

## **USBC Convention Workshops**

**April 24-28, 2012**

**Arlington, TX**

### **WEDNESDAY 8:00am-9:30am**

**Rules** (Mike Spridco, Laurie Smetek, Derek Eoff)

Have you ever been sent a league appeal and did not know what to do or wondered what USBC does with individuals who have not paid national membership dues and your role in helping collect these dues? We will answer these questions and more.

[Presentation](#)

**Future of Association Processing Systems** (Jon-Paul Estes, Mason Birkes)

Learn about the new Membership Processing System that USBC is developing. Join us for a first look at the new system for processing leagues, memberships, awards, averages, and more. Learn about new tools for doing business, system rollout plans and much more.

[Presentation](#)

**Financial Audits** (Susan Merrill)

Learn about options for financial audits including the implementation of different policies and procedures to improve internal controls and meet the requirements of a third party review of your financial data.

[Presentation](#)

**Youth Tournaments** (Chad Murphy, Gary Brown)

Retain youth members by running youth tournaments! The North Pointe Junior Gold Championships qualifiers are a great way to drive some revenue for your local association and we will show you how to capitalize on this and other great activation opportunities in your local area.

[Presentation](#)

### **WEDNESDAY 10:00am-11:30am**

**Association Business/Taxes** (Susan Merrill)

Discuss how to operate a non-profit business and receive advice on filing timely and complete tax returns for your association.

[Presentation](#)

**The New BOWL.com: An Exciting Tool** (Chem Swift, Pete Tredwell)

Learn about all the new tools that are available with the enhanced version of BOWL.com that was introduced earlier this year. Also find out what features are coming soon, including content for mobile devices.

[Presentation](#)

**Testing New Membership Products** (Kevin Terry, Steve Wunderlich)

Find out what new membership products and systems are being tested and how those tests are doing. What have we learned from these tests and how will it be applied nationwide?

[Presentation](#)

**Registered Volunteer Program: Help Protect Our Youth** (Sharon Moen, Jeff Breidenbach, Trish McGonnell)

Experts estimate that 1 in 4 girls and 1 in 6 boys are sexually abused before their 18<sup>th</sup> birthday and only 5% of sexual abuse is perpetrated by a stranger. Come help us protect our youth through the expertise of NCSI.

[Presentation](#)

**WEDNESDAY 1:00pm-2:30pm**

**Association Officers: Roles and Responsibilities** (Mike Larsen)

Whether you are a seasoned veteran or a new board member, you will learn something in this workshop. Review the association's roles to help focus operations so we can continue to create lifelong bowlers.

[Presentation](#)

**Future of Association Processing Systems** (Jon-Paul Estes, Mason Birkes)

See above

**Associations and Coaches: Working Together** (Carolyn Dorin-Ballard)

Build a relationship with coaches that can help bowlers and your tournaments. Enhance communication while using each other when marketing USBC programs at the local, state and national levels.

[Presentation](#)

**Youth Marketing** (Chad Murphy, Emily Maier)

Find out how an association can help execute the "Youth Ladder", an all-inclusive path to graduate our youth from the youngest beginner to the college years. Learn about this program that has been developed through detailed research using data and trends of today's youth.

**WEDNESDAY 3:00pm-4:30pm**

**Rules** (Mike Spridco, Laurie Smetek, Derek Eoff)

See above

**Using Technology to Communicate Effectively** (Jason Overstreet, Pete Tredwell, Mike Larsen)

Communicate with your members while spending less money. Find out how headquarters is using technology, including Facebook and Twitter, and how you can too.

[Presentation](#)

**The Current State and Future of USBC Marketing** (Kevin Terry, Tramon Thomas)

Learn about USBC's current marketing programs and grassroots marketing initiatives, and get a glimpse of the future of USBC marketing, as we move forward with an enhanced use of social media and branding initiatives designed to bring more awareness to USBC and enhance your membership experience.

[Presentation](#)

**Diversity Programs** (Eric Kearney)

Hear from bowling's leading affinity groups (Special Olympics, American Wheelchair Bowling Association and The National Bowling Association) as they discuss ways they support USBC and learn how USBC can support them.

[Presentation](#)

**THURSDAY 8:00am-9:30am**

**Association Business/Taxes** (Susan Merrill)

See above

**Legislative Updates** (Andrew Cain, Tamoria Adams)

Get the background on the legislative proposals for this year in the same presentation that traveled around the country this February to a city near you. Be informed before you vote.

[Presentation](#)

**Research and Testing Update** (Neil Stremmel, Herman Glenn, Nicki Mours)

Learn about the equipment specification changes and updates from the past year with a special presentation on pin carry by research engineer Nicki Mours.

[Presentation](#)

Updated April 19, 2012