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# California Bowling Writers InfoLink

January 2012

## 2012 CBW Media and Publicity Luncheon Doubletree Hotel—Sacramento

The Doubletree Hotel in Sacramento will host the California Bowling Writers annual meeting and the Media and Publicity Luncheon in 2012. The conventions have been at this hotel before but you may remember it as The Red Lion – a beautiful place to be. The accommodations are outstanding and the hotel is close to everything – So Save the Date! June 8-10, 2012.

### SPECIAL OFFER!

We want to see more of our youth bowlers/delegates attend the luncheon and benefit from our excellent keynote speakers. All Youth Delegates will be able purchase a luncheon ticket for **HALF PRICE!**

This year luncheon attendees will have their choice of *Rosemary Garlic Pork Loin* or *Cheese Tortel-*

*lini* (with or without sausage), for only \$28.00 (\$14.00 for our Youth Delegates). Luncheon reservation flyers will be included in all delegates packets, posted on the CBW Website and included in the next issue of the InfoLink.

Among the highlights of CBW activities at our Annual Media and Publicity Luncheon will be the presentation of our Marijane Viat Writing Award, sponsored by the Eldorado Hotel Casino in Reno. Be sure to submit your stories by the deadline. Check out the award application on page 7 of this issue.

We are excited to have Chad Murphy, International Bowling Campus Director of Youth Development as our keynote speaker this year. Touted to be the bowling industry's next rising star, Chad is not only an accom-

plished bowler, he is what every organization wishes they had - a mover and shaker. His accomplishments have been significant throughout the bowling industry having worked for Columbia 300 and Ebonite International and prior to his current position, serving as Director of Youth for BPAA.

The Doubletree is also the site of the California USBC meetings and activities and CBW urges you to convince your board members - MEN, WOMEN & YOUTH to elect and send delegates to the annual meeting and convention.

For more information contact Luncheon Chairman Mary Lynly at lynlymary@surewest.net or 916-782-1321 and be sure to check out our website at: [www.calbowlingwriters.org](http://www.calbowlingwriters.org).

## Shirley O. Joins the “Big League” Above

by Pat Helwig

Shirley O. Schmardel, fondly and preferably known as SOS, passed away January 9, 2012 at a hospice in San Diego, CA. She was 91 years of age. Bowling in two leagues at the age of 91 SOS was a bowler who has earned her place in the “Big League”.

Family, friends, and members of her extended bowling family gathered to pay her homage at Our Lady of Sacred Heart services held on January 17, 2012 in San Diego. SOS was a parishioner at Our Lady for many decades. Her faith was a very important part of her daily life.



**Shirley O. Schmardel**  
shown here with her 50 year  
USBC/WIBC tournament medal

began in Minnesota on February 14, 1920 when she opened her eyes, greeting her parents as their special Valentine. Her early childhood activities included bowling. She rolled her first bowling ball at the age of five and loved it. From that day forward bowling was her game.

During the years that passed SOS moved to San Diego, CA. and the active life of a Navy wife, mother, and bowler. The local leagues and tournaments provided competition and the means to improve her game. As her competitive status grew she joined the California

State and National Women's Bowling Associations and 600

SOS filled her life with success stories. It all

(continued on page 5)

**CBW  
Gratefully Acknowledges  
our Sponsors**

**Eldorado Hotel Casino**

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**National Bowling Stadium.**

Thanks also to our event sponsors:

**[www.StormBowling.com](http://www.StormBowling.com)**



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The Brands of Ebonite International  
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**President's Perspective**

Happy New Year to all!

The California Bowling Writers recent Interim board meeting, which took place at the Eldorado Hotel in the middle of November, was without a doubt one of the most productive meetings we've had. Although several key board members were unable to attend for various reasons, the people who were there arrived promptly at 9:00 AM, were ready to work and did. All were contributors. All provided valuable insight and expertise to a very full agenda. The fruits of our labor will be evidenced at the upcoming annual meeting in June.



**CBW President  
Joan Romeo**

Saturday morning flew by, our host provided a delicious lunch and then we spent the afternoon reviewing and discussing proposed legislation. The legislative committee was well prepared and was able to respond to all questions to the board's satisfaction. We adjourned at 5:00 PM. The perfect ending to a good day included dinner at La Strada and tickets to see "Hairspray".

Social Media was the main topic for Sunday and thanks to Jackie Wyckoff, who provided an informative abbreviated seminar, I believe everyone left Reno with a better understanding of what we are trying to accomplish this year with the creation of a CBW Facebook page.

Our research supports the fact that social media is the most effective way to reach our members, supporters, sponsors and a great way to create awareness with a younger generation. Further, it was noted that organizations, which run on a shoestring budget and do not have a staff are still very aware of the major changes taking place in the media and communications landscape but wonder whether they have the resources to effectively use social media, given the time commitment required. We do and we will. Our future is bright. and starting with this issue of the InfoLink, you will be hearing more on the subject.

Mary Lynly Chair of the Annual Media and Publicity Luncheon has once again put together an awesome program starting with our key note speaker, Chad Murphy, International Bowling Campus Director of Youth Development,

Eldorado, who already does so much for CBW, is now the sponsor of the Marijane Viat Writing Award. Check out the application and get more information on Page 6 The winner will be announced at the Media Luncheon in June.

National Bowling Stadium is again on board as one of our luncheon sponsors along with Eldorado, Ebonite International and Storm.

Thanks to all who have made donations to our phone card drive especially, California BVL, the Southern California Proprietors and Bill Mossontte.

We have much to look forward to in the coming year and my wish to all is stay healthy and happy.

- Joan

## Vidad Selected as BWAA Senior Bowler of the Year

ARLINGTON, Texas - The Bowling Writers Association of America has elected Ron Mohr, Eagle River, Alaska, and Paula Vidad, Sun City, Calif. as Senior Bowlers of the Year for 2011.

Vidad was the 2011 Senior Queens champion and had an outstanding showing in the USBC Women's Championships. She also finished 16th in the Golden Ladies. Runner-up for the second year in a row was Char Hammel, Las Vegas, who finished third in the Golden Ladies and second in the Senior Queens.

Mohr won four PBA Senior titles, including the



Senior US Open and finished in the top five in all but one of the 10 events in which he competed. He is the first senior to win four titles in a single season, earning himself \$56,100 to top the earnings list. He finished second in the average rankings, surpassed only by Hall of Famer Walter Ray Williams Jr, Ocala, Fla., who finished runner-up in the balloting. Harry Sullins, Chesterfield Township, Mich., was third in the voting.

Candidates for Senior Bowler of the Year must be 50 years of age by January 1 of the year of competition. The Bowling Writers Association of America instituted the male award in 1993 and began the female award in 2000.

## What Did You Say? Newspaper Parlance...

**By Jackie Wyckoff**

In the early days of my writing career, I would often times ask seasoned reporters to critique my work. Frequently, I would get a note back that said something like **"I would edit the lede and check the structure on your third graph. Think about boosting the cutline under your foto and maybe even add a liftout"**. Invariably my answer was HUH? In an effort to not have this happen to you, following are common newspaper terms you may find helpful:

**Nut graf** - The paragraph containing the gist of a story, explaining the basics. Distinct from "lede."

**Graf** - Short for paragraph. The phonetic spelling is common in journalism lingo, as in "lede," "foto," etc.

**Briefs** - Short articles (from 1" to 5") that usually do not carry a byline.

**Brights** - Short, anecdotal articles often run in conjunction with an annual, non-newsy event, like a Christmas toy drive. Also, articles written with a wry perspective, or removed from the traditional standpoint of a straight news article.

**Slug** - A form of shorthand used to "name" stories in computer systems or on paste-up pages for purposes of editing and layout.

**Cutline/Caption/Photocap** - The information identifying people or events in a photo or graphic.

**Byline** - The attribution that accompanies a story, whether a reporter's name

or the name of an organization, known as a Staff Byline.

**Dateline** - The location where the action of a story takes place.

**Hed or head, and headline** - Large text that usually runs above a story summing up in as few words as possible the gist of the story.

**Lede, lead** - The first paragraph in a news story, generally considered the most important paragraph, although not always the paragraph where most of the news goes.

**Masthead** - The part of a newspaper that identifies the editorial staff and what departments they work in; not to be confused with a Flag or a Nameplate.

**Flag/Nameplate** - The logo of a newspaper that runs at the top of page one.

**Folio** - The date on which a newspaper is printed, printed on the top corners of each page.

**Drop quote, pull quote, liftout quote** - Usually a sentence of text taken from the body of a story and enlarged, and set out from the other copy.

**Infographic** - A graphic that illustrates some piece of information from a story, or which stands alone in presenting one-shot information about a topic.

**Newshook** - The element of a story that makes it newsworthy; especially used in writing features without immediately apparent hard news elements.

**Follow-up, folo** - Either a longer meditation on a first day breaking news story or a

story relating the latest developments.

**Evergreen** - A feature story without a strong timed element, that does not have to run immediately.

**Banner** - A headline that runs across the top of a page.

**Copy** - The text of a news story; also a description of a writer's output, used in the way novelists use the word "prose."

**Flack** - A public relations employee or official spokesperson.

**Mug** - A photograph of someone generally featuring only their face, "mug shot."

**Feature** - A longer story that is not based on breaking news.

**Jump** - When a story is continued from one page of the paper to another; can be used as a verb or a noun.

**Sidebar, mainbar** - When elements of a story are broken into more than one story, sometimes they're laid out together. The mainbar is the most important element of a story, while a sidebar is a shorter examination of an element of lesser importance.

**The wire** - used to describe the Associated Press, any news service that previously provided copy to organizations by telegraph, i.e. "the wire."

**Drive-by edit** - A sloppy editing job.

**Magic Box** - A story that is presented in a non-traditional format, i.e. in a dialogue, a narrative, By-the-Numbers, etc.



**Check  
us out  
online at  
CaUSBC.com**

**Entry Deadlines Extended  
Through March 5 for the CUSBC  
2012 Open and Women's  
Championship Tournaments**

Find entry forms at:

**Open Tournament**

April 21—June 24, Norwalk/Lakewood  
Team Event: Keystone Lanes  
D & S: Cal Bowl  
<http://www.calusbc.com/openstate.html>

**Women's Tournament**

April 14—June 3, Fresno  
Team Event: Cedar Lanes  
D & S: AMF Sierra Lanes  
<http://www.calusbc.com/womenstate.html>

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**2012 CUSBC Convention  
June 7-10, 2012**

**Doubletree Hotel  
2001 Point West Way  
Sacramento CA 95815  
(916) 929-8855**

**Please encourage your local  
associations to ELECT and  
SEND delegates to convention.  
The process does not work  
without them. Offset costs with  
fundraisers like 50/50 raffles.**

**MADSEN AND BORTOLAZZO WIN 2011  
PRINCE AND PRINCESS TITLES**

**By Phyl Knoll**

Erik Madsen, a 27 year old young man from Madera, California came into the Prince and Princess Tournament, hosted by Vista Entertainment Center, October 22-23, with a 119 average and bowled like there was "no tomorrow" using his Brunswick Anaconda! He recorded his highest game of his career, 229. After a 6-game series of 962, and his 486 handicap, Erik went into first place for the Prince's Division with 1,448. He was officially declared our 2011 Tournament "Prince". Erik attended Fresno State University and it was there he became involved in "bowling for fun" with many of his fellow students. Following graduation Erik and his best friend from FSU "fun bowlers" decided to join a league at Valley Bowling Center in Madera. Erik became extremely competitive and after one year of bowling on standard lane conditions, he and his gutsy friend Steve joined a league that used the Sport Bowling conditions. Then, Eric decided to bowl the State Open Tournament with the men from Valley Bowling Center.... Erik and Eddie Espinosa took 7th place in Doubles. Erik says he owes "much thanks" to his friend Eddie who introduced him back to the game!

There was a record breaking performance by 46 year old, Inger Bortolazzo, a 174 average bowler from Santa Barbara, who highlighted the Princess Division. Inger was a first time entrant in this tournament, competing against a field of 56 women averaging 175 or under, all who would bowl two 3-game blocks. From the first frame forward, it was obvious Bortolazzo remained focused and in control of her game recording 209, 192, 300 (701) + 184, 234, 211 (629), and with a handicap of 156 giving her a grand total of 1,486, which immediately moved her to the top of the leaderboard. And, when it was all over, she was officially declared our 2011 Tournament "Princess". Although Bortolazzo was never a member of a youth program, she remembers back in the 1970's when her mother bowled leagues and she would tag along. Inger has been a league member at Zodo's Bowling & Beyond Center, bowling for only the past three years, participating only one night a week. She says she owes a good deal of thanks to Tom Shepard, Pro Shop Operator in Santa Barbara and Santa Maria who taught her how to bowl during his clinic lessons at Zodos Bowling & Beyond.

Keep tuned, I think you will hear more about these two competitive people!

## Shirley O. (cont. from p1)

clubs. She became a faithful tournament bowler, enjoying the camaraderie as well as the competition.

Having mastered her game of bowling SOS became interested in the business end of bowling. Her interest in the work of the San Diego women's bowling association soon earned her a place on the board. A place she has kept for over 30 years. Her faithful board work was honored with her induction into the San Diego WBA Hall of Fame. With her commitment to the game of bowling she also became a charter member of the CA Bowling Writers.

SOS continued to pursue her bowling interests with the parliamentary proce-

dures for business meetings and became a member of both the State and National Association of Parliamentarians. In her newly earned accomplishment, she presided as parliamentarian for bowling business meetings of the San Diego and California State Associations as well as the 600 Club.

During the 2010 USBC Women's Tournament in El Paso, Texas SOS was presented with a bouquet of flowers, a medal and a plaque for her 55 years of tournament bowling. Each time she told her story and showed her picture holding everything, the tears would begin to form and she would say "This was one of the happiest days of my life".

off the mark.com

by Mark Parisi



## Haggerty Wins His Second Don Glover Masters Title

By: **Bette Addington**

PJ Haggerty has always been special to the Don Glover Masters Scratch Tournament as he was the event's inaugural champion in 2007. Since that year, Haggerty has returned every year to compete hoping to again claim a win but not until this year was he able to do so. Without a win in quite some time, Haggerty was hungry to again dominate.

In his qualifying round on Saturday, October 1 at AMF Southwest Lanes, Haggerty made the cut with 1166 for 6 games on the Glover pattern. This landed him in 4th place behind squad leader Dave Wodka at 1274. Returning to bowl later that day Haggerty shot 1176 which put him in 9th position to just make the cut for the Top 10 Finals for Sunday. After bowling in Sunday morning's ten games of Match Play shooting 2293, Haggerty was in third.

The Step-Ladder Finals showcased some excellent bowlers who earned the right to compete. Fifth seed Wayne Garber, Modesto (+95) took on fourth seed Bill Nichols, Roseville (+180) where Nichols won 213-169. Then Nichols came up against third seed Haggerty, also of Roseville and after a tough match that went down to the tenth frame, Haggerty emerged 171-166. Next up Haggerty took on second seed, Bakersfield's Zack Newman (+359), and Haggerty again dominated 222-166. Then came the final match-up with Haggerty against number one seed, Dave Wodka, Henderson, NV (+431). Wodka, was hot off winning his back-to-back CUSBC (California United States Bowling Congress) Scratch Classic title, was the force all weekend to be reckoned with. Then everything changed in the seventh frame as Haggerty started striking and took the match 223-167.

PJ Haggerty, 26, exemplifies what this event stands for. He

started bowling at the age of 2 and was brought up with a family of bowlers. His talents did not go unnoticed as he was recognized as the CWBA (California Women's Bowling Association) Star of Tomorrow in 2003. He then was recognized nationally the years of 2005, 2006 and 2007 for Collegiate Most Valuable Player, Player of the Year and 1st team All-American as he attended Fresno State. Haggerty, who carries a 242 book average, turned pro immediately following his graduation from Fresno State University in 2007.



**PJ Haggerty—2011 Don Glover Masters Champion**

Haggerty, who also has two third-place finishes in the Glover Masters (2009 & 2010), stated, "Thanks so much for putting on such a great event. Definitely first class and a hard one to beat! Thanks to the Glover Committee for making tournaments like these possible and to Vise Inserts for their products." The 5th annual Don Glover Masters had a total of 51 bowlers compete. Thirteen places were paid. Results were as follows:

1st/Champion – PJ Haggerty, Roseville (\$2,500); 2nd place – Dave Wodka, Henderson, NV (\$1,250); 3rd place – Zack Newman, Bakersfield (\$800); 4th place – Bill Nichols, Roseville (\$600); 5th place – Wayne Garber, Modesto (\$500); 6th place – Ivan Miyasato, Clovis (\$400); 7th place – Mason Sherman, Moorpark (\$350); 8th place – Aris Anadilla, Bakersfield (\$325); 9th place – Tony Knuth, Oceanside (\$300); 10th place – Scott Hansel, Stockton (\$275); 11th place – Chris Pitts, Fresno (\$225); 12th place – Lyndon "Bubba" Harrison, Citrus Heights (\$225); and 13th place – Lee Patterson, Antioch (\$180).

Special thanks to our 2011 Glover Masters Scratch Tournament sponsors: Hi-Standard Manufacturing, GASSCO, Golden Empire USBC, The Bowler's Edge Pro Shop, Arriaga's Mexican Restaurant, Robb's Pro Shop, AP Architects, California Bowlers Tour, Fabrications by Addington, and Phantom Radio.



**The 2012 Marijane Viat Writing Award is Sponsored by the Eldorado Hotel and Casino, Reno, NV.**

The theme of this year's contest is "***For the Love of Bowling***", and rightfully so, as the contest honors the first CBW president, Marijane Viat, who indeed had a "love for bowling".

All CBW members are invited to support the writing contest. Write a story of an experience that exemplifies the love of bowling. The winner will be announced at the 2012 CBW Annual Media and Publicity Luncheon in June at the Double Tree Hotel in Sacramento.

Following are the guidelines:

- Story must be written by a member of the California Bowling Writers.
- Theme of the contest is anything that exemplifies "***For the love of bowling.***"
- Length of the article should be not less than 500 and not more than 1500 words.
- News, Editorial, Event Coverage, Profile or Feature Stories will all be judged in the same category.
- Entries are limited to two articles per member.
- Submissions must have been published between April 1, 2011 and March 31, 2012.
- Entries must be original clippings, photocopies or printouts from materials published in a newspaper, newsletter or on an Internet website.
- Upon review, applicants will be asked to submit an electronic copy (Word doc or .PDF) of the article, excluding a byline, to submit for judging.

Send your entries by USPS to: **Phyl Knoll, Contest Chairman**  
**5161 W 136 St., Hawthorne 90250-5637** or by E-mail to: **phylbowls@sbcglobal.net.**

All entries received will be acknowledged by the Chairman to the USPS or E-mail address provided with your entry. Applications, including supporting documents, must be postmarked to the chairman no later than **Monday, April 2, 2012.**

\*\*\*\*\*

Member Name \_\_\_\_\_

E-mail \_\_\_\_\_

Phone \_\_\_\_\_

Name of Publication \_\_\_\_\_

Article Title \_\_\_\_\_

Date \_\_\_\_\_

# 2011 Phone Card Charity Closes With a Bang More than \$8,000.00 Collected for our Troops

The California Bowling Writers have worked diligently promoting our Phone Cards for the Troops charity and it is gratifying to see it grow. The cards are sent from *The Armed Forces Aid Campaign* and via the *Armed Services YMCA from 29 Palms Marine and Navy base in Southern California* to arrive for Valentine's Day.



Thanks to all new donors and those who continue to support this effort. The cards that go from AFAC and the YMCA will contain a specially designed card from CBW telling each recipient who we are and what we do. Thanks also to the CBW board members, hard working co-chair Andrea Adamson and Treasurer Tina Martin who sends a thank you to every donor. Our reach is being widely felt and support comes from throughout the U.S



Phone Cards for the Troops is the only charity the California Bowling Writers espouse. This year's donations of more than \$8,000 will bring our total since inception in 2004 to over \$47,000. Cards will go to all branches of the service in Iraq and Afghanistan. Anyone sending us the name of their relative or loved one would receive the card personally. Some think that the troops have field phones and access to communication but it is few and far between and we hear what a God send they are from those who have received

them. They also share their cards. Cards are for 125 or 325 international minutes.

Our state BVL has been a significant supporter and donor. We thank all who support our effort through league, proprietor, or personal donations and those who help us promote this worthy project.

Since our last InfoLink we have received donations from:

- Jae Etcheverry, Rancho Palos Verdes
- Royce & Darlene Fogleman, Chico
- Betty Schlegel, Volcano
- Blanche Cullen, Belmont
- Mary Householder, Palmdale
- Andrea Adamson & Classic Bowl Bowlers, Daly City
- Marijane Viat Memorial Holiday Fun Tournament- San Rafael
- Tina & Jim Martin - Novato
- Bette Addington, Bakersfield (*in memory of Robert Brown*)
- Carol & Donald Hansen, Napa
- Nancy McCall, Riverside
- Ramona Clark, Riverside
- Camellia City 500 Club, Sacramento
- Coffee Cupper/Sleepers League, San Rafael
- California USBC BVL Fund
- Steve Cook Classic Bowling League, Sacramento
- Birdcage Seniors, Sacramento
- Mary Lynly, Roseville (*in Memory of Paul and Jim Lynly*)
- Elaine Hagin, Castro Valley
- Cambrian Bowl-Evie Ballard, San Jose
- Leslie Spears, Sacramento
- Jack's Ringers Bowling League, CCB, San Rafael
- Golden Empire USBC, Bakersfield
- Donna Dillard, Pasadena
- John and Brenda Lynly, Finland (*in honor of Mary Lynly, Donald and Belle Kamsler, in memory of Paul & Jim Lynly*)
- Inge Lee, Elverta (*in memory of Bruce Lee*)
- Lydia Rypcinski, Chicago (*in memory of Patricia Harte, Chicago WBA Pres. and WIBC Director*)
- Phyl Knoll: Roaring 90's League, Gable House Bowl
- Peggy North: Rainbowettes League, Gable House Bowl
- Joan Romen, Van Nuys

Check out our website at [www.calbowlingwriters.org](http://www.calbowlingwriters.org) for more information and a complete list of donors.

## Outlets for Story & Article Publication

The *InfoLink* encourages and will accept stories of 200-500 words, relating to bowling. Articles should be focused on individual accomplishments, special events, community involvement, prose, etc. Because we are focusing on special articles by our writers, reporting of scores or association related events will not be accepted. Send your stories to: Jackie Wyckoff, PO Box 50213, Palo Alto, CA 94303 or email (preferred) to: [JWyckoff@BowlingWriters.com](mailto:JWyckoff@BowlingWriters.com)

We have also included for your convenience, a list of other California bowling publications who would accept stories and articles for publication:

- **BOWLING WORLD NEWSPAPER** ~ Donna Hazel, Editor ~ Website: [www.bowlingworld.com](http://www.bowlingworld.com)  
PO Box 111178, Campbell, CA 95011 ~ E-mail: [readit@bowlingworld.com](mailto:readit@bowlingworld.com)  
Office: 408-984-0823 or 408-984-0824 ~ Fax: 408-366-0847 or 925-215-2242
- **CALIFORNIA BOWLING NEWS** ~ Carol Mancini, Editor ~ Website: [www.californiabowlingnews.com](http://www.californiabowlingnews.com)  
P.O. Box 4160, Downey, CA 90240 ~ E-mail: [news@californiabowlingnews.com](mailto:news@californiabowlingnews.com)  
Office: 562-807-3600 ~ Fax: 562-807-2288



## This 'N That Around the State...

\*\*\* California Represents! Leanne Hulsenberg of Roseville and Steve Smith of San Diego earned spots on Team USA for the 2012 Season. Both players finished high enough in the points standings at the United States Bowling Congress Team USA Trials in North Las Vegas on January 6 to bowl their way onto the team.

Marshall Kent of Yakima, Wash., and Danielle McEwan of Stony Point, N.Y., claimed the titles, earning the right to compete in the 2012 QubicaAMF World Cup. Kent and McEwan topped their respective fields in a grueling four-day, 28-game format in which the players in the field earned points based on their finishing position each round to determine the final standings. The top three men and top three women in the standings earned automatic spots on Team USA for 2012.

Joining McEwan on the women's team was Josie Earnest of Nashville, Tenn., and Diandra Asbaty of Chicago. The National Selection Committee added Tammy Turner of North Ogden, Utah, and Leanne Hulsenberg to the women's team. Rounding out the men's team are AJ Johnson of Oswego, Ill., Jarret Mizo of Honolulu and John Janawicz of Winter Haven, Fla.

\*\*\* In its attempt to "save bowling," Hammer is developing "The Skillcap," a handicap system that factors in lane conditions when calculating scores. According to Hammer Brand Manager Jeff Ussery, "It is the first system to account for the impact that different playing environments have on scores. We want to take the environmental factors to create a 'true average,' or an average that is more representative of what your true skill level is." Launched as the first initiative of Hammer's Save Bowling movement, it attempts to adjust for the great fluctuation in lane conditions at all bowling centers. "Using this revolutionary system, bowlers can compute their score and see how they would score on the same demanding lane conditions that professional bowlers face on the PBA Tour," said Bill O'Neill. When the website launched online, traffic was so great that it crashed the site. Visit the site at [www.SaveBowling.com](http://www.SaveBowling.com).

\*\*\* Kelly Kulick is back on TV, this time in a new Bridgestone America advertising campaign highlighting the company's vision to utilize its tire technology in the sports world. Kulick will be among a number of athletes from other "ball" sports featured in the campaign. According to PBA publicist Bill Vint, rumor has it the Bridgestone spot may be included in the Super Bowl advertising lineup.

\*\*\* Bowling — and specifically the USBC — is doing its part to help in these tough economic times. It has a wide range of employment opportunities available *vis a vis* its 2012 Open Championships in Baton Rouge. Adecco Staffing US will help fill the openings for the event that runs through July. Available jobs include lane maintenance, lane monitoring, tournament services, bowling ball scale weighing, and bowling ball express. The positions range in salary and hour availability. To apply, visit [adeccoUSA.com](http://adeccoUSA.com).

\*\*\* Jim Sturm has stepped down as USBC President and also from its Board of Directors in the wake of accepting the newly created position of Executive Director of Bowling Operations for  
(continued on page 9)

## Calendar of Upcoming Events



1/22-25	BPAA Mid-Winter Summit, The Meritage Resort, Napa, CA
1/22-29	USBC Masters Tournament, Sunset Station, Henderson, NV
1/25-29	Women's Bowling Alliance Scratch Tournament, South Point, Las Vegas, NV
2/3-5	PBA West Region, Jackson Rancheria Classic, Sutter Creek, CA
2/5-10	February High Roller, Presented by Storm, The Orleans, Las Vegas, NV
2/10-12	PBA Regional Doubles Championships, Presented by Hammer, Las Vegas, NV
2/11	USBC Open Championships Begin, River Center, Baton Rouge, LA
3/5	Entry Deadline CUSBC Open and Women's Championship Tournaments
3/19-22	Golden Ladies Classic, The Orleans, Las Vegas— <b>First event of the USBC Senior Women's Triple Crown!</b>
4/2	Entry Deadline for the CBW Marijane Viat Writing Contest (form on page 6)
4/14	USBC Women's Championships Begin, National Bowling Stadium, Reno, NV

## BVL Revamps Website

The Bowlers to Veterans Link has revamped their website and it looks GREAT! Log on to [www.bowlforveterans.org](http://www.bowlforveterans.org) and check out the "new look".



As you browse the website, be sure to take a peek at the GET INVOLVED section, and specifically the ASSOCIATION IDEAS tab. They give a sampling of fundraising ideas from around the country, with of course, California listed first! Click on Sample Campaign Materials tab and use their forms to get started.

The Bowlers to Veterans Link (BVL) was founded in 1942 by the sport of bowling to help support America's heroes in uniform. Since then, we have raised almost \$30 million (\$10million from California) to provide recreational and therapeutic programs and services which help to boost morale and brighten spirits. Thanks to BVL, more than 500 active duty units have a portable carpet bowling lane at their disposal where they can step away from the stress of service and have fun with their comrades. Through BVL funding, veterans recuperating at VA Medical Centers across the country can enjoy a movie, spend the afternoon at a ball game, play a video game, be visited by a friendly dog, or try their hand at painting.



## Ask Your Center Proprietor to Help Support the International Bowling Museum and Hall of Fame

by hosting a qualifier for the Hall of Fame Xtravaganza. Two lucky winners from each center will receive a trip to Las Vegas, stay at the incomparable Red Rock Resort and compete for over \$25,000.00 in cash and merchandise. Ask your center manager if they are participating and join in the fun to support OUR Hall of Fame and Museum.

**If your league, center, association or organization would like to host a fundraiser for this fantastic event, contact Stefanie Nation at BPAA. Phone: 800-343-1329 x8489 Email: Stefanie@bpaa.com**

### This 'N That... (cont. from p8)

the Tri-Properties Hotel and Casino group in Reno, Nev. "I felt stepping aside was necessary to avoid any appearance of a potential conflict and for the protection of USBC," said Sturm. As reported in the January issue of *Bowlers Journal International*, Sturm earlier had said he saw no conflict and intended to stay on as USBC President. His new role will be to bring corporate groups and conventions that have an affinity toward bowling to Reno and the Tri-Properties. He also will run a training academy in Reno, using USBC coaching and development programs. The USBC Board of Directors will meet on Jan. 28, and will take action to select a president for the remainder of the term that ends on July 31. Tom Bluth is USBC Vice President, and if needed, will act as the interim — albeit *unofficial* — leader until a new President is named at the end of the month.

\*\*\* Dave Husted, Amleto Monacelli, Tom Baker and **Dede Davidson** (a native of San Jose) have been elected to the United States Bowling Congress Hall of Fame in the Superior Performance category. "I am really touched by this," Davidson said. "Throughout my whole career as a pro, this is where I wanted to end up. Knowing you're in the Hall of Fame for the rest of your life is just amazing. So I am extremely excited and happy." The four players join wheelchair bowler Al Uttecht (Pioneer), Lennie Boresch Jr. and Gary Daroszewski (Outstanding USBC Performance), and **Joan Feinblum** and the late Kern Helmer (Meritorious Service), who were elected in November by the USBC Hall of Fame Committee. The ceremony will take place April 26 during the USBC Convention in Arlington, Texas.

### Gary Thorne Replaces Rob Stone as PBA Play-By-Play Man



The Professional Bowlers Association has announced that veteran ESPN sportscaster Gary Thorne will replace Rob Stone as ESPN's play-by-play voice for the three remaining PBA Tour majors during the 2011-12 season.

Thorne is currently a play-by-play announcer for ESPN, working Major League Baseball and College football. He is also the television play-by-play voice of the Baltimore Orioles and is best known for his work on ESPN's coverage of the NHL. "I've actually bowled most of my life and have also done bowling telecasts before," said Thorne. "It's an assignment I'm looking forward to because it is such a great pastime that also has a great tradition."

Thorne will do play-by-play for the three remaining PBA majors beginning with the USBC Masters later this month in Las Vegas, continuing with the U.S. Open in February and the Tournament of Champions in April. Stone will continue to work the remaining World Series of Bowling ESPN-taped telecasts this season. PBA Hall of Famer Randy Pedersen will remain as ESPN PBA Tour color analyst.

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## Focus on Youth!



The California Bowling Writers are dedicated to promoting and recognizing excellence in youth bowling. Our Board Member, Debbie Haggerty has long been our communication link for your California youth. On the following two pages you will see TWO new and exciting happenings on the Youth front. The newly formed Youth Bowlers Tour promises to be a venue for competitive youth bowling in Northern California for some time to come.

The Bowling Writers Assn. of America's Virtual Youth Challenge Varsity Tournaments to benefit the Pezzano Scholarship fund is a welcome addition to the National Tournament scene.

**If you know a youth bowler who would like to be a "Cub Reporter" for the InfoLink have him/her email Jackie Wyckoff, Editor, at [JWyckoff@BowlingWriters.com](mailto:JWyckoff@BowlingWriters.com)**

## Hillman and Hulsenberg Form the Youth Bowlers Tour *Give Back and Pay it Forward the Norm for NorCal Youth*

The Youth Bowlers Tour was founded by Mike Hillman and Leanne Barrette Hulsenberg who have shared a common bond of junior bowling in Northern California for more than 35 years.

As they reminisced about their junior bowling days and all of the tournament opportunities they had, they discussed the state of youth bowling today, shared ideas about how to improve it and in the summer of 2011, the YBT was born.

The goal of the YBT is to give the youth bowlers of Northern California a consistent monthly scholarship tournament event and to teach professionalism - on and off the lanes, respect for your fellow competitors, sportsmanship and teamwork. The YBT will also focus its efforts on fundraising to teach the kids to **give back** and **pay it forward** for future generations of youth bowlers.

Mike Hillman has worked at his families' bowling centers nearly his entire life. He is currently the General Manager of Cloverleaf Family Bowl and also the founder of the annual Hillman Memorial Scholarship tournament. Mike's "giving back" efforts are long standing. He has served on the Nor Cal Youth Committee for more than 10 years and is the very popular Master of Ceremonies at the annual Nor Cal All Star Banquet honoring 100 of Nor Cal's finest youth bowlers. Mike is a member of the Northern California Youth Bowling Hall of Fame for superior performance and meritorious service, the only person elected for both.

Leanne Barrette Hulsenberg left her Nor Cal youth bowling days, where she was a 7-time All Star, in 1984 when her family moved to Oklahoma. She began her professional bowling career at age 19 and won 27 pro titles during her career, ranking her 3rd all time for Women's Professional bowling. Leanne was the PWBA Player of the Year in 1990, 1991 and 2002 and is the only player ever to win the high average award 3 consecutive years, 1990, 1991 and 1992. During her career, she twice won the Robby Sportsmanship Award. She moved back to California in 1997 and began "giving back" to the Nor Cal Youth program that had been so good to her as a youth bowler. For many years, she has contributed her time and resources to the All Star banquet. Leanne is a member of the Nor Cal Youth Hall of Fame and also the USBC Hall of Fame. In June of 2011, she won the biggest title of her career, the Women's U.S. Open.

Not surprisingly, both Hulsenberg and Hillman have received the prestigious Pete Lusich memorial Award for their dedication and contributions to Youth Bowling in Northern California.



### First Event a Huge Success

The inaugural YBT Scratch Tournament on December 4, 2011, at Granada Bowl in Livermore, was an acclaimed success.

Amidst a packed house of 95 youth bowlers, their parents and youth directors; the first 3 champions were crowned. After 5 games of qualifying, 8 games match play and a stepladder finals the winners were: Darren Tang, 190 and above, Scratch Division; Andee Tadiello, 170 to 194 scratch Division and Patrick Dabatos, 169 and below Handicap Division. Each winner received a \$250 scholarship, Champions Jersey and their own YBT Champions banner. This event paid out \$3115.00 in scholarships to the youth bowlers. EFX High Qualifiers for the day were Ryan Vogt (Bronze), Welby Spanton (Silver) and Shawn Carroll (Gold) and given EFX Wristbands.

There were two 300 games bowled in the tournament. Tyler Scharnow shot 300 in game 3 of qualifying and our Silver division runner-up Welby Spanton shot his very first 300 in game 6 of match play. Tyler was given a limited edition YBT bowling ball designed by On The Ball Bowling in honor of YBT's first 300 game. The YBT held a raffle and gave out 10 bowling balls, 3 bowling bags, bobble heads, T-shirts, EFX bracelets, a scrap booking gift bag, and various gift cards. The raffle raised more than \$1200. Upcoming Tournament Schedule:

January 22	Pacific Avenue Bowl, Stockton
February 26	Classic Lanes, Daly City
March 25	Harvest Park Bowl, Brentwood
April 29	Fireside Lanes, Citrus Heights
May 30	Albany Bowl, Albany
June 10	Sea Bowl, Pacifica
July 8	West Lane Bowl, Stockton
August 12	Cloverleaf Family Bowl, Fremont
September	Earl Anthony's Dublin Bowl, Dublin

**Editors Note: If you would like to donate to the YBT to keep high level youth scratch bowling alive in Northern California, log on to the website at [TheYBT.com](http://TheYBT.com), check out their facebook page or contact Mike Hillman at [mike@theybt.com](mailto:mike@theybt.com) or Leanne at [leanne@theybt.com](mailto:leanne@theybt.com).**

# BWAA Launches Virtual Youth Challenge Tournament

*Proceeds will benefit Pezzano Scholarships, S.M.A.R.T. and Y.E.S. funds; Military kids are eligible*

After weeks of testing, the Bowling Writers Association of America is officially launching a new tournament for youth bowlers this week. BWAA is teaming up with VirtualTournaments.com to create an all new ongoing weekly tournament called the **Virtual Youth Challenge**, where youth bowlers from age 8-20 with verified averages anywhere in the world can have fun while earning scholarship awards toward higher education.

The Virtual Youth Challenge is designed to encourage young bowlers to participate in league bowling, and it gives them an extra incentive to improve their skills to earn scholarship awards for the very affordable fee of \$5. per entry. From every entry fee, \$3 will be paid in S.M.A.R.T. scholarship awards, \$1 will go to the BWAA Pezzano Scholarship program (which benefits youth bowlers studying communications) \$.50 to Bowling's Youth Education Services (Y.E.S.) fund, and \$.50 to administration of the event.

"We are very proud to launch this new event for youth bowlers," said BWAA President Jim Goodwin. "Our Pezzano Scholarship Committee chair Joan Romeo and our Virtual Tournament Committee chair Brandy Padilla have been working together with Scott Scriver at VirtualTournaments.com for months to write the rules and put this all together. We are very excited about the long term potential of this event and we encourage everyone in the industry to get behind this effort to boost youth bowling."

In the Virtual Youth Challenge, bowlers will compete using their league scores

in two age divisions – 8 through 12 and 13 through 20. Only youth bowlers not participating in adult leagues are eligible, and all averages will be verified before winners become official each week.

The Virtual Youth Challenge is a simple "Highest Over Average" event with a handicap of 90% from the highest average entered each week in each division. One of every five entries each week in each division will earn scholarship awards that will be deposited in their SMART account within 30 days.

Aside from the great benefit of being able to earn scholarship awards without travel expense, young bowlers with military families around the world will be able to participate from the hundreds of centers on military bases across the globe.

For complete tournament rules and information, log on to the website at [www.VirtualYouthChallenge.com](http://www.VirtualYouthChallenge.com).

## Chuck Pezzano Scholarship Information:

Applications are being accepted for the Bowling Writers' Association of America's 2012 Chuck Pezzano Scholarships, named in honor of Hall of Fame journalist Chuck Pezzano. Scholarships are awarded annually to students who are high school seniors, vocational school seniors or current college students.

Up to three (3) scholarships per year may be awarded based on the applicant's credentials and winners will receive a one-year paid membership in BWAA. For more info or to apply, log on to the BWAA web site at [BowlingWriters.com](http://BowlingWriters.com) and click on Scholarships tab. Winners will be notified by the BWAA President and announced at the BWAA Annual Meeting & Convention at Bowl Expo scheduled in June in Reno, NV.

Applicants must meet the following requirements:

- Involvement in the field of communications
- Maintain a minimum 2.5/4.0 GPA or equivalent
- Participate in the sport of bowling, although bowling skills are NOT a requisite
- May not have exceeded their 25th birthday during the calendar year of the award
- Include at least one reference letter
- Write a short, titled essay not to exceed 500 words
- Include a copy of their school transcripts with the application

For more information, log on to the BWAA website at [www.BowlingWriters.com](http://www.BowlingWriters.com) or contact the Pezzano Scholarship Chairman Joan Romeo at [romeotmt@pacbell.net](mailto:romeotmt@pacbell.net).

**New Youth Bowling Tournament designed to allow Youth Bowlers to use their weekly Bowling League scores towards Scholarships.**

The Bowling Writers Association of America (BWAA) and VirtualTournaments.com have teamed up to create a new weekly Scholarship Tournament for Youth Bowlers to coincide with the Chuck Pezzano Scholarship fund.

**Parents:** Tired of all the added expenses in having your child attend traditional Bowling Tournaments? Have you ever spent money on your child's bowling tournament only to have them win less than what you spent? Travel, Hotel, and Food expenses, not to mention the entry fee into the Tournament itself. It can all add up to a lot of money for little return.

Now, with VarsityBowling.com, your child can use their weekly Bowling League scores to compete for Scholarships in a national bowling tournament.

**Also...**

- 1 in every 5 Bowlers Win
- Handicap is 90% of highest entering average
- A Classic "Beat Your Average" Tournament
- USBC's SMART Program will manage your Scholarship winnings

**Varsity Bowling**

*Weekly Scholarship Tournaments for Youth Bowlers*

For more information, visit [VarsityBowling.com](http://VarsityBowling.com)

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