

## USBC YOUTH COMMITTEE REPORT

***Purpose:** The USBC Youth Committee promotes, monitors and enhances the activities of USBC Youth programs. Providing opportunities for our young bowlers is a priority that we take very seriously as we continue to create new and exciting programs. The USBC Youth Committee recommends youth rules changes and dues structure to the USBC Board of Directors. Three representatives and a Youth Ambassador from the Youth Committee sit on the USBC board.*

As we prepare to move forward and put the 2010-2011 season behind us, here is a brief synopsis of the world of youth bowling yesterday, today and into tomorrow.

We are proud to announce a new design to the USBC Youth jersey for the 2011-2012 season, which is part of the Youth Standard membership product. The new design will appeal to our youth members of all ages and also includes logos from two of the industry's major bowling ball manufacturers (Ebonite and Storm).

With a vision and outstanding industry support, the Youth Education Services (YES) Fund was born. Industry partners were brought together to unite for youth bowling programs. This effort has brought more than \$350,000 to support future youth initiatives. A special thank you to the founding partners – Brunswick, Columbia 300, Ebonite, 900 Global, Hammer, QubicaAMF, Roto Grip, Storm, and Track.

The initial focus of the YES Fund is the USA Bowling Program, which has been tested in several key markets in 2011 with a vision to “develop a mainstream sports model for youth bowlers” and mission to “build a development program that drives kids to choose to become lifetime bowlers.” Other initiatives of the YES Fund include: High School Grant Program and Students Equipped to Strike Grant Program (S.E.T.S.).

As we continue our focus on providing a safe environment for our youth members, there are more than 12,000 active volunteers registered through the Registered Volunteer Program (RVP) and 275 volunteers have received “red lights” this season during the screening process.

High School Bowling remains one of the fastest-growing high school sports in the nation. In the 2009-2010 season we announced a High School Basic membership to introduce the USBC to this growing base. There are currently 10,251 bowlers competing in USBC registered high school competition.

Bowling is an emerging collegiate sport. Currently, 3,390 athletes compete in USBC Collegiate programs in 192 programs. Nearly 100 colleges and universities are offering bowling scholarships.

The 2011 national youth tournaments will take place in Las Vegas (South Point, Sunset Station and The Orleans). More than 1,600 spots have been reserved for the Junior Gold Championships and there are currently 739 youth bowlers scheduled to compete in the Youth Open. In 2012, our youth national events will return to Indianapolis. More than \$750,000 in scholarships will be awarded to our youth bowlers in the 2010-2011 season through our national tournaments – Junior Gold, Pepsi Youth Championships, and Youth Open.

Congratulations to our Youth Recognition Award recipients for 2010-2011: Steve Lawson (Kerm Helmer Horizon Award), Marty Jones (David Dahms Coach of the Year Award), and Cera Daily and Lance Ragland (USBC Youth Ambassadors of the Year). More than \$40,000 in scholarships has been awarded this season to our youth members through our awards and recognition program.

In February, the youth departments of both the BPAA and USBC were brought together as one under the International Bowling Campus with the mission to “promote the game, sport and activity of bowling in a way that is consistent with building community by creating lifetime bowlers”. This new team will be lead by IBC Director of Youth Development Chad Murphy.

A new youth membership product, Roll n’ Grow Membership, will be introduced this week. This new product was designed to meet the needs of our ever-growing under-8-years-old group of youth bowlers.

Congratulations to Debbie Haggerty, Alan Nordman and Rick Pittser, who have been elected to serve three-year terms on the USBC Youth Committee effective August 1, 2011.

This is an exciting time for youth bowling in our industry. Our efforts, along with those of the local and state volunteers, will continue to provide our young bowlers with additional opportunities in the sport. Providing a positive experience for our youth bowlers of today is critical to the long-term success of the United States Bowling Congress. Please join us in developing a healthy and competitive atmosphere for our young athletes.

*“If everyone is moving forward together, then success takes care of itself.” – Henry Ford*

**USBC Youth Committee**

Frank Wilkinson, Chair

Josh Blanchard

Kayla Chick

Jeffrey Frye

Erik Galganski

Tommy Gann

Elbert Gibson

Brenda Green

Amanda Hollenbaugh

Sue Huebel

Kyle Mauerman

Lyle Worsley

Chad Murphy, Staff Liaison