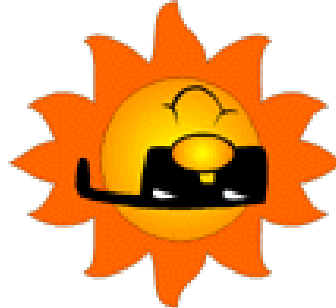


TIME TO PLAN FOR SUMMER!



Iowa Bowling Proprietors' Association
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IOWA BPA NEWS

Up to Date & What's to Come!

Next Meeting July 12th & 13th, 2010 in Newton, IA

iowabowling@mchsi.com - 05-14-10



MARK YOUR CALENDAR!!!

July 12th & 13th, 2010

The Iowa BPA will be having your annual "Summer Education, Fun & Trade Show" in Newton.

Beth Standlee from "Trainertainment" will kick off the event Monday at 10 AM with 1 of 2 seminars, focusing on "Selling Bowling in Today's Market". At 3 PM we will have our BPAA Annual Meeting with Exhibits and a "Kickin Barbecue"

sponsored by the exhibitors starting at 4. CJ Fox of the Lighting Store will be providing entertainment.

Tuesday will consist of a strolling breakfast in the exhibits, another Beth Standlee seminar and the BPAA Update.

Last but most certainly not least there will be a Coach Seminar for High School & Youth Coaches.

Rooms rates will be a low \$45 with meeting registration, which includes the fabulous Beth Standlee, at only \$20 per person. Exhibitors would like to invite anyone who would like to attend to the Exhibits and Barbecue at no charge.



Start planning your week long festivities to jump start your fall season.

Run youth blast-offs. Conduct clinics.

Involve the community.

And prepare for our World Record Day on Saturday, August 7

where we will offer a nationwide

FREE GAME COUPON on gobowling.com.

IOWA BPA BOARD AND COMMITTEE MEETING

The Iowa BPA Board and Committee Meeting took place on May 10th, 2010. Many from around the state were in attendance.

Since Bowlfest will not take place this year, exhibitors from the Midwest offered to come together with the summer educational meeting and offer exhibit time and a barbecue. Beth Standlee of "Trainertainment" will offer workshop time as well. All were in favor of holding the event.

It was decided for the Iowa BPA to continue to support the MDA. Mobiles with bowling coupons are still available at the state office. Contact the state office to order.

The sites for the Grand Prix Tournament will be determined soon and locations will be announced in the future.

A future web connection may be in the works to connect youth bowlers to all tournament times and

locations along with scholarship opportunities and deadlines.

All of those involved in High School Bowling: It was decided at the Joint Advisory Committee meeting in Boone that coaches will be using QUIK stats for scores in the fall of 2010.

Bob Rea Coaches clinics will be held October 1st, 2nd and 3rd. Locations are to be announced.

101-year-old Emma Hendrickson competes at 2010 USBC Women's Championships

4/19/10 By [Aaron Smith](#) USBC Communications

EL PASO, Texas - Emma Hendrickson, the 101-year-old bowling sensation from Morris Plains, N.J., hit the tournament lanes at the El Paso Convention and Performing Arts Center and added on to her record as the oldest participant in USBC Women's Championships history Sunday.

She was escorted down Center Aisle by Women's Championships Tournament Manager, Eric Pierson, and received several gifts on behalf of the city of El Paso to commemorate her accomplishment and welcome her to Sun City for her 51st consecutive tournament appearance.

Hendrickson rolled games of 78, 76 and 91 for a 245 scratch total in her team event, and her efforts helped Five Bowling Bags of East Hanover, N.J., to a 2,341 handicap total in the Ruby Division. Teams in the Ruby Division have combined averages from 750-899, with handicap based on 100 percent of 900.

"Well, it's not too bad considering my age and a couple of other factors," said Hendrickson, who entered with a 103 average and chose not to compete in doubles and singles this year. "I have a physical impairment, and the ball always goes to the left. Sometimes it's OK. I had a slight stroke, but as long as I can still bowl, it's OK."

The energetic right-hander made her 50th Women's Championships appearance at the 2009 event in Reno, Nev., and became the oldest bowler in tournament history, breaking her tie with Ethel Brunnick of Santa Monica, Calif., who competed at the age of 99 in 1987.

That performance helped Hendrickson reach celebrity status as the story of her accomplishment quickly made its way around the country and world. It not only landed her appearances on ESPN's Top 10 Plays, but also an exhibition match with TV-personality Regis Philbin, with the results being shown on Live! With Regis and Kelly.

"Regis is quite a man," Hendrickson said. "He's affable. Not just because he was like that around me the few days I spent with him, but you can see it on his show, too. He doesn't like to hog the limelight."

The fame continued in El Paso as Hendrickson was introduced as a special guest at the Intercollegiate Team Championships televised finals and received a standing ovation from those in attendance. Hendrickson also received many media, autograph and photo requests during her stay.

Throughout her many years of involvement with the sport of bowling, Hendrickson has found her involvement with youth bowling to be her greatest success. She helped organize the youth program in Morris County, N.J.

"My goal was to get the kids out into the community so that they could earn money to bowl," Hendrickson said. "The youth division is my glory because I started it in Morris County, and we have a beautiful program for them. I still have my hand in it. I just love it."

Many have found Hendrickson's drive and love of the sport to be inspirational.

"Emma inspires all of us," said USBC Managing Director of Tournaments Brian Lewis. "Her dedication to this sport and tournament is amazing. She is an ambassador for the sport of bowling, proving it has no bounds as long as you have love for the game."

Hendrickson certainly doesn't look to stop at 101. She has signed up for the 2011 Women's Championships, which will be held in Syracuse, N.Y.

"I've already paid my \$35 for next year," she said. "It's about a seven hour drive from Morris Plains. I hope I can make it, I really do."

Presenting sponsors for the 2010 USBC Women's Championships are Nationwide Insurance; Kegel, official lane maintenance provider; US Steltronic, official scoring system; Brunswick; Storm Bowling Products Inc.; and the El Paso Convention and Visitors Bureau.



SUMMER 2010



SUMMERTIME FUN AT THE LOCAL BOWLING CENTER

Okay...your bowling leagues have ended. All of your league bowlers who have been there with you all through the season start to show a bit of unloyalty telling you about how they are ready to garden, go boating or perhaps golf. You think to yourself as a proprietor, "Hello! What about me? Aren't you coming back for our summer leagues?" We have all heard it as the season came to a close how one bowler couldn't wait to put try bell peppers in his garden and how the other was chomping at the bit to hit the course as soon as all of the snow is gone. It is quite disturbing but true. Only the die hard bowlers stick it out year 'round.

Your job it to retain them. How you ask as you tell yourself, "I usually close my little place and go on a much needed vacation." Think about it. We don't know anyone who doesn't smile or come up with a fun memory to share when the topic of bowling is brought up. Bowling walks hand and hand with fun.

This summer, make your bowling business the place to be. Here are a few ideas to fill your center or parking lot this summer to make your cash register sing! Open your food or bar while hosting the following events. F.Y.I. Don't forget to have drawings to capture names for bowling.

*Have a weekly bike night!

*After hours beer and pizza bowling night!

*50's car show with theme bowling following!

*BBQ and outdoor Karaoke contest!

*Ugly/Most Beautiful dog contest!

*Baggo tournament!

*Parking lot bowling!

*MDA fund-raiser!

*Pie eating contest!

*Sweet corn festival!

*Biggest watermelon/goofiest gourd contest!

*Flea Market/Swap meet (charge for spots)!

*Hula Hoop Contest!

*Fish Fry!

*Summer concert series!

*Participate in town's 4th of July parade and give out free bowling passes. Let the town see who you are as you ride in a classic car. (You may have to borrow one.)

*Turn into a town celebrity overnight by being on the local radio or local news with your fun events!

As a proprietor you have one of the coolest jobs in town.

A former successful proprietor always dressed in a tropical shirt, shorts and drove a car with a wrap around advertising his center. Whether at work or away, he looked like he was having fun. That's the key to the bowling business, people come to your center to have fun and escape their everyday lives.

What do you have in store for your bowling center or parking lot this summer? Who knows, maybe you will see all of your bowlers all year 'round!

RECIPE: SWEET CORN ICE CREAM

Ingredients:

1 ear corn (kernels reserved, cut into 1 inch slices)

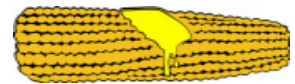
1 cup heavy cream

1 cup milk

1/2 cup sugar

1/2 teaspoon vanilla extract

2 egg yolks



Directions:

1. Simmer the corn cob in the heavy cream and milk for 10 minutes.
2. Remove the corn cob.
3. Add the corn kernels and simmer until tender, about 10 minutes.
4. Temper the egg yolks and add them along with the sugar and vanilla extract to the pan.
5. Cook at low heat until it thickens and can coat the back of a spoon.
6. Chill the mixture in the fridge.
7. Freeze according to the instructions for your ice cream machine. According to "closetcooking"

MARK YOUR CALENDAR

**Bowl Expo at the Las Vegas
Convention Center
Sun., June 27th thru
Thurs. July 1st, 2010**

**Bob Rea Coaches Clinic
Friday, October 1 thru
Sunday, October 3rd, 2010**