



**LEARN THE
SPORT**

PROPRIETOR'S GUIDE

Bowl better in 1, 2, 3, 4 weeks!





PROPRIETOR'S GUIDE

Welcome to the new Learn the Sport "Bowl Better in Four Weeks!" program



Introduction

As a partnership between the Bowling Proprietors' Association of America (BPAAC), United States Bowling Congress (USBC), International Bowling Campus Youth Development (IBC Youth), Strike Ten Entertainment, and International Bowling Pro Shop and Instructions Association (IBPSIA), this new Youth learn-to-bowl program will help develop the next generation of new customers and future league bowlers for your center. The main objective of this program is to introduce new youth to the great sport of bowling and create lifelong bowlers.

If you have been a proprietor for any length of time, you know the Learn the Sport 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 those 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, over 17 million youth, ages 6 to 17 bowl each year, making bowling the largest YOUTH participatory sport in the United States. More youth bowl each year in the U.S. than play golf, baseball, basketball, soccer or any other sport. With this program and your help, we can give youth the skills they need to make bowling a lifelong sport.

Learn the Sport is structured to take place once a week for four weeks, with each weekly session taking one hour. The first 15 minutes of the session are designed to be in a classroom setting with a video lesson. The remaining 45 minutes should take place on the lanes, allowing students to put into practice what they have learned.

An example of a schedule for a Learn the Sport program:

WEEK	DATE	TIME	LANES	LESSON
1	January 4	6 p.m. - 7 p.m.	1-8	Lanes Safety Shoes Bowling Balls Swing-Out, Down, Back, Through Approach Dynamic Stretches Lane Courtesy Starting Position Distance from Foul Line Hand in the Ball
2	January 11	6 p.m. - 7 p.m.	1-8	Four-Step Approach Alignment Footwork Align Your Feet Posture Arm Swing Finish Position Balance & Follow-Through
3	January 18	6 p.m. - 7 p.m.	1-8	Plastic Bowling Ball Resin Bowling Ball Pins Pin Number Pockets Spares Split Targeting Arrows Range Finders Key Pin 3-6-9 Spare System
4	January 25	6 p.m. - 7 p.m.	1-8	Visual Alignment Pins Targets Alignment on Approach Strikes Practice Drills Keeping Score
5*	February 1	6 p.m. - 7 p.m.	1-8	



* While Learn the Sport is a four-week program, it is important from the beginning to think about Week 5 and what rollover program you will offer these new bowlers.

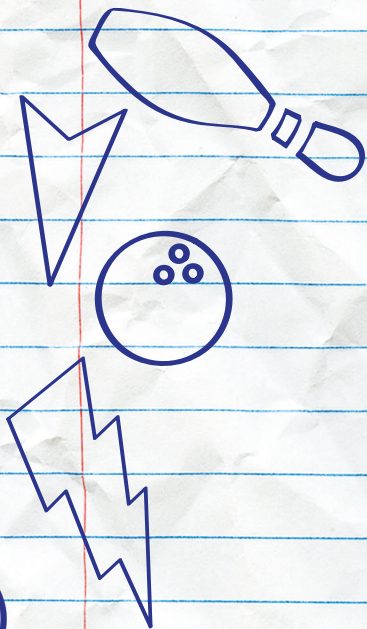
Understand not everyone will participate in your rollover program, but think positive and be prepared for those who will be part of your new program on Week 5!

TEACHING YOUTH HOW TO BOWL IN FOUR WEEKS IS GOOD; MOVING THEM INTO A NEW PROGRAM ON WEEK 5 IS GREAT! IN ORDER TO GENERATE NEW LEAGUE BOWLERS, YOU NEED TO GO FROM GOOD TO GREAT!



PROPRIETOR'S GUIDE

Learn the Sport Kit & Promotional Items



Your Learn the Sport 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 LEARN THE SPORT DVDs WILL BE AVAILABLE FOR PURCHASE THROUGH BPAA AT 800.343.1329.

A special USA Bowling Learn the Sport 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 youth bowlers. All of the elements in your kit, with the exception of the DVD, are available to BPAA member centers to download at no additional cost.

The Deluxe Kit includes all of the items below and the Standard Kit is available without the banner and poster. The complete list of marketing materials for use:

ITEM	QUANTITY
Proprietor's Guide	1
Coach's Guide	1
DVD with Four Weekly Lessons	1
8.5" x 11" Black & White Flier	1
8.5" x 11" Color Flier	1
Week 1 Student Handout	50
Week 2 Student Handout	50
Week 3 Student Handout	50
Week 4 Student Handout	50
5" x 7" Table Tent	1
8.5" x 3.5" Flier	1
22" x 28" Poster	1
3' x 6' Banner	1
Deluxe Kit Only	
BONUS ITEMS available online	
Email Template	
Website Ad	
30-second Promotional Spot	



PROPRIETOR'S GUIDE

Cost

It is recommended that USA Bowling Learn the Sport program be offered to students as a free program. The four-week program is designed to be an investment in generating new bowlers, including future 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 requires you to charge for USA Bowling Learn the Sport, you can still utilize this program.

Coaching

Your USA Bowling Learn the Sport 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 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. While not required, it is recommended the coach conducting the program be 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. To learn more about becoming a USBC certified coach visit bowl.com/coaching.



PROPRIETOR'S GUIDE

1 WEEK 1 - LESSON PLAN

Getting Started

COACHING
SUPPLEMENT



Video

DVD CONTENT



Week 1 is for introducing students to the basics of bowling. This includes discussing the rules of the game, proper bowling etiquette and safety. Before you play the DVD, welcome everyone and give them a quick overview of the four-week program.

SAMPLE SCRIPT:

Welcome everyone! The USA Bowling - Learn the Sport program is going to help you understand bowling so you can enjoy your time on the lanes. It runs one day each week for four weeks, and each lesson lasts approximately one hour. We will spend the first 15 minutes each week in the classroom and the rest of our time on the lanes. 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 practice.
- Provide one-on-one coaching and feedback – remember to celebrate accomplishments and encourage as needed.
- Do not keep score at this time.

LANES

The playing field for bowling consisting of an approach, pins and targets.

SAFETY

The most important item to consider when bowling. Safety includes proper use of bowling balls, shoes and lanes. Any questions about safety should be taken to the front desk.

SHOES

You'll need a specific pair of bowling shoes to play the game. These are designed with custom leather or synthetic soles for sliding on the approach.

BOWLING BALLS

Used for knocking down the pins. They weigh up to 16 pounds and come in many varieties. House balls are provided for bowlers who do not have their own, and buying a personal ball and having it custom fit can improve your game quickly.

SWING-OUT, DOWN, BACK, THROUGH

Cadence of the bowler's swing and definition of the directions the ball travels throughout the path of a delivery.

APPROACH

The area immediately in front of the lane before the foul line measuring at least 15 feet in length.

DYNAMIC STRETCHES

Exercises used to warm the body's core before physical activity. Examples include: leg swings, torso twists, arm circles and running in place.

LANE COURTESY

When two bowlers step on the approach at the same time, players should allow the bowler on the right to bowl first. Purposely being watchful of the lanes around you and allowing others to bowl at the proper time ensures a safe environment for everyone playing.

STARTING POSITION

The bowlers beginning stance with their ball on the approach.

DISTANCE FROM THE FOUL LINE

The space between the bowler's starting position and the foul line.

HAND IN THE BALL

How bowlers grip the ball. Typically inserting the two middle fingers and the thumb into the holes.



PROPRIETOR'S GUIDE

1 2 WEEK 2 - LESSON PLAN

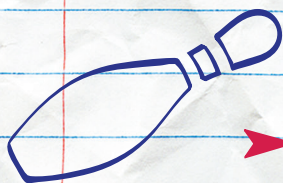
Consistency



COACHING
SUPPLEMENT



Video



DVD CONTENT



TIP: Do not keep score in Week 2. Students will be learning the four-step approach and should focus on the physical game instead of scores.

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

Know your audience to keep them engaged. Offer a piece of candy, free game pass, or arcade token for students who answer any recap questions correctly. This will ensure they are studying those student handouts each week when they go home.

FOUR-STEP APPROACH

The four-step approach involves the synchronization of the bowling ball and footwork of a bowler's approach. This is the most common approach used to consistently deliver the ball. The ball is pushed "out - down - back - through" starting with the bowler's first step of the approach.

FOOTWORK

The tempo and direction the feet move during a bowler's delivery.

ALIGNMENT

Positioning the footwork so the body and arm swing are in a line with the intended target(s).

ALIGN YOUR FEET

Pointing your footwork in the direction of a target path for alignment and consistency.

POSTURE

The position of the upper body throughout the bowler's approach and delivery.

START TO FINISH

The overall bowler's approach including stance, start, timing, arm swing, release and finish positions.

ARM SWING

The path a bowling ball travels during a bowler's approach and the direction a ball moves while being controlled by the arm.

PUSH DIRECTION

The initial direction of the bowling ball into the bowler's swing.

BALANCE AND FOLLOW-THROUGH

A bowler's balance after the ball is released is easiest to repeat when the upper body is centered over the hips and knees. The follow-through can be easily repeatable and consistent when the elbow of the bowling arm extends over the bowling shoulder.

FINISH POSITION

The bowler's overall stance once the ball is delivered. The best finish position includes balance and leverage to deliver the ball onto the lanes.



PROPRIETOR'S GUIDE

1 2 3 WEEK 3 - LESSON PLAN

Equipment and Targeting



COACHING SUPPLEMENT



Video



DVD CONTENT



TIP: Begin keeping score so each bowler has a target score to improve during Week 4.

Before you play the DVD, welcome everyone back. Ask if there are any questions and review what was taught in Week 2.

Know your audience to keep them engaged. Offer a piece of candy, free game pass, or arcade token for students who answer any recap questions correctly. This will ensure they are studying those student handouts each week when they go home.

PLASTIC BOWLING BALL

A plastic bowling ball is what beginners typically start with and it has a very hard outer surface which makes it go straight. Plastic balls are ideal for picking up spares.

RESIN BOWLING BALL

A resin bowling ball is designed to hook and create more angle into the pins for more hitting power. They're used by high-level players to skid in oil and create the highest amount of friction on the dry part of the lane.

PINS

They range in weight from 3 pounds 6 ounces to 3 pounds 10 ounces and are 15 inches tall.

PIN NUMBERS

Pins are numbered front-to-back and left-to-right from 1 through 10.

POCKETS

The two pins at the front of a full set of pins where bowlers aim so they have the best possibility to strike. For a right-handed player, the strike pocket is between the 1 and 3 pins. For a left-handed player, the strike pocket is between the 1 and 2 pins.

SPARE

When a bowler knocks all of the pins off the deck in two deliveries.

SPLITS

Any pin combination that doesn't include the head pin and has at least two or more non-adjacent groups of one or more pins. Examples include the 2-10, 4-6, 3-10 and the 6-7-10.

TARGETING

Aligning the footwork and arm swing with one or more targets to knock down specific pins.

ARROWS

Triangular marks on the lane surface used for targeting. There are seven arrows located every five boards and the board locations are 5, 10, 15, 20, 25, and 35.

RANGE FINDERS

Specific dark markings on some lanes that are one board wide and several feet long. These are located close to the pins and are used to identify the location of a bowling ball while it's traveling down the lane.

KEY PIN

When there's a cluster of pins standing, the pin closest to the bowler is the key pin. Hitting the key pin offers the best chance at knocking them all down.

3-6-9 SPARE SYSTEM

A spare system based off the strike target. The adjustments are in three-board increments (or 3-6-9) for pins residing in the zones on the bowler's non-ball side and three-board increments (or 3-6-9) for pins residing in the zones on the bowler's ball side.



PROPRIETOR'S GUIDE

① ② ③ ④ WEEK 4 - LESSON PLAN

Practice and Keeping Score

COACHING SUPPLEMENT



Video

DVD CONTENT



TIP: Have a flier or promotional piece ready to hand out at the conclusion of this lesson. The type of rollover program will be different for each center, but several examples are listed in this guide.

Before you play the DVD, welcome everyone back. Ask if there are any questions and review what was taught in Week 3.

Know your audience to keep them engaged. Offer a piece of candy, free game pass, or arcade token for students who answer any recap questions correctly. This will ensure they are studying those student handouts each week when they go home.

VISUAL ALIGNMENT

Placing a target in-line with the bowler's sight path to roll a ball over it.

PINS – TARGETS – ALIGNMENT ON APPROACH

Using the pins as the initial starting point, then mentally drawing an imaginary line back to a target (board, dot or arrow) on the lane and adjusting the footwork to deliver the ball on the intended path.

STRIKES

Knocking all 10 pins down on the first delivery.

PRACTICE DRILLS

Any technique used to train consistency and repeatability in a bowler's approach. Common practice drills include timing, arm swing, release, balance, and accuracy.

KEEPING SCORE

A game of bowling consists of 10 frames. The first nine frames have one or two attempts to knock down all 10 pins. A strike (marked with an X) is when you knock down all 10 pins on the first delivery; a spare (marked with the first ball's pinfall and a /) is knocking down all 10 with two deliveries. A miss (marked with a -) is when you leave any pin standing after the second roll.

It's possible to throw three balls in the 10th frame because there is an extra ball if you throw a strike or a spare. A strike lets you throw two extra balls, a spare lets you throw one.

X = 10 pins + the next two balls

/ = 10 pins + the next ball

- = total number of pins knocked down for that frame

⑤ WEEK 5

This is the week you start your rollover program. The success of this effort will happen during Week 4, 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 4 is when you need someone to join the coach. 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 youth bowlers are not always ready to be mixed in with your traditional youth league bowlers.



PROPRIETOR'S GUIDE

WEEKLY COACHING TIPS

Week 1 Tips



Week 1 will include information about safety and the bowling environment. It will focus on the bowler getting familiar with the center and how to enjoy the fun atmosphere bowling offers.

There will not be much bowling in Week 1 as new recruits will be learning about shoes, bowling balls, warming up, and lane courtesy. All of these topics will provide a great learning environment and a safe experience.

First-time players and younger bowlers will begin learning a one-step delivery for balance and safety. Swinging a bowling ball for the first time will be a totally new experience.

BOWLING SHOES

- The bottoms of shoes should be kept dry, avoiding water or spills of any kind.

BOWLING BALLS

- Start with a ball that is 10 percent of the bowler's body weight.
- Make sure they can support the weight of the ball without help in their bowling hand.
- The fingers are inserted into the ball first. Then have the bowler 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

- Use warm-up exercises to avoid injury.

COURTESY

- One bowler on the approach at a time.

Week 2 Tips



FOUR-STEP APPROACH

- Measure the bowler's appropriate starting distance from the foul line.
- The first step (ball-side foot) and ball move together in one smooth motion.

ARM SWING

- The arm swing should begin with a smooth rounded motion and swing loose from the shoulder.

BALANCE AND FOLLOW-THROUGH

- Balance should be stable and follow through with the elbow above the shoulder.



PROPRIETOR'S GUIDE

WEEKLY COACHING TIPS

Week 3 Tips



TARGETING (USED FOR STRIKE AND SPARE SHOTS)

- There are different ways to target, and it is a personal preference; have the bowlers pick one that feels comfortable.
- The arrows are good targets to start with.
- Keep the head steady throughout the approach.
- Follow through until the elbow is over the shoulder.

SPARE SHOOTING

- Locate the Key Pin (the pin closest to them). Count the appropriate amount of boards to line up with the intended spare. Use visual alignment by drawing a line straight back from the key pin to their ball-side shoulder; remind them to keep their eyes on the target.

DRILLS

- Practice their bowling approach at home to create a feel for synchronization of the ball swing and footwork.
- Practice the first step of the ball-side foot and ball moving at the same time.
- Bowlers can practice the One-Step Drill, Armswing Drill, and Balance Drills to improve their approach.

Week 4 Tips



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: Pin combination that doesn't include the head pin and has a gap between two or more pins. Examples include the 2-10, 4-6, 3-10 and the 6-7-10.

QUICK ADJUSTMENTS

- Bowlers will move their feet on the approach the direction they miss the head pin, miss left = move left, miss right = move right.
- Keep their eyes on the same target.

BALANCE ARM (the opposite arm or non-ball-side arm)

- 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 for balance.

WRAP UP

- Since this is the final week, ask if they have questions about anything learned.



PROPRIETOR'S GUIDE

Program Tips

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

- Track all Learn the Sport sign-ups just as you would a league sign-up. Confirm with a parent or guardian the student's participation within 24 hours of signing up.
- When confirming the sign-up, ask the parent or guardian if they have another youth who would like to join them and encourage them to bring a relative or friend.
- Confirm all students the day prior to the first session to remind a parent or guardian of the start date and remind them it's not too late 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 to focus on learning their new skills – not on their score. Start keeping score in Week 3.
- 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 flier ready for Week 4. Work under the pretext that everyone is coming back on Week 5.
- Reinforce that bowling is already FUN, this program is designed to allow the student to have MORE FUN by learning more about the sport!

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!

