

Bowling World

Betty Morris-Laub Marketing Director of Bowling World Newspaper



Bowling World Newspaper is pleased to announce the appointment of Betty Morris-Laub as the Marketing Director. Betty brings to Bowling World Newspaper more than 40 years experience in the bowling industry. Her accomplishments include:

Female Bowler of the Decade 1970-1980
 Appeared on NBC Challenge of the Sexes and ABC Superstars
 Voted one of the top 5 Women Bowlers of the past Century
 3 Time Woman Bowler of the Year, 1974, 1978 & 1987
 17 National Professional Bowling Titles, 5 WIBC Titles and 20 State Titles
 Inducted in 5 Sports Hall's of Fame
 Professional Women Bowlers Association Hall of Fame-1995
 Stockton Women Bowlers Association Hall of Fame 1988

San Joaquin County Sports Hall of Fame 1986
 California Women's Bowling Association Hall of Fame 1985
 WIBC/USBC Hall of Fame 1983
 Received top sales award for Freedom Equity Group Mortgage Division 2/2005

Betty brings a wealth of great experiences to the publication. From her time on tour to her sales experience in bowling, real estate and the Freedom Equity Group. Her enthusiasm for the sport coupled with her positive personality will be a great asset to the publication. Betty has always been an advocate for the advancement of bowling in all arenas.

In her new role Betty will be enhancing Bowling World relations and marketing, in both the printed version of Bowling World and the online publication, www.bowlingworld.com. Betty will continue to play an important role in coaching and Real Estate as she takes on her new position.

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Bowling Hall Of Fame

Bowling Hall Of Fame Trustees Support Bowling Developments In St. Louis And Texas

Two big developments could be the best things to happen to the industry in years



INTERNATIONAL BOWLING MUSEUM & HALL OF FAME
 ST. LOUIS, MISSOURI USA

Bowling enthusiasts across the country are abuzz about two major real estate developments that could have significant impact on the game of bowling. The United States Bowling Congress (USBC) announced recently that it will move its headquarters to Arlington, Texas to form a major bowling complex. The International Bowling Museum & Hall of Fame trustees voted to move forward on a proposed new Bowling Hall of Fame cited for development in St. Louis.

"I believe that these two major developments could be the best things to happen to the bowling industry in years," said Pat Ciniello, Chairman of the Hall of Fame Board. "Our trustees fully support the USBC's decision to move to Texas and create a centralized administrative facility for the sport. We are also excited about the potential of redeveloping the Bowling Museum and Hall of Fame within the proposed entertainment complex of Ball Park Village, a project of the Cordish Group and the St. Louis Cardinals."

Ball Park Village is a development to be built adjacent to the new Busch Stadium, home of the St. Louis Cardinals baseball team. The Village will be showcased as an entertainment area, complete with retail shops, restaurants, hotels and condominiums. Its projected annual attendance of nine million people will give the game of bowling tremendous exposure through the Museum/Hall to young and old alike. Ball Park Village hopes to break ground this year.

The St. Louis deal includes:

- Demolition of the current facility.
- A new Museum/Hall of Fame, constructed within Ball Park Village entertainment facility.
- Interactive exhibits, theater, grand staircase and gift shop.
- \$8.9 million in project costs fully funded by sources other than the International Bowling Museum and Hall of Fame and the bowling industry.
- Ownership of the facility (other project entities will be tenants).
- Projected attendance that is more than double that of the present location and exposure to potential new players.
- Tremendous exposure for the industry that compliments the proposed Texas facility

A snag that is complicating the Museum/Hall move is a January 21 decision to deny the request of the Hall of Fame Board to transfer the "Deed of Trust," stemming from a long-term note USBC has with the Hall of Fame to pursue the project with Ball Park Village. The USBC has indicated that they would like the Museum/Hall to be moved to the new Arlington, Texas complex.

"While we were disappointed with the initial decision by the USBC to deny our request, we are optimistic about future discussions of various options," explains Ciniello. "We have offered to build a satellite Hall of Fame in the Arlington facility that we think would be a great compliment to the complex." Ciniello added that he is interested in pursuing additional conversations with the USBC board of directors, and he is optimistic that they will reconsider its decision. "We invite anyone who is interested in the Hall to contact us and learn more about the project in St. Louis. We believe the idea of receiving outside money, rather than us-

(Continued on page 10)

USBC Extends Entry Deadline For Women's Championships

GREENDALE, Wis. - The United States Bowling Congress has announced that it has extended the entry deadline for the 2008 USBC Women's Championships to March 21. The event will be conducted April 10- July 6 at Super Bowl in Canton Mich.

Beginning April 10, the first of approximately 40,000 bowlers will visit the Detroit area to compete in the world's largest participatory sport for women. Bowlers will compete in five-player team, doubles and singles events.

USBC has made entering the Women's Championships an easy process. Open to all women who hold USBC adult membership, the Women's Championships consists of five average divisions to accommodate bowlers of all abilities.

Those interested in entering may do so electronically by visiting bowl.com or by downloading a Women's Championships reservation form. Entrants also will have access to a calendar with available dates. Entry information may also be obtained by calling (800) 514-2695, ext. 3173 or by e-mailing usbcwomenschampionships@bowl.com. The entry fee is just \$30 per event per bowler plus an optional \$10 for all events.

In addition to competing in one of the world's most prestigious bowling events, participants will have an opportunity to cash in on a prize fund expected to reach \$2 million.

The Women's Championships was first conducted in 1916 in St. Louis. The 2008 event will mark the third time the event has been held in the Detroit area having been conducted in the Motor City previously in 1928 and 1953.

Final Entry Numbers In For 2008 USBC Open Championships

ALBUQUERQUE, N.M. - In less than a month, the 2008 United States Bowling Congress Open Championships will begin its 143-day run as the Albuquerque Convention Center opens its doors to welcome the first of 12,615 teams.

A late rush of entries heading into the Jan. 18 deadline helped this year's event earn its place in history

(Continued on page 10)