohio

#### MATCH PLAY

#### ROUND 5 LOSERS BRACKET - Losers earn \$1,500

Bill Henson, Westerville, Ohio, def. Marty Berke, Allentown, Pa., 712-594; Kevin Croucher, Grants Pass, Ore., def. Don Sylvia, Reno, Nev., 602-571; Keith Sharp, Orlando, Fla., def. Mike Henry, Brunswick, Ohio, 642-582; Peter Thomas, Oklahoma City, def. Ricky Beck, Box Elder, S.D., 615-562

#### ROUND 6 LOSERS BRACKET - Losers earn \$1,800

Hensen def. Steve Ferraro, Kingston, N.Y., 588-540; Charlie Tomey, Spartanburg, S.C., def. Croucher, 569-494; Sharp def. Brad Snell, Mount Prospect, Ill., 623-573; Ron Garr, Ridgedale, Mo., def. Thomas, 566-534

#### ROUND 7 LOSERS BRACKET - Losers earn \$2,400

Tomey def. Henson, 636-572; Garr def. Sharp, 603-587

#### ROUND 8 LOSERS BRACKET - Losers tie for fifth, earn \$3,200

Webb def. Garr, 684-582; Tomey def. Fedden, 688-561

#### ROUND 5 WINNERS BRACKET - Winner advances to championship match

Traber def. Williams, 631-629

#### ROUND 9 LOSERS BRACKET - Loser finishes fourth, earns \$4,200

Webb def. Tomey, 701-628

#### ROUND 10 LOSERS BRACKET - Winner advances; Loser finishes third, earns \$5,500

Williams def. Webb, 666-600

#### CHAMPIONSHIP - Winner earns \$14,000; Loser finishes second, earns \$7,000

Traber def. Williams, 707-695

#### ROUND 1 LOSERS BRACKET - Losers earn \$950

Michaux def. Lucente, 616-566; Peterson def. Vitton, 668-561; Skidmore def. R. Johnson, 565-543; Vashaw def. Popp, 530-512; Proffitt def. Jakubowski, 655-565; Donaghue def. Eagle, 589-561; Kauble def. Boroff, 684-614; Lord def. Segura Jr., 576-555; Pierce def. Baker, 539-538; Carter def. Shreve, 609-599; Rudnick def. Patchen, 600-562; Dias def. Soutar, 571-549; B. Johnson def. Tryniski, 644-492; Lawrence def. McCorkle, 650-608; McCordic def. Maccarone, 603-553; Gonzalez def. Selgo, 631-559

#### ROUND 2 LOSERS BRACKET - Losers earn \$1,000

Michaux def. Griffin, 639-561; Peterson def. Blatchford, 690-649; Skidmore def. Buckley, 624-586; Vashaw def. Metzner, 659-635; Proffitt def. Garrison, 679-630; Pollard def. Donaghue, 697-673; Kauble def. Rezendes, 600-575; Lord def. Lineberry, 594-520; Sharp def. Pierce, 600-525; Carter def. Starnes, 182-161 (after a 604 tie); Csuhata def. Rudnick, 684-493; Wagner def. Dias, 604-588; Chapman def. B. Johnson, 633-590; Lawrence def. Heim, 573-549; Parks def. McCordic, 715-696; Casey def. Gonzalez, 601-548

#### ROUND 3 LOSERS BRACKET - Losers earn \$1,100

Michaux def. Peterson, 600-592; Vashaw def. Skidmore, 575-523; Pollard def. Proffitt, 632-605; Lord def. Kauble, 588-573; Sharp def. Carter, 659-529; Wagner def. Csuhata, 687-638; Chapman def. Lawrence, 653-634; Parks def. Casey, 668-613

#### ROUND 4 LOSERS BRACKET - Losers earn \$1,250

Berke def. Michaux, 595-584; Henson def. Vashaw, 674-585; Croucher def. Pollard, 558-546; Sylvia def. Lord, 588-562; Sharp def. Knopp, 596-554; Henry def. Wagner, 744-701; Beck def. Chapman, 639-516; Thomas def. Parks, 655-567

## 65 Year-Old Eagle Wins PBA Senior Decatur Open

DECATUR, Ill. - Dale Eagle of Tavares, Fla., won the Professional Bowlers Association Senior Decatur Open to notch

his 12th career Senior Tour title putting him in a tie for second on the all-time Senior Tour wins list.

The 65 year-old Eagle, who was inducted into the PBA Hall of Fame in January, defeated Kent Wagner of Palmetto, Fla., 223-186, in the title match at Spare Time Lanes.

"I was trying to be perfect on every shot and maybe too perfect," said Eagle. "It was a tough shot where I had to play a straighter line. It was one of those tournaments where you needed some breaks to win and I got a lot of breaks in match play."

Eagle, a three-time winner on the PBA Tour, is tied for second with Gary Dickinson on the Senior Tour all-time wins list and both bowlers trail career titles leader John Handegard with 14.

Eagle's win was his first in two years with his last title coming in the 2009 Senior Miller High Life Classic. His previous best finish this season was sixth in the Senior Don Carter Open.

"I've had some health issues especially with my knees and back and I'm working hard on getting in better shape," said Eagle, the

1999 PBA Senior Player of the Year and 1996 Senior Rookie of the Year. "I'm working hard on my game and learning a



Spare Time Lanes Proprietor Gary Haines congratulates champion Dale Eagle

lot from the younger guys. Norm Duke has helped me work out a problem with my release."

In the semifinals, Eagle defeated Harry Sullins of Chesterfield Township, Mich., 192-171, to advance to the championship match. Sullins was trying for his second consecutive and third win overall this season. In the other semifinal, Wagner, a two-time PBA Tour winner, defeated Dave Axon of Bellevue, Neb., 237-194. Both players were trying for their first Senior Tour win.

### PBA SENIOR DECATUR OPEN Spare Time Lanes, Decatur, Ill., - August 16, 2011

#### Championship Match

Dale Eagle, Tavares, Fla. (\$7,500) def. Kent Wagner, Palmetto, Fla. (\$4,000), 223-186.

#### Semifinal Round (losers earn \$3,000)

Eagle def. Harry Sullins, Chesterfield Township, Mich., 192-171; Wagner def. David Axon, Bellevue, Neb., 237-194

#### Round of 8 (\$1,700 each)

Axon def. Charlie Tapp, Kalamazoo, Mich., 2-1; Wagner def. W.R. Williams, Ocala, Fla., 2-1; Sullins def. Dale Traber, Cedarburg, Wis., 2-0; Eagle def. Dale Csuhata, Wadsworth, Ohio, 2-0

#### Round of 16 (\$1,300 each)

W.R. Williams def. Wayne Webb, Columbus, Ohio, 3-0; Wagner def. Ron Mohr, Eagle River, Alaska, 3-1; Axon def. Emilio Mora Sr., Defiance, Ohio, 3-1; Tapp def. Roy Buckley, Westerville, Ohio, 3-0; Traber def. Tom Baker, King, N.C., 3-2; Sullins def. Tim Kauble, Marion, Ohio, 3-2; Csuhata def. Steve Ferraro, Kingston, Ohio, 3-0; Eagle def. Ricky Beck, Box Elder, S.D., 3-2

#### Round of 24 (\$1,050 each)

Webb def. Gary Hiday, Indianapolis, 3-1; Mohr def. Marc Lineberry, Camanche, Iowa, 3-2; Axon def. John Dudak, Orland Park, Ill., 3-1; Buckley def. Mark Glover, Woodbridge, Va., 3-0; Traber def. Kevin Croucher, Grants Pass, Ore., 3-2; Kauble def. Terry Metzner, Kentwood, Mich., 3-0; Csuhata def. Kenny Parks, Hammond, Ind., 3-0; Eagle def. Dennis Psaropoulos, Lake Worth, Fla., 3-1

#### Other Cashers - (\$900 each)

Shannon Starnes, Fort Worth, Texas, 3,447; Peter Knopp, Germany, 3,444; Rick Vitton, Canada, 3,431; Dave Patchen, Oregon, Ohio, 3,428; (tie) Vince Honeycutt, Buford, Ga., and Randy Peterson, Carrington, N.D., 3,427; (tie) Ron Proffitt, Brookville, Ohio, and Bill Henson, Westerville, Ohio, 3,409, \$450.

#### Super Seniors (\$700 each)

Richard Hunt, Valparaiso, Ind., 3,406; Don Blatchford, Santa Monica, Calif., 3,374; Frank Gallo Jr., Jacksonville, Fla., 3,332; Jerry Lau, St. Peters, Mo., 3,324; Dave Soutar, Bradenton, Fla., 3,317; Bill Idzior, Crown Point, Ind., 3,295; Henry Gonzalez, Colorado Springs, Colo., 3,293; Michael Henry, Brunswick, Ohio, 3,282



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## USBC changing direction to put more emphasis on creating lifelong bowlers

by Mark Miller For BNN

At its 2005 inception, the United States Bowling Congress took its new role as the sport's national governing body seriously enough to include in its mission statement to ensure the integrity and protect the future of the sport.

Its vision sought to grow the sport of bowling through more people recognizing bowling as a sport and more people participating in bowling as a sport.

Many people thought this was a good direction because it brought USBC back to the original intent of its American Bowling Congress roots to standardize the rules of bowling amid the chaos of conflicting ideas. Only later did ABC, and after it the Women's International Bowling Congress and Young American Bowling Alliance, begin thinking about members to fund those principles.

"ABC, WIBC and YABA were membership organizations supporting USA Bowling (the then-United States Olympic Committee-recognized NGB)," said former USBC President Darlene Baker July 1 at the USBC Convention. "USBC has both responsibilities as an NGB and membership organization which has caused some confusion. The last few years there's been a lot of attention on the NGB and it's led to the perception we don't care about the average member."

"I agree with that," said USBC Executive Director Stu Upson a month later. "I've been here two years and consider myself an average member and think that perception has been true."

So to help change that perception and help grow membership and revenue, USBC has decided to move the needle to the middle of the NGB/membership pendulum.

The decision to do so began last year when the USBC Strategic Planning Committee looked again at what the organization should be when it grows up.

"It was quite simple," Upson said. "What we'd been doing for the past 20 years hadn't been working."

"Certainly we're an NGB. That is what we are about. But we need members to help fund what we do and to get more people involved in bowling."

One of the first things the committee did was to create new mission and vision statements. While approved by the board and announced to the USBC staff long before, they weren't officially revealed to the public until the Convention.

- Mission – To provide benefits, resources and programs that enhance the bowling experience.

- Vision – Create lifelong bowlers.

To begin the transition to this new model, USBC asked everyone it could what it would take for more people to join.

"We learned it is not possible to create products that appeal to everyone," Upson said. "We have to offer a broad amount of products and services."

"For example, Apple has the iPod but has several different versions. That's where we have to have a variety of things."

"We have been too rigid with our offerings. Yes, certified averages and awards are important to some people but not everyone."

Once USBC learned peoples' thoughts, it began testing some new concepts in the 2010-11 season. These included different products and upgrades and delivery methods.

Among the products was a member welcome gift. Also tested was a blanket league certification where all bowlers in a center become members. Other tests featured short season, fun leagues and casual memberships.

The question remains - will members pay more for better benefits?

"It's not so much continuing with things they

have to buy but giving them something they want to buy," Upson said. "The key element is frequent, casual bowlers. What is it that will entice them to join USBC?"

What will entice them may not even involve traditional bowling related products and services, said new USBC President Jim Sturm.

"For some people it's not about league prize money but about reward points," Sturm said. "Others may want discounts on bowling balls or discounts on food and beverages. It's all about what will it take to get them into USBC."

New on the delivery side is league secretary software that would have memberships sent directly from the league secretary to USBC. Currently, the process has bowlers fill out membership information and give it to their league secretary who sends to the local association which processes the applications and sends on to USBC headquarters in Arlington, Texas.

The new model identifies two stakeholders – field ambassadors who care about and will help promote bowling and bowling center owners and staff who deal daily with their customers.

What about the more than 3,000 local and state USBC associations?

"As I said at Convention, this is not in any way a program to put associations out of business," Upson said. "Will it change their roles? Yes. And we'll need feedback from all of our constituents, association volunteers, proprietors and bowlers."

"We will refocus the purpose of the local and state associations," Baker said. "They will be more than processing centers. Everyone's time is valuable and we want to help the proprietors."

About 12-15 markets of varying sizes and locations are testing the new ideas in the first four months of the 2011-12 season. USBC leaders will then analyze the results and form a plan to present at the 2012 USBC Convention in April.

The goal is for a limited rollout of the new package in 2012-13 with national rollout in 2013-14 with the hope of no membership loss that season.

While some new programs are in the testing phase, two aimed at youth are in place this season. One is teaching parents and other volunteers basic coaching skills. Free instructional classes for USBC associations and Bowling Proprietors' Association of America-member centers feature curriculum aimed strictly at teaching youth how to bowl.

"Our belief and vision is that we can grow the sport simply by teaching the game and developing a volunteer coaching base is paramount in executing that vision," said International Bowling Campus Director of Youth Development, Chad Murphy. "With the help of Carolyn Dorin-Ballard and the USBC Coaching team, we have some of the best instructors in the nation onboard to lead these seminars. Now we need parents, association leaders and center managers to take advantage of the opportunity."

Also now available is the USBC Roll 'N Grow membership for youth age 7 and under. For just \$8, those young bowlers in regular or bumper league of any length can join and receive special awards and benefits.

Roll 'N Grow memberships include a \$1 processing fee and are in addition to USBC Youth Basic membership for \$5 (\$1 local processing) and Youth Standard for \$17 (\$2 local processing, 50 cents state fee).

"We're putting a lot of emphasis on youth," Upson said. "The creation of the youth department on Campus proves that."

"I know it's a cliché but youth are our future. But we also want to do what we can for adults."

## CALENDAR OF EVENTS

Sep 10-11	SASBA Non-Champ, Cityview Ft Worth, TX
Sep 24-25	SASBA Over 60-70 Dbls, Cowtown Palace Ft Worth, TX
Oct 15-16	SASBA Mem/Guest Doubles, All Star Lanes Shreveport, LA
Oct 22-23	SASBA Annual Championship, AMF Euleless Euleless, TX
	SASBA South Central, Paris Family Fun Center, Paris, TN
Oct 29-30	SASBA, Metro Bowl Baton Rouge, LA
Nov. 4-20	Third Annual PBA World Series of Bowling (World Bowling Tour Finals presented by the PBA, Viper Open, Scorpion Open, Chameleon Open, Shark Open, Carmen Salvino Classic, Exempt Players Championship, Mark Roth-Marshall Holman Exempt Players Doubles Championship and PBA World Championship), South Point Bowling Center, Las Vegas
	SASBA, Delmar Lanes Houston, TX
Nov 5-6	SASBA Foursome, Plano Super Bowl Plano, TX
Nov 12-13	SASBA South Central Annual Cham., Pinnacle Family Ent Ctr, Clarksville, TN
Nov 19-20	SASBA Age Bracket, Cityview Ft Worth, TX
Dec 3-4	SASBA Annual Team, Cowtown Palace Ft Worth, TX
Dec 17-18	
2012	
Jan. 2-6	USBC Team USA Trials, Texas Station, Las Vegas, NV
Jan. 7-8	SASBA Member/Guest, Crossroads Bowling Center, Beaumont, TX
Jan. 14-15	SASBA, USA Bowl, Dallas, TX
Jan. 20-22	PBA Xtra Frame Cheetah Open, Fountain Bowl, Fountain Valley, CA
Jan. 23-29	USBC Masters, Sunset Station's Strike Zone Bowling Center, Henderson, NV
Jan. 28-29	SASBA, 300 Bowl, Conroe, TX
Feb 4-5	SASBA, Sunny Lanes, Oklahoma City, OK
Feb. 11-July 9	USBC Open Championships, Baton Rouge River Center, Baton Rouge, LA
Feb. 17-19	PBA Xtra Frame Don Johnson Memorial Open, Sequoia Lanes, Columbus, OH
Feb 18-19	SASBA SS Singles, University Lanes, Denton, TX
Feb. 20-26	U.S. Open, Brunswick Zone Carolier, North Brunswick, NJ
Mar 9-11	PBA Xtra Frame Detroit Open, Allen Park, MI
Mar 30-Apr 1	Xtra Frame Dick Weber PBA Playoffs, Woodland Bowl, IN
Apr 8-15	PBA Tournament of Champions, Red Rock Lanes, Las Vegas, NV
Apr 14-July 8	USBC Women's Championships, National Bowling Stadium, Reno, NV
Apr 18-21	USBC Intercollegiate Team Championships, Sun Valley Lanes, Lincoln, NE
Apr 20-25	USBC Queens, AMF Euleless Lanes, Euleless, Texas; finals at International Training and Research Center, Arlington, TX
Apr 25-28	USBC Convention, Arlington Sheraton Hotel, Arlington, TX
May 20-22	USBC Intercollegiate Singles Championships, AMF Euleless Lanes, Euleless, TX
June 22-29	Bowling U.S. Women's Open (in conjunction with Bowl Expo), National Bowling Stadium, Reno
July 9-10	USBC Senior Championships, National Bowling Stadium, Reno
July 9-14	USBC Senior Queens, National Bowling Stadium, Reno
July 13-29	USBC Youth Open Championships, Expo Bowl, Indianapolis
July 14-20	North Pointe Junior Gold Championships, Western Bowl, Indianapolis

## USBC Test Robot E.A.R.L. Makes Engineering Media Headlines

ARLINGTON, Texas – United States Bowling Congress (USBC) test robot E.A.R.L. recently made headlines as the cover story of Design News magazine's Mechatronics supplement.

Design News is a leading technical resource, providing technology news, opinion, and analysis, for engineers and engineering managers. The article detailed how designers created E.A.R.L. (Enhanced Automated Robotic Launcher) with the ability to release a ball with precise accuracy under a wide range of velocity, loft and axis rotation variables.

"It is extremely flattering to receive this type of attention and have researchers outside the bowling industry interested in the work being done at USBC," Neil Stremmel,

USBC Managing Director of National Governing Body, said. "E.A.R.L. is a unique and innovative research tool that piques the interest of bowlers and techies."

E.A.R.L. was used extensively in a recently-finished USBC static weights study. The study showed that if the current static weight limits were eliminated or increased, the typical three-phase motion of bowling balls as they travel down a lane (skid, hook, and then roll) would be significantly altered causing a fourth phase of unpredictable motion.

"E.A.R.L. played a key role in allowing the team to prove that current USBC static weight limits are still valid," Stremmel said. "Having a precision test robot gives USBC another tool to create policy for the sport based on sound science and data-driven research."

## CHUK IT!

by Frank Weiler

MURRIETA - "Stop chuking the ball, stop chuking the ball" yelled KEN CLAY. Our ten minute practice session was nearly over and Clay could see the "KING OF CHUKERS" chuking his ball down lane at 25 MPH. He couldn't resist letting the King know he was watching.

The King of Chukers (JERRY DeYAGER) just smiled and kept chuking. He loves launching a bowling ball down lane at a high rate of speed. He loves throwing a hardball. Harder than anyone on the planet. He just rears back and throws his sixteen pound Taboo, over the ten board, with gusto. Nothing fancy, just POTENTIAL ENERGY converted to KINETIC ENERGY, with a BANG at the end. Pure power generated by six feet four inches and 250 pounds of muscle. Add a little side turn and BOOM!

So what is chuking and why does Jerry do it? Chuking a bowling ball is propelling it down lane at a high rate of speed, with four to six feet of loft, in a straight line from the corner, with a little wrinkle at the end. "WRINKLE," I mean hook. Side rotation is preferred.

Chuking is especially effective on dry lanes. However, it can be used anytime if you maintain your ball speed at recommended levels. Jerry is comfortable at 20 - 25 MPH on dry lanes, and 15 - 18 MPH on wet. Are you up to the challenge?

I would love to chuk. Deep down I know that Ken Clay would like to chuk. We are both jealous, and Jerry knows it. He just keeps chuking with a smile on his face. I think ball chuking must be fun. Chuking is a macho thing, and every red blooded American male wants to chuk it. However, only the few can.

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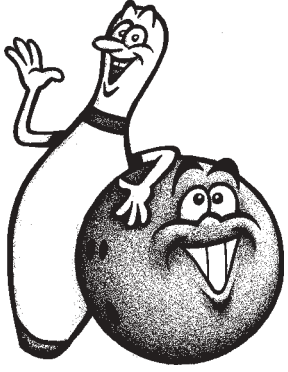
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# THE FUNNY PAGE



The reason Politicians try so hard to get re-elected is that they would 'hate' to have to make a living under the laws they've passed.

XXX

Smith climbs to the top of Mt. Sinai to get close enough to talk to God. Looking up, he asks the Lord... 'God, what does a million years mean to you?' The Lord replies, 'A minute.'  
Smith asks, 'And what does a million dollars mean to you?' The Lord replies, 'A penny.'  
Smith asks, 'Can I have a penny?' The Lord replies, 'In a minute.'

XXX

## DISNEYLAND

Two blondes were going to Disneyland. They were driving on the Interstate when they saw the sign that said Disneyland LEFT. They started crying and turned around and went home.

XXX

Because they had no reservations at a busy restaurant, my elderly neighbor and his wife were told there would be a 45-minute wait for a table. 'Young man, we're both 90 years old,' the husband said ... 'We may not have 45 minutes.' They were seated immediately.

XXX

## KNITTING

A highway patrolman pulled alongside a speeding car on the freeway. Glancing at the car, he was astounded to see that the blonde behind the wheel was knitting! Realizing that she was oblivious to his flashing lights and siren, the trooper cranked down his window, turned on his bullhorn and yelled, 'PULL OVER!' 'NO!' the blonde yelled back, 'IT'S A SCARF!'

XXX

Three friends from the local congregation were asked, 'When you're in your casket, and friends and congregation members are mourning over you, what would you like them to say?'

Artie said: 'I would like them to say I was a wonderful husband, a fine spiritual leader, and a great family man.'

Eugene commented: 'I would like them to say I was a wonderful teacher and servant of God who made a huge difference in people's lives.'

Al said: 'I'd like them to say, 'Look, he's moving!'

XXX

A man goes to see the Rabbi. 'Rabbi, something terrible is happening and I have to talk to you about it.'

The Rabbi asked, 'What's wrong?'

The man replied, 'My wife is poisoning me.'

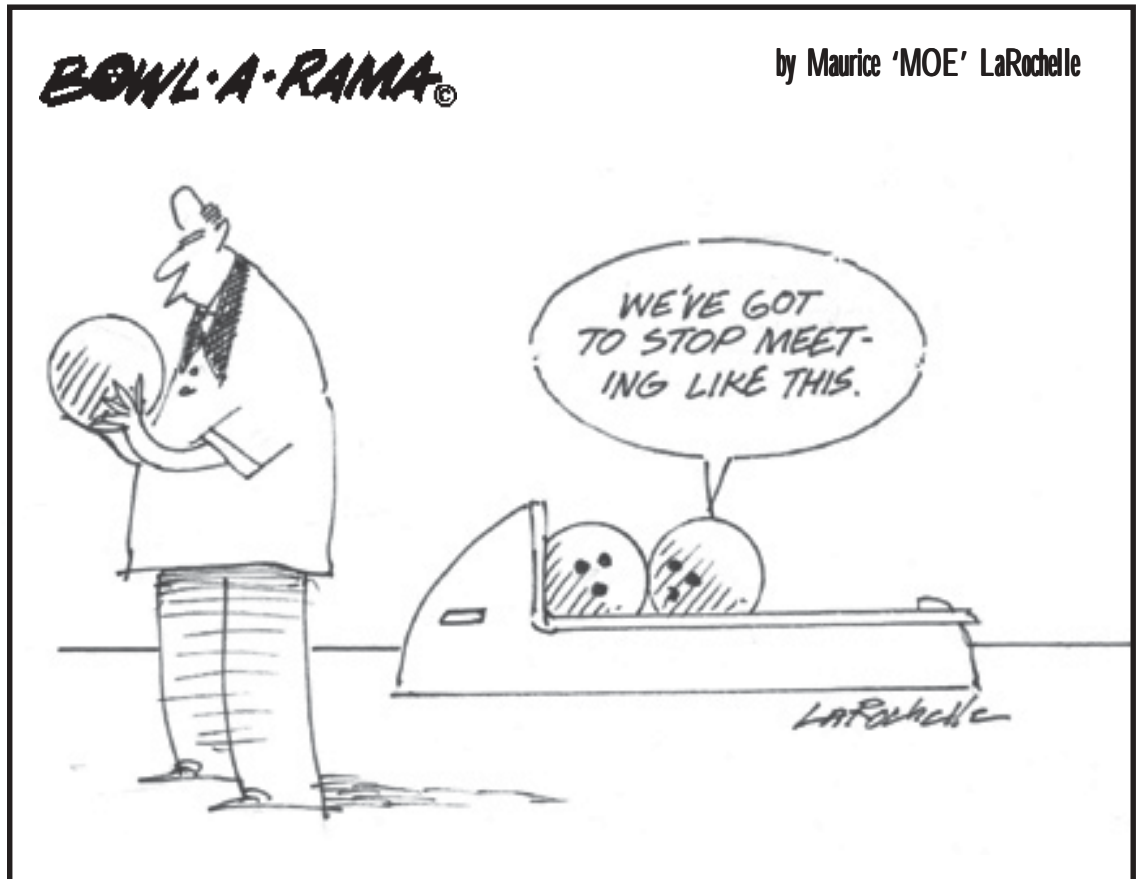
The Rabbi, very surprised by this, asks, 'How can that be?'

The man then pleads, 'I'm telling you, I'm certain she's poisoning me, what should I do?'

The Rabbi then offers, 'Tell you what. Let me talk to her, I'll see what I can find out and I'll let you know.'

A week later the Rabbi calls the man and says, 'I spoke to her on the phone for three hours. You want my advice?'

The man said yes and the Rabbi replied, 'Take the poison'



My grandson was visiting one day when he asked, "Grandma, do you know how you and God are alike?" I mentally polished my halo and I said, "No, how are we alike?" "You're both old," he replied.

XXX

A guy is sitting at home alone when he hears a knock on the front door.

There are two sheriff's deputies there. He asks if there is a problem.

One of the deputies asks if he is married, and if so, can he see a picture of his wife.

The guy says "sure" and shows him a picture of his wife.

The sheriff says, "I'm sorry sir, but it looks like your wife's been hit by a truck."

The guy says, "I know, but she has a great personality and is an excellent cook."

XXX

## SPEEDING TICKET

A police officer stops a blonde for speeding and asks her very nicely if he could see her license.

She replied in a huff, 'I wish you guys would get your act together.'

Just yesterday you take away my license and then today you expect me to show it to you!'

XXX

Three sisters, ages 92, 94 and 96, live in a house together. One night the 96-year-old draws a bath. She puts her foot in and pauses. She yells to the other sisters, 'Was I getting in or out of the bath?'

The 94-year-old yells back, 'I don't know. I'll come up and see.' She starts up the stairs and pauses 'Was I going up the stairs or down?'

The 92-year-old is sitting at the kitchen table having tea listening to her sisters, she shakes her head and says, 'I sure hope I never get that forgetful, knock on wood...'. She then yells, 'I'll come up and help both of you as soon as I see who's at the door.'

XXX

I was in the six item express lane at the store quietly fuming. Completely ignoring the sign, the woman ahead of me had slipped into the check-out line pushing a cart piled high with groceries. Imagine my delight when the cashier beckoned the woman to come forward looked into the cart and asked sweetly, 'So which six items would you like to buy?'

Wouldn't it be great if that happened more often?

XXX

John was on his deathbed and gasped pitifully. 'Give me one last request, dear,' he said.

'Of course, John,' his wife said softly.

'Six months after I die,' he said, 'I want you to marry George.'

'But I thought you hated George,' she said.

With his last breath John said, 'I do!'

XXX

## FLORIDA OR MOON

Two blondes living in Oklahoma were sitting on a bench talking, and one blonde says to the other, 'Which do you think is farther away... Florida or the moon?' The other blonde turns and says 'Hellooooooooooooo, can you see Florida ?????'

## Walt's World by Walt Steinsiek



IF WE DON'T SHOW UP TONIGHT, WE FORFEIT ALL THREE GAMES!.

## Hamilton Elected Chairman of the International Bowling Museum and Hall of Fame

ARLINGTON, Texas – Keith Hamilton, President of Luby Publishing, Inc, has been elected Chairman and President of the International Bowling Museum and Hall of Fame, replacing Pat Ciniello who served as chairman since 2007. Ciniello remains on the board.

Hamilton was Vice President under Ciniello and played a key role in the creation of the new museum and hall of fame. A board member since 1997, Hamilton has served on and chaired several committees for the IBM/HF, including chairman of the Salute to Bowling, Board Development, Marketing and Finance.

"It is quite an honor to serve the museum in the capacity of chairman, especially when following such industry heavyweights as Jack Reichert, Remo Picchietti, Bill Scheid and Pat Ciniello, all of whom I've had the honor of serving," Hamilton said.

John Walker, President of QubicaAMF, has been named the vice chairman of the museum. The other members of the executive

committee remain unchanged.

Chairman and President, Keith Hamilton, President, Luby Publishing Inc.

Vice Chairman, John Walker, President, QubicaAMF Treasurer, Terry Brenneham, President, Bowlers Supply Company

Secretary, Bob Gudorf, Vice President, Classic Products At-large, Wally Hall, President, Hall & Associates

At-large, Bill Chrisman, CEO, Storm Bowling Products

At-large, Elaine Hagen, retired WIBC Vice President

Two Brunswick executives also have joined the museum's board of trustees – Jim Fox, president of Brunswick Bowling Centers, and Brent Perrier, president of Brunswick

Bowling Products, bringing the total number of trustees to 24.



## BOWLING TOUGH TIPS

### Installment #8 - Taking Control of your Thoughts and Behavior

The relationship between the mind and body is amazing. Your body simply cannot tell the difference between reality and your imagination. What the mind tells the body to believe, the body believes.

Thoughts are a form of programming, or "talking to" your brain. The key to success or failure in bowling and other sporting events is programming the mind. If you program your mind to tell the body it will fail, then the body will fail. However, if you program the mind to tell the body it will succeed, then the body will succeed.

Start by exploring what you tell yourself about yourself. If this self-talk is not productive, then all you have to do is replace destructive thoughts with productive self-talk. Another form of programming your brain is the actual talk you have with others about your potential to succeed.

The real trick is to say positive things to get the odds in your favor. Some positive statements are, "I will pick up this 10-pin," or "I will strike on the next shot."

Obviously, simply talking positively will not automatically produce success for you every time. But, getting the odds in your favor will have an undeniable impact on your performance.

If your behavior disrupts a positive mental attitude, the odds are against your success. When frustrated, some bowlers commonly engage in disruptive behavior that detracts from the positive mental focus needed for a high-quality delivery on the next shot.

Contrary to what many people think, being a jerk does not "release" your frustrations and allow you to concentrate on your next shot. Instead, such behaviors form part of your mental history and serve as a reality check for the brain. In other words, these types of behaviors confirm that you are expecting failure. Tough bowlers feed their minds with positive thoughts and avoid disruptive behavior.

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



Will Powers, Ph. D., Fort Worth, Texas



Bob Strickland, M. S., Everett, Washington

## Two High School Grants Awarded Through YES Fund

ARLINGTON, Texas – Walt Whitman High School in Huntington Station, N.Y., and the Lee County, Fla., school district have each been selected to receive \$2,500 grants through the High School Grant Program of the Youth Education Services (YES) Fund.

The High School Grant Program, administered by the International Bowling Campus Youth Development team, provides grants for up to four high school programs annually. The high school teams must show financial need because of budget cuts or other changes, or may request funding to start a new program.

In the case of Lee County, the grant will go toward the cost of starting programs at 13 high schools. Lee County school system administrators voted to add bowling as a varsity sport in February after proprietors from six bowling centers of the Southwest Florida Bowling Proprietors Association agreed to fund the first five years of the programs. The projected cost for the first year is about \$25,000.

"This is truly a program being built from the ground up," said Mike Cannington, director of operations and marketing for Bowland Centers, who spearheaded the effort to make bowling a varsity sport at Lee County schools along with Bill Hanson, James Browder, Herbert Wiseman and Herman Williams. "Not one of these schools had any sort of bowling program, not even a club sport. We are trying to accomplish a lot in a very short period of time – identifying new coaches, setting practice and match schedules, picking team uniforms ... the list goes on and on."

Proprietors Pat Ciniello of Bowland Cape Coral Lanes and Bowland Lehigh Lanes, Tanya Preisinger and Petra Mercantonio of Friendship Lanes, Kevin Walsh of Gator

Lanes, Terry Leis of Pin Street Lanes, and Bill Hanson of All Star Lanes have agreed to pick up the all the costs of coaching and bowling shirts in addition to hosting practices and competitions.

Walt Whitman High School has had a boys bowling program since 2001 but the team learned in March that the school district would cut funding for several athletics programs for the 2011-12 school year, including bowling, golf and swimming.

Athletic Director James Wright said they began looking for ways to raise funds for next year and one of the parents, Patti Kielawa, found the information about the grant program.

"These funds will help defray some of the costs associated with the program," Wright said. "Our program runs about \$12,000-13,000 per year and to be able to say to parents and athletes that 20 percent of the money needed was the result of a generous grant helps to take off some of the pressure."

The Wildcat Booster Club also has been helping the program. The club held a successful yard sale and bowl-a-thon fundraiser this summer. There are several other activities planned in the next few months.

The High School Grant Program is made possible through the YES Fund, a joint initiative of the Bowling Proprietors' Association of America and the United States Bowling Congress that is supported by founding partners Brunswick, Columbia 300, Ebonite, 900 Global, Hammer, QubicaAMF, Roto Grip, Storm and Track.

With grants to Lee County schools and Walt Whitman High School, the High School Grant Program has awarded its four grants for this year. Applications are continuously being accepted and four more grants will be available starting the first quarter of 2012.

## THE BAHAMAS WILL HOST 2012 WORLD BOWLING TOUR EVENT

ARLINGTON, Texas - The Bahamas will host a World Tenpin Bowling Association event for the first time in its history when the Bahamas International Bowling Classic 2012 joins the World Bowling Tour next year.

The inaugural event is scheduled to be conducted Feb. 27-March 4 at Mario's Bowling and Entertainment Palace, a new 50-lane bowling center in Nassau. It will mark the first time a World Bowling Tour event will be held in the American Zone outside of the United States.

"Hosting an international bowling tournament provides The Bahamas with the opportunity to showcase the sport of bowling on the international arena," Mario's Bowling Marketing Manager Odette Carey said. "Attracting professional athletes, fans and media attention around the world brings excellent exposure for The Bahamas."

The Bahamian event is the first tournament to be confirmed for the 2012 World Bowling Tour. The Tour is currently in its inaugural year and boasts a schedule of eight events

around the world.

"Although the 2011 World Bowling Tour has yet to conclude, it has been so successful that we are proud to announce the first tournament to join the Tour in 2012," World Tenpin Bowling Association President Kevin Dornberger said. "The Bahamas are not only a beautiful place to visit, but it's a country with very passionate bowlers who look forward to hosting a WTBA event for the first time."

The 2011 World Bowling Tour continues Aug. 21-26 with the Korean Daejeon Open in Daejeon, Korea. The World Bowling Tour Thailand will be held in Bangkok, Thailand, from Sept. 24-30 and the AMF Australian Masters will take place in Sydney, Australia, from Oct. 10-22.

The World Tenpin Bowling Association, which is made up of more than 100 bowling federations, governs the sport throughout the world. For more information on WTBA and the World Bowling Tour, visit [WorldTenpinBowling.com](http://WorldTenpinBowling.com).

## WTBA TO CREATE NEW WBT EVENT IN VEGAS

ARLINGTON, Texas - The World Tenpin Bowling Association will conduct its first owned and operated World Bowling Tour event in 2012 when the WTBA International Open presented by Sunset Station Casino and Hotel takes place in Henderson, Nev., next year.

The WTBA International Open will take place at the 72-lane Sunset Station Strike Zone Bowling Center from Jan. 28-Feb. 5. The prize fund will exceed \$100,000 with at least \$20,000 going to the winner.

"On behalf Station Casinos, we are extremely pleased with the WTBA's decision to award the Sunset Station and Strike Zone Bowling Center a World Bowling Tour event," Station Casinos Corporate Director of Bowling Sales David Garber said. "The WTBA International Open presented by Sunset Station Casino and Hotel will be a very important stop on the World Tour and we invite all amateurs and professionals to attend this wonderful event."

In addition to presenting sponsor Sunset Station, Brunswick has also signed on as a

supporting sponsor for the WTBA International Open.

"Brunswick has always been supportive of competitive bowling and we are especially keen for the advancement of international competitive bowling," President of Brunswick Bowling Products Brent Perrier said. "We are pleased to lend our support to the WTBA World Tour in general and the WTBA International Open in particular."

The tournament will be a six-game re-entry style event that mirrors events on the European Bowling Tour, where players post their best six-game score to try and make the first cut. The event will be open to men and women and will have a special prize fund for women.

"WTBA believes that the World Bowling Tour is the future of our sport, and we are proud to announce we have created a new event for the best athletes in the world," WTBA President Kevin Dornberger said. "This event will be made possible by our partnerships with Sunset Station and Brunswick. They have stepped up to make this event a reality."

## Definition of a Perfect Storm?

*noun:* pər'fekt stôrm — in bowling, enjoying time spent with family and friends bowling in the Storm National Mixed Tournament at the National Bowling Stadium.

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