

*2024 USBC Convention Report
Jane Andrews, Director*

The 2024 USBC Convention kicked off at 9:00 a.m. at South Point Hotel Casino. Registration and exhibits were my first stops. This year's exhibits included a trivia book to test your knowledge of bowling. It was interesting and enlightening. The other booths within the exhibit offered some valuable information for the bowlers. What I found extremely helpful was the fact that Grouper is offering monetary bowling benefits to those members who have certain designated Medicare Advantage programs. The lane certification equipment was extremely helpful in understanding the process as well as the youth coaching booth. The evening ended with a meet and greet at the Delegates reception.

The seminar as usual kicked off with a motivational speaker who blended the energy of rock and roll into bowling. He used drum sticks with his theme "Turn It Up". There are always a lot of helpful and educational seminars for the delegates to choose from. I attended many of these seminars and was able to gather a wealth of information; some of which were Customer Service and Why It Matters, Rules Seminar, Survival Skills for Volunteer Leaders, Go Bowling and the Member Experience. I hope I will be able to use this information to continue to make our Association bigger and better. These seminars were followed by a Game Show event that later that evening which was very interactive and entertaining.

Day 2 continued with my last seminar on Thriving in the Youth Scene which was the seminar I really wanted to attend and received a lot of valuable information which I can pass on with my involvement with the Youth Committee. I went to the BVL luncheon meeting to pick up our Award for coming in 4th for largest local association donations with \$25,000. Metro Phoenix was 1st with \$40,000, Metro Detroit 2nd with \$25,862.23, and Monmouth County taking 3rd with \$25,826.32. Indy came in 5th with \$21,576.81. Also of note, an additional \$3,000 was collected at the convention.

The first session of the Annual meeting session kicked off on Wednesday afternoon right after the Meet the Candidates and included all the business reports, i.e., covered BVL, SMART, BPAA, Strike 10 Entertainment, TNBA, PBA, BFTC, IBMA awards, IBMHOF and Hall of Fame Inductions/Dinner.

Day 3 was the final session of the Annual Meeting. The morning consisted of the various Award Presentations given each year by USBC. The President presented her report starting off with the fact that this is her last year as President. She went on to discuss her 4 years in office beginning with the first virtual convention in 2020 due to COVID. She touched base on how volunteering makes this happen, the future of the sport, how bowling is in the million club, PWBA getting started, PBA, and Bowl TV. She also discussed the success of the various tournaments; how youth and collegiate membership is up and that there were over 3,000 participants at Junior Gold last year and how SMART is giving back. Next was the Strategic Planning Report by Jason Overstreet with the following priorities.

- *Athlete Development*
- *Championship Tournaments*
 - 5500 entries in the Open Championship Tournament (2025 Baton Rouge (squad times changed) and 2026 Reno)- 4 years of growth*
 - The Masters sell out in less than 2 hours*
 - The Collegiate less than 15 minutes*
 - Women's' Championship Tournament kicking off on Saturday with 3700 Teams, (2025 and 2026 Las Vegas)*
 - More than 100,000 people are utilizing the online registration system.*
- *Education & Training for Associations*
- *Equipment Certification and Specifications*
- *Marketing*
- *Membership Value*
 - 2019/2020 - 1,207,561 (before COVID)*
 - 2020/2021 - 850,000*
 - 2021/2022 -1,053,129*
 - 2022/2023 - 1,093,909*
 - 2023/2024 - 1,094,000 (estimated) 7% membership increase*
- *Research & Analysis*
 - Looking at Hotel discounts, Food discounts and resort fee discounts*
- *Technology & Data Systems*
 - Average years of participation - 85 for the Open and 78 for the Women*
 - USBC still offering state tournament subsidy*
- *Youth Program Development*
 - USA Bowling - Over 730 seminars conducted and over 11,000 trained individuals*
 - \$120,000 in scholarships at regional competitions*
 - Total number of teams exceeding last year*

Jr Gold - over 5,000 members and given \$150,000 in additional scholarships from unassigned funds, additional dollars added to each age division and in 2023 total prize fund of \$531,800 awarded to 1419 athletes

Youth Championship Tournaments has nearly 1,000 participants, additional funds from unassigned SMART funds and a total scholarship of \$105,000

Pepsi - more than 21,000 competitors and over \$1.3 million in scholarships

Partners include 900 Global, Brunswick, CDE software, Columbia 300, Hammer, IAM Bowling, Ebonite, Dexter, DV8, Kegel, Lanetalk, Motiv, Storm and Roto grip, Radical, Track, and PWBA

SMART - \$400 paid to every active recipient this year and a total of \$2,000 per person bonus scholarships over the last three years

The nominating was done by acclimation since one of the 4 candidates for the 3 vacancies withdrew. The legislative component was also not done because the proposer withdrew his proposal. The President Elect is Dennis Hacker and Vice President if Mike Harrington.

Lastly, the USBC Community Hub to get your membership cards online as well as those for any state and/or local tournaments you may want to bowl in.

The convention has always provided me with information on what is going on with USBC. There is so much to learn and digest but more importantly to be able to bring it back and put it to work in the association. Fortunately, the USBC national dues increase has been curtailed for now and the membership numbers are increasing while USBC is still able to maintain the same level of service. We will, however, be back in Las Vegas in May next year.