

League Bowler Development System

Instruction



Prepared by
The BPAA League Development Committee

Introduction

The League Bowler Development system provides bowling center owners, operators, managers and other personnel with fast and efficient guidance on the development and retention of league bowlers.

This system will provide you with the tools and techniques necessary to meet your league goals, regardless of the season.

No matter how much or how little skill you have in league development, the guidance in this system will make you a better, more proficient and more confident bowling center owner, operator or manager.

Why Do You Need This System Now?

In the past quarter of a century, America's appetite for entertainment has grown, expanded and become more diverse. Consumers want the latest and greatest, the newest and fastest and they want it now.

As a result of these changing lifestyles and demographic movements, the demand for league bowling participation, especially for traditional 30+ weeks has decreased, making the job of developing new and retaining existing customers even more challenging.

In an effort to get you plugged in to new and exciting ways to build leagues as well as tricks, tips and secrets, this **League Bowler Development System has been designed as a reference tool**, a tool that we believe is even more important than ever and is organized in a way that allows you to choose the topics and utilize the sections most relevant to your current business situation. You will find that the information is well organized and easy to find.

Instruction and Your League Bowler Development System

In This Chapter:

- ✓ Introducing NEW people to League Bowling through Bowling 2.0
- ✓ Bowling 2.0 Steps to Success
- ✓ Registered Volunteer Program – Bowling Center Guide
- ✓ Registered Volunteer Program – Center Enrollment Form
- ✓ Registered Volunteer Program – Parent Letter

In the Instruction section of the system, you will learn the importance of introducing new people to bowling through instruction and using it to build your league business. It is important to note that this section focuses on utilizing instruction as a tool to introduce NEW people to bowling and convert them into a frequent customer that bowls in a league format. The idea of coaching to enhance the skills of current league bowlers, in the hopes of improving your retention is important, but falls outside the scope of this project.

The most successful program in the industry today to introduce people to the great sport of bowling and convert them into frequent users is Bowling 2.0. The program is being utilized by over 1,500 centers in America. The program is a member benefit and can be purchased for only \$49 by calling 800-343-1329.

INSTRUCTION:

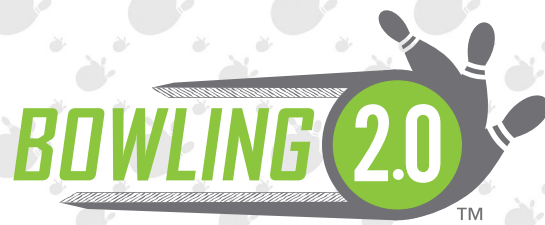
Taking non-users and/or recreational users and introducing them to bowling in hopes of building frequency

COACHING:

Improving the skill level of existing league bowlers to enhance their experience and increase retention



For additional information and to learn more about certified coaching visit www.bowl.com/coaching



Bowl Better In 4 Weeks

Proprietor's Guide





Proprietor's Guide

Welcome to the new Bowling 2.0 "Bowl Better in 4 Weeks!" program



Introduction

As a partnership between the Bowling Proprietors' Association of America (BPAA), United States Bowling Congress (USBC) and Strike Ten Entertainment, this new learn-to-bowl program will help generate new customers and future league bowlers for your center. The main objective of this program is to introduce new people to the great sport of bowling or reactivate bowlers who have not bowled in several years.

If you have been a proprietor for any length of time, you know the learn-to-bowl program itself is not new. For many years, proprietors have used the concept to introduce, teach and convert potential customers into new bowlers, and many of the new bowlers would transition to league bowling. This proven methodology of building new league bowlers has been standardized and updated for use with today's new prospects. Now, every bowling center has the tools necessary to generate new bowlers!

Format

Bowling truly is America's great pastime. According to Simmons Research, more than 70 million Americans bowl each year, making it the largest participatory sport in the United States. More people bowl in the U.S. each year than play golf, baseball, basketball or soccer. With this program and your help, we can give new bowlers the skills they need to make bowling a lifelong sport and increase their participation.

Bowling 2.0 is structured to take place once a week for four weeks, with each weekly session taking 1½ hours. The first 30 minutes of the session are designed to be in a classroom setting with a video lesson. The final hour is designed take place on the lanes, allowing students to put into practice what they have learned.

An example of a schedule for a Bowling 2.0 program:

WEEK	DATE	TIME	LANES	LESSON
1	February 4	6:30 p.m. - 8 p.m.	1 - 8	Lane Surface Lane Courtesy The Approach The Lane Lane Markings Shoes Bowling Balls Four-step Approach
2	February 11	6:30 p.m. - 8 p.m.	1 - 8	Pins Cool Down Posture Aligning Your Feet Armswing Targeting
3	February 18	6:30 p.m. - 8 p.m.	1 - 8	Wrist Position The Moved Balance Arm Practive Drills 3-6-9 Spare System Key Pin Key Pin Exception – Baby Split Visual Alignment Splits
4	February 25	6:30 p.m. - 8 p.m.	1 - 8	What is a game of bowling? Strikes Bowling Terminology Finish Position Lane Conditioner Quick Adjustments Getting Your Own Bowling Equipment Putting it All Together
5*	March 4	6:30 p.m. - 8 p.m.	1 - 8	



* While Bowling 2.0 is a four-week program, it is important from the beginning to think about Week Five and what rollover program you will offer these new bowlers. Understand not everyone will participate in your rollover program, but think positive and be prepared for those who will be part of your new program on Week Five!

TEACHING PEOPLE HOW TO BOWL IN FOUR WEEKS IS GOOD; MOVING THEM INTO A NEW PROGRAM ON WEEK FIVE IS GREAT! IN ORDER TO GENERATE NEW LEAGUE BOWLERS, YOU NEED TO GO FROM GOOD TO GREAT!
















Proprietor's Guide

Bowling 2.0 Kit & Promotional Items




A special Bowling 2.0 kit has been assembled with everything you need to get your first session up and running. Your startup kit is meant to be a one-time purchase to help you begin to develop new bowlers. All of the elements in your kit, with the exception of the DVD, are available to BPAA members to download at no cost. Additional marketing materials also are available for digital use.

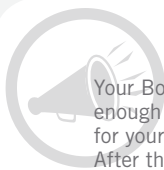
The complete list of marketing materials for use:

ITEM	QUANTITY
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 Proprietor's Guide	1
 Coach's Guide	1
 DVD with Four Weekly Lessons	1
 8.5" x 11" Black & White Flyer	1
 8.5" x 11" Color Flyer	1
 Week One Student Handout	50
 Week Two Student Handout	50
 Week Three Student Handout	50
 Week Four Student Handout	50
 5" x 7" Table Tent	1
 8.5" x 3.5" Flyer	1
 22" x 28" Poster	1
 3' x 6' Banner	1

BONUS ITEMS available online

 Email Template	
 Website Ad	
 30-second Promotional Spot	



Your Bowling 2.0 kit will have enough student handouts for your first 50 students. After that, you can print the handouts on your own. Each of the elements in the kit will be available for electronic download at www.BPAA.com/mybpaa. Some of the promotional materials are meant to be customized to include your center information and specifics on the class you are starting, while other promotional materials such as the poster and banner are generic so they can be used to promote the program moving forward.

ADDITIONAL BOWLING 2.0 DVDs WILL BE AVAILABLE FOR PURCHASE THROUGH BPAA AT 800.343.1329.



Proprietor's Guide

Cost

It is recommended Bowling 2.0 be offered as a free program. The four-week program is designed to be an investment in generating new bowlers, including league bowlers, for your center. While there certainly is a cost associated for you as a proprietor to facilitate the program, think of it as a marketing cost. Your revenue stream starts on Week Five with your rollover program.

The promotional material developed for this program has not been branded as a free program. All of the marketing support materials focus on the benefits of the program and not the cost. If your business model or philosophy calls for this to be a paid program, you can utilize this program and decide on the appropriate amount to charge.

Coaching

The Bowling 2.0 kit includes a Coach's Guide that has everything needed to conduct a successful program. While the coaching skills of the person leading the program are important, remember your audience is new or lapsed bowlers. At this point in their learning, it is more about the overall experience. Having fun and learning the basics is top priority. Remember, the person leading the program is as much a part of your sales and marketing team as they are a coach at this point.

The person who conducts the four-week session in the classroom and on the lanes is critical to the success of the program. It is recommended the coach conducting the program be, at minimum, a USBC Level I certified coach. As a proprietor, if you are going to be the coach, it is recommended you review the Coach's Guide in its entirety.



Proprietor's Guide

WEEK ONE - LESSON PLAN

1

Getting Started

COACHING
SUPPLEMENT



The main focus in Week One is to introduce students to the basics of bowling and to put them at ease. This should be done by discussing the rules of the game and explaining proper bowling etiquette and safety. Before you play the DVD, welcome everyone and give them a quick overview of the four-week program.

A SAMPLE SCRIPT:

Welcome everyone! Bowling 2.0 is going to help you understand the sport (game) of bowling so you will enjoy your time on the lanes learning America's most popular participatory sport. It runs one day each week for four weeks and each lesson lasts an hour and a half. We will spend the first 20 to 30 minutes each week in the classroom and the remaining hour on the lanes putting into practice what you have just learned. We also have a take-home reference guide each week for you.

- Start the DVD. The coach(es) should stay in the room during the video lesson.
- Once the lesson has been completed, review, discuss, and demonstrate what was in the video and hand out the reference guide.
- Take the students to the lanes and let them put into place what they learned.
- Provide one-on-one coaching and feedback – Tell, Show, Let Try, Praise and Redirect.
- It is recommended you do not keep score during Week One.

Video

DVD CONTENT



RENTAL SHOES

Why you need bowling shoes.

APPROACH, LANE AND MARKINGS

Learn about the playing field.

LANE SURFACE

Different types of lane surfaces.

BOWLING BALLS

What are the weights of house bowling balls? How to find the correct ball weight and fit? (10% of body weight, proper hole size). How to choose the right ball for you, how to put your hand in the ball, and grip information.

Safety – Pick up the ball using both hands.

BOWLING BALL GRIPS

Beginning bowlers start with a span known as a conventional grip. This means the fingers (middle and ring fingers) are inserted to the second joint and the thumb is fully inserted into the bowling ball. The span must fit the individual's hand size.

BOWLING BALL TYPES

Bowling balls come in different weights and coverstocks (the shell of the ball). A polyester or plastic ball will have less traction and go straighter, while a resin bowling ball will have more traction and can hook (curve) when using the correct hand position at the release.

WARM UP

Dynamic stretching, the proper way to warm up prior to bowling.

STARTING POSITION

How a bowler finds the proper distance to start their approach.

FOUR-STEP APPROACH

Stance (include hand position), ball and step position, opposite arm, release (include hand position), finish position including follow-through (right-handed and left-handed).

TIP: Don't worry if in Week One you don't spend a lot of time actually bowling. Helping students find a ball that fits and walking through the starting position and four-step approach, without the ball, is critical. Don't worry about keeping score in Week One.



Proprietor's Guide

WEEK TWO - LESSON PLAN

1 2

Consistency & Targeting

COACHING
SUPPLEMENT



Video

DVD CONTENT



The first activity each week after Week One should be a short review of what was learned the previous week. Begin by going over topics that were covered and ask the group various questions about what they learned.

POSTURE

Posture throughout approach, keeping body still, using only arms and legs.

ALIGNING YOUR FEET

Use the locator dots at the back of the approach and the foul line to check direction of the approach.

ARMSWING

Push direction is straight out in front toward target. Keep swing next to body, head still and hand steady; let the ball swing your arm from the shoulder, keeping the arm relaxed.

THE PINS

Knowing the numbers of the pins will help you learn how to make spares.

TARGETING

Keep your eyes on your target while keeping hand steady throughout the swing and release. Follow through towards your target until your elbow is over your shoulder.

COOL DOWN

Static stretches are used once you have finished bowling to reduce overall muscle soreness.

OVERVIEW

Quick overview of Week Two using the reference guide.



TIP: It is recommended you not keep score in Week Two as students are still mastering the four-step approach. You do not want them focused on score yet.



Proprietor's Guide

WEEK THREE - LESSON PLAN

1 2 3

Spares

COACHING
SUPPLEMENT



Video

DVD CONTENT



Before you play the DVD, welcome everyone back. Ask if there are any questions and review what was taught in Week Two.

3-6-9 SYSTEM

Understanding the boards and how they are used in the system.

KEY PIN

For multi-pin spares, hit the key pin or the pin closest to you in a cluster (2 pin in a 2-4-5). Key Pins reside in seven zones; this means there are only seven moves to make for any given spare.

THE MOVES

Once the starting position has been found, adjustments can be made to shoot at the spares. The feet will move in three-board increments to the left for spares on the right side of the lane and three-board increments to the right for spares on the left side of the lane.

EXCEPTION

Baby Split – For the 2-7 split, aim for the missing 4 pin; for the 3-10 split, aim for the missing 6 pin.

SPLITS

To pick up a split, the object is to slide one of the pins across the lane into the other pin or pins left standing.

VISUAL ALIGNMENT

Draw an imaginary line back from the pin to the target while in your stance.

WRIST POSITION

When converting a spare, use a relaxed wrist position to create a weaker roll so the ball will go straighter.

BALANCE ARM

The opposite arm is used during the approach to help maintain balance.

PRACTICE DRILLS

There are drills you can do at home to help you improve your physical game. First, make sure you have plenty of room around you and remove any items that may get damaged. If you do not own a bowling ball, you may use a small light weight instead (5 pounds maximum).

OVERVIEW

Quick overview of Week Three using the reference guide.



TIP: This is a great week to start keeping score so each bowler has a target score to improve during Week Four.



Proprietor's Guide

WEEK FOUR - LESSON PLAN

1 2 3 4

Understanding The Lane & League Bowling

COACHING
SUPPLEMENT



Video

DVD CONTENT



Before you play the DVD, welcome everyone back. Ask if there are any questions and review what was taught in Week Three.

WHAT IS A GAME OF BOWLING?

The first nine frames consist of two rolls in each frame unless you throw a strike – knocking down all 10 pins on your first roll. In this case, you only get one roll. In the 10th frame, you get a bonus roll if you record a spare or strike.

BOWLING TERMINOLOGY

Explanation of scoring terminology.

QUICK ADJUSTMENTS

Strikes – If you are hitting your target and the ball misses the headpin to the right, move your feet slightly to the right; if you are hitting your target and the ball misses the headpin to the left, move your feet to the left.

FINISH POSITION AND OPPOSITE ARM

During the last step, the foot of the trail leg rolls as the trail leg moves behind the body. The opposite arm is out to the side for balance and helps to keep the shoulders from over-rotating. The bowler's follow-through finishes with the elbow above the bowler's head.

STRIKES

What pins the ball should hit to create the perfect strike.

BOWLING EQUIPMENT

Explain how a bowling ball drilled to fit their hand will be beneficial to helping them improve.

PUTTING IT ALL TOGETHER

A step-by-step explanation of the four-step delivery in slow motion.

IBC CAMPUS

A short video clip showing the International Bowling Campus.

OVERVIEW

Quick overview of Week Four using the reference guide.

CONCLUSION

Thank you for participating in Bowling 2.0!

5 WEEK FIVE

This is the week you start your rollover program. The success of this effort will happen during Week Four, when you go lane to lane and give everyone a promotional piece about your new program. If your coach conducting the program is not strong in sales and marketing, then Week Four is when you need someone to join the coach on the lanes. Your representatives should go lane to lane to thank everyone for taking part in the program and have the new bowlers sign up for your rollover program.

You decide the type of rollover program to offer the bowlers. However, it should have a fee attached to it and be short in duration. Now is when you can start to generate revenue from your four-week investment. There are many types of programs to offer but the “8 for 8” program is gaining popularity and national recognition in today's marketplace. The program is eight weeks in length, costs \$8 per week and typically has a ball as a premium item given to the bowler at the conclusion of the eight weeks. It is a normal transition to the life cycle of a bowler in today's marketplace. These new customers are not yet ready to be mixed with traditional league bowlers for a longer season.



TIP: It is important to have a flyer or promotional piece ready to hand out at the conclusion of this lesson, inviting them back next week at the same day and time for a short rollover program. The type of rollover program will be different for each center. You have created the habit of bowling with your students. Now your job is to get them back for Week Five.



Proprietor's Guide

WEEKLY COACHING TIPS

Week One Tips



BOWLING SHOES

- The bottoms of shoes are to be kept free of water or powder as this will inhibit the bowler's approach.

BOWLING BALLS

- When bowlers are finding a house ball, have them start with a ball that is 10% of their body weight.
- Fingers go in ball first and then roll the ball onto the thumb.

BOWLING BALL GRIPS

- **Conventional grip:** Fingers are inserted to the second joint.
- **Fingertip grip:** Fingers are inserted to the first joint.

WARM UP

- Have the bowlers use warm-up exercises in the bowlers' area to avoid injury.

4-STEP APPROACH

- The first step (ball-side foot) and ball move together in one smooth motion.
- Follow through at the finish, with the elbow above the shoulder.

COURTESY

- One bowler on the approach at a time.

Week Two Tips



POSTURE

- Tell the bowlers a good start leads to a good finish.
- Have them start with a comfortable stance – knees bent, shoulders slightly forward, ball held about waist high.

ARMSWING

- Should be loose and swing from the shoulder.
- A rounded and smooth motion.

TARGETING – USED FOR STRIKE AND SPARE SHOTS

- There are many different ways to target and it is a personal preference. Have the bowlers pick one that feels comfortable.
- Since the arrows are approximately 15 feet down the lane, they make a good target to start with.
- Have the bowlers keep their eyes on their target.
- Head steady throughout approach.
- Follow through until the elbow is over the shoulder. This will help hit the intended target.

COOL DOWN

- When finished bowling, have the bowlers cool down in the bowlers' area. This will help reduce the risk of injury and soreness.

WEEKLY COACHING TIPS

Week Three Tips



SPARE SHOOTING

- Use the 3-6-9 system for left- and right-side spares.
- Have the bowlers locate the Key Pin (the pin closest to them). For a baby split, the key pin is the missing pin.
- Bowlers count the appropriate amount of boards to line up with the intended spare. Remember, only the feet will move.
- Have the bowlers use visual alignment by drawing a line straight back from the key pin to their ball-side shoulder and remind them to keep their eye on the target.

WRIST POSITION

- Have the bowlers use a collapsed wrist (or flattened out wrist). This will help the ball roll straighter.

BALANCE ARM – THE OPPOSITE ARM OR NON-BALL-SIDE ARM

- Remind bowlers this is for strike and spare shots. As ball is pushed into the swing during the first step, the hand comes off the ball with the arm continuing out to the side to help maintain balance throughout the approach and finish.

DRILLS

- Tell bowlers to practice their bowling approach at home as this will help them create a feel for synchronization of the ball swing and footwork.
- Practice just the first step of the ball-side foot and ball moving at the same time. They can use a mirror to see if they are moving the ball and foot together.

Week Four Tips



A GAME

- Explain that a game consists of 10 frames. In the 10th frame, they can receive extra shots if they roll a strike or a spare.

TERMINOLOGY

- **Strike:** Knocking down all the pins on the first roll.
- **Spare:** Knocking down the remaining pins after the first roll.
- **Open:** When pins are left standing after the second roll.
- **Double:** Two strikes in a row.
- **Triple:** Three strikes in a row.
- **Split:** When there is a gap between the pins without the headpin.

QUICK ADJUSTMENTS

- Bowlers will move their feet on the approach in the direction they miss the headpin.
- Keep their eyes on the same target.

FINISH POSITION

- Keeping their eyes on the intended target will help them with leverage and balance.
- Following through until their elbow is over their shoulder and the ball has rolled over the target.

BALANCE ARM – THE OPPOSITE ARM OR NON-BALL-SIDE ARM

- Remind bowlers this is for strike and spare shots. As the ball is pushed into the swing during the first step, the hand comes off the ball with the arm continuing out to the side to help maintain balance throughout the approach and finish.

EQUIPMENT

- Explain having their own personally-fitted bowling ball will help them become more consistent.
- The pro shop operator is there to help them and to answer questions they may have about their equipment.

WRAP UP

- Since this is the final week, ask if they have any questions about what has been taught in the last four weeks.











Proprietor's Guide

Program Tips



While every center and market is different, here are some steps to success for your program:

-  Track all Bowling 2.0 sign-ups just as you would a league sign-up. Confirm their participation within 24 hours of signing up.
-  When confirming the sign-up, ask if they have a friend that would like to attend as well.
-  Call all students the night prior to the first session to remind them of the start date and time, and encourage them to bring a friend.
-  Take attendance during the start of the first session and call all no-shows to invite them to your next program.
-  Don't keep score during the first two sessions. You want them focused on learning their new skills – not on their score. Start keeping score in Week Three.
-  Make sure you have enough coaches for your group. One coach for every four lanes is recommended.
-  Give students a BOGO (buy one, get one free) or some other discount to come in and practice during the week between lessons.
-  Make sure you have your rollover flyer ready for Week Four. Work under the pretext that everyone is coming back on Week Five.

Thank You!

This program would not have been possible without the efforts of many at the International Bowling Campus. We hope this program serves to help you generate new lifelong bowlers!





Steps to Success



MARKETING COMMITTEE



BPAA Marketing Committee

The BPAA Marketing Committee was assembled to assist the BPAA Executive Director by making recommendations on how to effectively help proprietors implement BPAA programs.

Steps to Success Guide – Bowling 2.0, Bowl Better in Four Weeks

Program Overview

What is Bowling 2.0? As a partnership between the Bowling Proprietors' Association of America (BPAA), United States Bowling Congress (USBC), and Strike Ten Entertainment (STE), this new learn-to-bowl program will help generate new customers and future league bowlers for your center. The main objective of this program is to introduce new people to the great sport of bowling or reactivate bowlers that have not bowled in several years.



If you have been a proprietor for any length of time, you know the learn-to-bowl program itself is not new. For many years, proprietors have used the concept to introduce, teach, and convert potential customers into new bowlers, and many of the new bowlers would transition to league bowling. This proven methodology of building new league bowlers has been standardized and updated for use with today's new bowlers. Now, every bowling center has the tools necessary to generate new bowlers!

Program Timing

The program is designed to be used year round. It is not date specific and can be used anytime you have open lanes you would like to fill.

Bowling 2.0 is structured to take place once a week for four weeks, with each weekly session taking 1½ hours. The first 30 minutes of the session are designed to be in a classroom setting with a video lesson; the final hour is designed take place on the lanes, allowing students to put into practice what they have learned.

Program Target

The target audience is adults 18 and over. Since the goal of the program is to generate **new** league bowlers, it is recommended that consideration be given to targeting similar demographic groups when promoting your program, for example seniors, daytime ladies, shirt workers, etc. The program is generic in that it could be used for youth, but it should be noted that the industry has a **USA Bowling 101 Learn-to-bowl** program developed and targeted for youth available at the Youth Resource Center at www.bpaa.com.

It is recommended that Bowling 2.0 be offered as a **free** program. The four-week program is designed to be an investment in generating new bowlers, including league bowlers, for your center. While there certainly is a cost associated for you as a proprietor to facilitate the program, think of it as a marketing cost. Your revenue stream starts on Week 5 with your rollover program.

The promotional material developed for this program has not been branded as a free program. All of the marketing support materials focus on the benefits of the program and not the cost. If your business model or philosophy calls for this to be a paid program, you can utilize this program and decide on the appropriate amount to charge.

Program Elements

Bowling 2.0 kits are available for purchase by member centers for only \$49. The one-time cost includes shipping and includes everything you need to get your first session up and running. Every Bowling 2.0 Kit contains the following items:

- DVD featuring four weekly lessons
- Proprietor's Guide
- Coach's Guide
- 8.5" X 11" color / black & white flyer
- Week One student handout
- Week Two student handout
- Week Three student handout
- Week Four student handout
- 5" X 7" table tent
- 8.5" X 3.5" color / black & white flyer
- 22" X 28" poster
- 3' X 6' banner
- Email template – *available online*
- Website ad – *available online*
- 30-second promotional spot – *available online*

Your Bowling 2.0 kit will have enough student handouts for your first 50 students. After that, you can print the handouts on your own. Each of the elements in the kit will be available for electronic download at www.mybpaa.com. Some of the promotional materials are meant to be customized to include your center information and specifics on the class you are starting, while other promotional materials such as the poster and banner are generic so they can be used to promote the program moving forward.

Program Steps for Success

1. In considering when to offer your Bowling 2.0 program, choose the day and time you want you're roll over program on Week 5 to bowl.
2. Also, when considering the best time to offer your Bowling 2.0 program, match your day part with your prospects – seniors are not a good fit for second shift and young singles are not a good fit for 10 A.M.
3. Start with the **end** in mind! Meaning you and your staff should plan on a new league or club starting on Week 5 for EVERY Bowling 2.0 program you host.
4. There are several options to choose from for your Week 5 program – 8 for 8, 10 for 10, Daytime Ladies, Seniors, Singles, Bag League, Shoe League, just to name a few.
5. Thirty (30) days prior to the start of your session, have a staff meeting.
 - a. Review all Bowling 2.0 POS material with program dates and times.
 - b. Get your staff motivated! Sell the reason for the program. They have to understand in order to buy in.
 - c. Develop an *employee incentive* for the most signups for the program. Use trade out items from partner businesses like dinner, free appetizer, movie tickets etc.
6. Blitz your center with the POS – hang flyers, banner, poster, table tents on all doors, windows, bathrooms, etc.
7. Develop a script and make announcements to different segments of your guests. League Bowlers: have them invite a friend. Casual Bowlers: introduce them to the program.
8. Go lane-to-lane during peak traffic times thanking guests for being there and letting them know about the program.
9. Follow up with a phone call to **ALL** sign-ups *within 24 hours* thanking them for signing up and inviting them to bring a friend.
10. Call all sign-ups 24 hours in advance of the first class to remind them of start time.
11. Call all no shows from the first night to invite them to the next class.
12. Call all participants after Week 4 to thank them and remind them of the new program, league or club starting on Week 5.
13. Introduce your Week 5 roll-over program on Week 3 to get them thinking about coming back on Week 5.
14. Have someone go lane-to-lane on Week 4 thanking them for their participation and asking them who they are going to bowl with in Week 5. Think proactively. Don't ask them **if** they are going to bowl, but rather ask them who they are going to bowl with.
15. Proprietors that utilize Bowling Music Network can access promotional spots developed by the BMN team promoting the program.



Bowl Better In 4 Weeks

Steps to Success

Samples Guide



MARKETING COMMITTEE

EXAMPLE 2.0 LEARN-TO-BOWL ANNOUNCEMENT FOR LEAGUE BOWLERS
BEFORE YOU HAND OUT BOWLING 2.0 INFORMATION

Attention _____ Bowlers,
(Name of League)

We would like to make you aware of a new program for new bowlers in our community, or maybe even for you.

Bowling 2.0 is now being offered at _____
(Name of bowling center)

2.0 is a 4-week Learn-to-Bowl program being offered on _____
(day/night)

Best of all, it's at NO COST! We are looking for referrals from our league bowlers, so please let us know of anyone you might know that could benefit from this program or who might be interested in participating. AND, any bowler who refers another bowler into our NEW 2.0 Learn-to-Bowl Program will receive _____
(Incentive)

We will be around with more information on this program. Please help us teach new friends and family of yours this great sport of bowling!

Thank you!

EXAMPLE 2.0 CENTER ANNOUNCEMENT FOR OPEN BOWLERS BEFORE YOU HAND OUT
BOWLING 2.0 LEARN-TO-BOWL CLAS INFORMATION

Attention Bowlers & Guests:

We would like to inform you of a very exciting bowling program here at

(Name of bowling center)

this program offers four(4) weeks of bowing instruction on _____ at
_____am/pm. You will learn the fundamentals of our great sport of
bowling. Best of all, there is NO COST!

We will be around with more information on this program.

Thank you!

Bowling 2.0 Kick Off Checklist

Action Item	Employee Responsible	Target Date	Completion Date
Review Bowling 2.0 Proprietor's Guide			
Select day and time of 2.0 program based on when rollover program will start on week 5			
Determine week 5 rollover program			
Develop rollover program flyer			
Conduct staff meeting to inform team of 2.0 program start date			
Develop staff incentive			
Develop 2.0 Point of Sale (POS) for center			
Post promotional video on website			
Utilize 2.0 web banner on website			
Send email to database using 2.0 email template			
Download and program Bowling Music Network promotional spots			
Develop PA script for Open Play & have staff implement			
Develop PA script for League Play & have staff implement			
Go lane to lane during peak open play times to solicit 2.0 participants			
Follow up with confirmation phone call within 24 hours of each signup - encourage them to bring a friend			
Call all sign ups 24 hours in advance of the start of week one			
Select coach(s) for program			
Provide all coach(s) copy of Bowling 2.0 Coach's Guide			
Conduct Coaches Kick-Off meeting			
Call all no shows from week one and invite them to start in your NEXT program. DO NOT let them join the group on week 2.			
Introduce rollover program on week 3			
Go lane to lane promoting rollover program on week 4			
Start week 5 rollover program			
Call all no shows for rollover program to invite them back next week			
Start planning your next Bowling 2.0 Session!			



–Our challenge is to start 60 bowlers

The employee who signs the most bowlers can win **MONEY,CASH,MOOLA**

Money to everyone who signs customers to our AWESOME

BOWLING 2.0 Program. You don't have to sign the most, if you sign one you are a winner. The more you sign the more you WIN!!!!

for 20 bowlers - \$50 to highest, \$50 to split
for 30 bowlers- \$100 to highest, \$100 to split
for 40 bowlers - \$150 to highest, \$150 to split
for 50 bowlers - \$200 to highest, \$200 to split

Meet our goal of 60 that's right I said 60 and you can win an Ipad or \$400 cash. It's your choice. How many times in your life do you get to choose your path???

Everyone WINS, meet the goal and I will personally give out \$400.

One bowler equals cash. MORE bowlers means MORE CASH.

Anyone Need Money???

Oh, did I mention, if you are the person with the most signups (and showups) you will get a day off with pay. That's 8 hours of your pay without working.

BOWLING 2.0 where all of us can win, win, WIN!!!

Bowlers must start the program to be counted

BOWLING 2.0 PROGRAM MEMBER

Present this card at checkout anytime between January 11th and February 1st and bowl all of your games for just \$1.00.



Easton Bowling Center
101 Marlboro Ave.
Easton MD, 21601
410-822-3426

BOWLING 2.0 PROGRAM MEMBER

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101 Marlboro Ave.
Easton MD, 21601
410-822-3426

	Signed by	Name	Phone Number	Email	sign up call	email start dates	call to invite others 48 hour reminder	started week 1	called if no show	showed up week 2	showed up week 3	showed up week 4	converted
40													
41													
42													
43													
44													
45													
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60													

- 1.) Contact bowlers within 48 hours of sign up to confirm they are bowling.
- 2.) 2 weeks prior to start date, send email with starting dates, meeting time, and general information.
- 3.) 1 week prior to start date, another call should be made confirming their interest and asking them to invite friends and family to attend
- 4.) 48 hours prior to kickoff, a call should be made reminding bowlers of start times.
- 5.) Week 1 Begins
- 6.) Within 24 hours of kickoff, any signup that did not show needs to be called and encouraged to join the next session. It is not recommended to add people after week one is complete.
- 7.) Each week, any bowler that missed should be contacted within 24 hours of scheduled class to find out why they did not return.

Bowling 2.0 Sample Phone Greeting.....

Thank you for calling [INSERT CENTER NAME] home of Bowling 2.0, learn to bowl better in 4 weeks for free. This is [INSERT YOUR NAME], how can I help you!

Registration



_____, ____/____/____ at ____ A.M./P.M.
[Enter specific day of week] [Month] [Day] [Year] [Time]

Participant's Name	Telephone Number	Email Address
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
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30		



FAQ
[For Center Staff]

What is Bowling 2.0?

It is a 4 week “Learn to Bowl” program designed to introduce NEW adults 18+ to bowling or to re-introduce bowlers who have not bowled in several years.

How does the program work?

During the 4 week program; each week there will be 30 minutes of instructional video followed by 1 hour on the lanes putting into practice what was learned.

Is there a cost?

No

Yes \$ _____

Payable by:

MasterCard

VISA

AMEX

Discover

CHECK

CASH

When does the program begin? (Enter specific date)

The program starts on _____, _____
[Month] [Date]

What day of each week is the program offered? (Circle the day of week offered at center)

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

What time does the program start?

TIME: _____ A.M. / P.M.

Reminder:

**If your center is offering the 8 for 8 roll over program on Week 5,
discuss it with all potential participants!**

BOWLING CENTER GUIDE

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The United States Bowling Congress implemented a landmark Registered Volunteer Program to protect its youth members from those who have a history of criminal behavior. This program has had far-reaching impact on bowling centers, USBC, and thousands of volunteers who help organize and administer youth bowling activities.

The Bowling Proprietors Association of America (BPAA) has endorsed the program and recommends all bowling centers participate. USBC will consult with the BPAA on an ongoing basis on all major issues involving bowling center owners.

This program was developed following recommendations of the National Council of Youth Sports (NCYS), an umbrella organization of youth sports and social organizations representing an estimated 52 million kids nationally. USBC and NCYS share a common goal of developing a consistent national program that will discourage sexual predators from migrating from one sport to another and to eliminate the need for duplicate screening for volunteers who help with more than one sport or organization.

While the main goal is to protect today's youth, the possibility of a damaging lawsuit if children are harmed or molested by bowling center employees or USBC volunteers is a real threat. We can minimize or eliminate that threat if we take reasonable steps to remove those people from our youth programs and establish barriers that discourage sexual predators from entering our sport.

The success of the USBC Registered Volunteer Program continues to require a high level of cooperation between USBC's volunteers and the bowling centers they serve. USBC urges all bowling centers to participate in the program because it will provide a valuable service to bowling and help protect our youth.

**Participation:
Is It Voluntary or Mandatory?**

It's voluntary. Choosing to participate in the RVP program is an important decision the center owner/management must make. Because this is such a valuable service a center can provide to its customers, USBC encourages every bowling center to participate. However, participation is optional.

Remember, no program of this type is foolproof, but participating bowling centers can minimize, if not eliminate, claims on the basis of having taken reasonable and prudent steps to protect our members.

Each center, participating or not, is asked to complete and return a Center Enrollment Form to USBC Headquarters, indicating its decision to participate or not participate. By doing so, the proprietor acknowledges he/she was given an opportunity to offer this program and may assume responsibility if a USBC Youth member is harmed by a center employee or one of its volunteers. (By failing to complete the Center Enrollment Form, USBC may, at its discretion, deny, or revoke certification of all USBC Youth activities conducted in said center.) Participating centers are asked to



REGISTERED VOLUNTEER PROGRAM
DO YOU KNOW WHO'S ON THE LANES WITH YOUR KIDS?

1

USBC Headquarters
621 Six Flags Dr.
Arlington, TX 76011-6305
Fax (817) 385-8260

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2

Participation: include an e-mail address on the Center Enrollment Form. This will allow USBC to communicate any news, changes or important information quickly.
Is It Voluntary or Mandatory?
- cont.

Further, if a center agrees to participate in the RVP, participation will be mandatory among volunteers and center employees who have regular contact with USBC Youth bowlers.

On the other hand, if a center does not participate, the center employees and any volunteers in the center affiliated with USBC Youth programs are not required to participate in the RVP.

Proprietors will be able to request and receive detailed "red light" information for any background screens conducted for their employees, provided the bowling center paid for the screenings. This will require each proprietor to have an agreement with NCSI. Proprietors interested in this option must contact the National Center for Safety Initiatives (NCSI) at 866-833-7100. Proprietors may NOT obtain detailed "red light" information for any background screens conducted for the volunteers in their centers.

Who Must Register? Anyone 18 years of age or older who has regular physical or verbal contact with USBC Youth bowlers, holds a position of authority or supervision over USBC Youth programs, has an opportunity to establish a position of trust, and/or has an opportunity to build a one-on-one relationship through USBC Youth programs must be a USBC Registered Volunteer.

Specific roles or positions within the USBC Youth program that require registration include:

Positions of authority:

- USBC Headquarters employees
- USBC National Board and Youth Committee members
- Local Youth association board members in non-merged associations
- Local Youth Committee members in merged associations
- Local Association Manager

Opportunity to build one-on-one relationships:

- USBC Youth league officers
- USBC Youth league or tournament coaches
- USBC Youth tournament directors
- Non-family members who serve as overnight trip chaperones

BOWLING CENTER GUIDE



Who Must Register? - cont. Not every bowling center employee needs to go through the Registered Volunteer Program, only those 18 years of age and older who have direct, ongoing contact with USBC Youth bowlers.

For example, the following individuals may fit this criteria:

- Youth Director
- Bowling Center Manager

However, center management may request registration for other employees.

Employees who receive a “red light” do not need to be fired from their job. The RVP only requires that persons with a “red light” status not be involved in USBC Youth activities.

Disqualification Rules Criminal offenses that disqualify an individual from participation in USBC Youth programs are derived from guidelines developed by the National Council of Youth Sports (NCYS). The NCYS considers these criteria to be consistent with the principles of the federal PROTECT Act of 2003. These serve as the basis for the screen criteria used by NCSI in making a “green light” or “red light” determination for USBC volunteers.

A “green light” means no disqualifying disclosure, offense pending disposition, or criminal record has been found in an individual’s background screening. A “red light” determination will result in disqualification of an individual from any involvement with USBC Youth programs. Disclosures, offenses pending disposition or convictions for any of the following offenses will result in a “red light” determination. Further investigation will be required when no record of the individual can be found, information provided by the individual is missing or inaccurate, or the individual refuses to provide the required information. Failure to satisfy required information will result in a “red light” determination.

The criteria against which volunteers and applicable employees will be measured are:

- R1 Any crime in an applicant’s lifetime involving force or threat of force against a person.
- R2 Any crime in an applicant’s lifetime in which sexual relations is an element, including “victimless crimes of a sexual nature (including pornography).
- R3 Any crime involving controlled substances (not paraphernalia or alcohol) as follows:
 - a. Lifetime for crime involving distribution, manufacture, or sale of controlled substance(s).
 - b. Prior 10 years for crime involving personal possession and/or consumption.
- R4 Any crime in an applicant’s lifetime involving cruelty to animals.
- R5 Any crime in an applicant’s lifetime involving harm to a minor.

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DO YOU KNOW WHO'S ON THE LANES WITH YOUR KIDS?

4

Disqualification Rules - cont.

- R6 Any felony punishable by confinement or probation for greater than one year, within the prior 10 years, that is not included in R1 through R5.
- Defined on the basis of exposure for the offense for which the defendant was convicted, pled guilty or pled nolo contendere. If pled down, then the crime to which the defendant ultimately pled.
 - Defined as all crimes punishable by greater than one year in jail or prison, or probation, regardless of how characterized by jurisdiction. If range, alternate sentencing, outer range greater than one year.

Additionally, the following information will result in further investigation involving the applicant and the appropriate courts, which will lead to a determination of either a "red light" or a "green light":

- Expunctions, restorations of rights, or pardons of a criterion offense;
- Any charge involving a child resulting in a disposition favorable to the applicant; or
- Arrest(s) or conviction(s) where it is not readily apparent if drugs or alcohol is involved unless it is a felony conviction as defined in R6.

Local Bowling Center Responsibility

- Read this RVP Bowling Center's Guide.
- Complete, the Center Enrollment Form and return to USBC Headquarters.
Fax – (817)385-8260.
- Assign a point person who will determine who needs to enroll. The center's point person should have final authority.
- Abide by the RVP Rules and Policies, and Code of Conduct.
- Ensure any employee, coach or volunteer 18 years of age or older who has regular physical or verbal contact with USBC Youth bowlers register as a USBC Registered Volunteer.
- Monitor and ensure RVP badges are worn and remove any "not approved" volunteer from activity with USBC Youth bowlers.

Action taken against any disqualified or unregistered person is the center's responsibility.

National Center for Safety Initiatives Responsibility

- Conduct the background screens.
- Review the criminal history records.
- Make the "green light" / "red light" determination.
- Notify USBC of "green light" determinations.
- Notify USBC and the disqualified volunteer of "red light" determinations.
- Secure the personal information in accordance with Fair Credit Reporting Act.
- Send employee "red light" investigation reports to proprietors who request the reports.

BOWLING CENTER GUIDE



- USBC Headquarters Responsibility**
1. Implement the program uniformly throughout the organization.
 2. Develop and distribute administrative guidelines and materials.
 3. Provide ongoing communications with USBC associations, volunteers and centers.
 4. Notify the "green light" volunteers of acceptance as Registered Volunteers with a welcome letter along with an ID badge and a lanyard.
 5. Send automatic renewal notices two years after the date of registration.
 6. Work with the National Council of Youth Sports to encourage development of a national database and standardized national volunteer registration program.

- Resources**
- Bowl.com, USBC's official Website, includes additional materials pertaining to the USBC Registered Volunteer Program such as:
- **USBC Registered Volunteer Program FAQs** – This document provides answers to frequently asked questions.
 - **USBC Registered Volunteer Program Rules and Policies** – This document discusses those who must be registered, as well as, specific criteria that will result in "red light" (disqualifying) background screens.
 - **USBC Registered Volunteer Program Code of Conduct** – This document lists prohibited and recommended behavior for any one involved with USBC Youth programs.
 - **USBC Registered Volunteer Program Letter to Parents** – This letter can be used by centers, and personalized, to inform parents of the centers participation in the RVP Program to protect their youth.

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REGISTERED VOLUNTEER PROGRAM
DO YOU KNOW WHO'S ON THE LANES WITH YOUR KIDS?

BOWLING CENTER ENROLLMENT FORM



This form is to be completed by an individual who is in a position to legally act on behalf of the bowling center.

PLEASE PRINT CLEARLY

Name of Bowling Center _____

USBC Certification Number _____

Bowling Center Address _____

City, State, Zip Code _____

Center Telephone _____

Official Bowling Center E-mail Address _____

AGREEMENT TO PARTICIPATE

As a legally authorized representative of the above named bowling center, I hereby agree to participate in the United States Bowling Congress Registered Volunteer Program. As a participating center, our bowling center management, employees and volunteers agree to abide by the USBC Registered Volunteer Rules and Policies, and Code of Conduct. I understand our center's participation requires criminal background screening by USBC's designated agency for those specifically identified on the basis of their roles in working with USBC Youth programs. I further understand that our center may enroll any other employee in the Registered Volunteer Program for the purpose of ensuring a safe environment for children who bowl at our center.

DECLINES TO PARTICIPATE

As a legally authorized representative of the above named bowling center, I hereby decline participation in the United States Bowling Congress Registered Volunteer Program by said bowling center, its employees and volunteers. I understand that my decision is without prejudice, and that I may reconsider my decision in the future. Failure to complete this form (regardless of participation decision) may result in USBC, at its discretion, denying or revoking certification of all USBC Youth activities in said center.

OPTIONAL: REQUEST FOR EMPLOYEE REDLIGHT INFORMATION

Bowling centers participating in the USBC Registered Volunteer Program have the option of requesting detailed background screening reports for "red-lighted" employees if the center has paid the registration fee. Centers choosing this option must enter into a separate agreement with the National Center for Safety Initiatives (NCSI), pay for any associated fees and assume responsibility for the confidentiality of any personal information included in the reports.

NCSI may be reached at 866-833-7100.

Printed Name _____

Signature _____

Title _____

Date _____

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REGISTERED VOLUNTEER PROGRAM
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Return to:

USBC Headquarters
621 Six Flags Dr.
Arlington, TX 76011-6305
Fax (817) 385-8260
registeredvolunteers@bowl.com

YOUR CHILDREN ARE SAFE IN OUR BOWLING CENTER

USBC REGISTERED VOLUNTEER USBC REGISTERED VOLUNTEER USBC

Dear Parent,

Children who bowl in United States Bowling Congress Youth programs conducted at (name of bowling center) are in good hands.

We want all parents to know our center is participating in USBC's Registered Volunteer Program. This is a program that requires USBC volunteers who work with your children, along with the bowling center employees having regular ongoing contact with USBC Youth members, to successfully pass a criminal background screening program performed by USBC's partner, the National Center for Safety Initiatives (NCSI).

In addition, all of our Registered Volunteers have agreed to abide by USBC's Code of Conduct, which establishes rules of behavior when working with children. They also will wear a current USBC lanyard and badge.

USBC's Registered Volunteer Program is the first of its kind in the United States. It has been developed for a simple reason – to make sure your children are being cared for by responsible adults worthy of your trust when they participate in our sport.

We just thought you would like to know the (name of center) cares about your kids. If you would like to know more about this important safety program, please visit bowl.com and click on the "Registered Volunteers" link.

Sincerely yours,

(Name of participating bowling center representative)

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