

Dick Evans

Syndicated Columnist

Jeff Boje Thinks Bowling And NASCAR Are On The Same Track

DAYTONA BEACH -- If you happen to live in Louisville, then any news about thoroughbred racing is big news. If you live in Green Bay then any news about football is headline news.

And, if you happen to live in Daytona Beach, its stop-the- presses news if a race car develops a minor oil leak.

However, Daytona Beach is not alone these days with its love affair with race cars and hunger for any news about NASCAR activities.

If Jeff Gordon's car is testing new tires, then the media wants to know why, when and how many.

Thus the bowling industry has hit the media jackpot by hitching a ride with NASCAR, the fastest growing sport in America.

"Research shows that bowling and NASCAR is a natural fit," said Jeff Boje, president of the Bowling Proprietors Association of America. "The demographics from bowling and NASCAR mirror each other."

Roger Dalkin, CEO of the United States Bowling Congress agrees. "I think the success over the passed few years of NASCAR leagues demonstrate the ability and the cross-promotional opportunities that are available.

"Clearly NASCAR is a huge brand, but bowling is starting to flex its muscle in the corporate world with the opportunities to cross promote products and brands."

That is doubly obvious since Pepsi and Miller, two big NASCAR promoters, are the official soft drink and beer of the bowling industry through Strike Ten.

Little wonder that bowling centers and Pepsi-Cola teamed up last spring with a "Get in the Fast Lane with Jeff Gordon" promotion that resulted in 18,000 entries.

Wendy Bailey of Largo, Fla., got lucky and won a trip for two to AMF Raceway Lanes in Indianapolis to attend a Jeff Gordon Foundation charity bowling event in Indianapolis. Lenny Petty from Danville, Calif., won two tickets to the Pepsi 400.

In addition, a new NASCAR Silcon Motor Speedway simulator is schedule to open this month at the new Fun City entertainment center in South Burlington, Iowa, that will feature 24 bowling lanes, go carts and a large arcade.

During Bowl Expo in Orlando late last June, AMF sent promoted the fact that NASCAR driver Joe Nemechek would be appearing in the AMF bowling booth for two hours

But that is only the tip of the NASCAR iceberg in the bowling industry.

"I have been running NASCAR bowling leagues for a long, long time and they are consistently good for business," Boje said. The league winners can earn tickets to Daytona Beach races, NASCAR jackets and even a bowling ball with Jeff Gordon's picture in it.

Jeff Gordon likes bowling and bowling likes Jeff Gordon and all his NASCAR associates. The bowling industry is eager to drive in the fast lane with NASCAR. 2 BALL CHANGES GET OK

The United States Bowling Congress last week announced its decision on four proposed bowling ball changes that were meeting opposition from the bowling ball manufacturers.

The USBC Equipment Specifications Committee approved:

1. A new Mohs' hardness specification of 6.0 particles in the cover stock of a bowling ball. Implementation is expected to being early in 2006.

2. Rather than a designed logo, all approved bowling balls manufactured after March 1 will be required to have the acronym "USBC" and star outline as part of the serial number.

The USBC is attempting to curtail astronomical scoring with these changes.

I hope they work.

REMEMBER OUR TROOPS

Even if you don't bowl, stop by and show our service men and women that you support their gallant sacrifices. The last I heard a lot of active soldiers, sailors and marines also will be there to lend their support.

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Tenpin Slants

that time I dubbed her the "Striking Redhead." She loved it.

Her other honors included winning the CWBA Queens title twice (in 1969 and 1974). In 1976, the CWBA elected Bobbe to the California State Women's HoF. She was also voted into the Citrus Belt WBA HoF.

I'll miss Bobbe. I used to call her every month or so at her La Verne home. She loved to reminisce about the good old days of bowling.

Bobbe had a great sense of humor. I guess I liked her so much because she always laughed at my jokes. One of her favorites was the result of a true incident.

I don't remember exactly how it happened but we were talking about names. Bobbe, who had been married three times, remarked that she had some "unusual" married names.

"My first married name was Bobbe Day," she said. "My second one was Bobbe Black and then, of course, I became Bobbe North."

"What was your maiden name?" I asked her.

"Ong," she replied.

"I don't believe you," I said. "Ong is a Chinese name."

"Well, it's Scottish, too."

"No way," I said. "I still don't believe you."

"Why," she pleaded, "don't you believe me?"

"Because, I answered, two Ongs don't make a white."

I can still hear her delightful laugh.

FINAL ITEM: The Professional Bowlers Assn. recently announced its 2005-06 tournament schedule. For the first time in many years, the pros won't be visiting Las Vegas or Reno. And they'll make only one stop in the state of California. That's when the inaugural

PBA Dick Weber Open is held Jan. 10-15 at Dave Osborn's Fountain Bowl in Fountain Valley, Calif. The tournament replaces the PBA Orange County Classic Presented by Storm, which was won by Walter Ray Williams Jr. last December...In case you missed it, the PBA Tour kicks off the coming season with the PBA Tulsa Championship, Oct. 26-30, in Owasso, Okla. The TV finals will be staged in an arena called the Donald W. Reynolds Center...

Scratch Eliminator



WIN CASH!



- 4 Game Qualifier, cut field in half
- 2 games of match play, winners advance
- Top 4 (1 Game, low man out)
- Top 3 (1 Game, low man out)
- Match Play to determine winner
- High Qualifier Pot Included
- High Game & 300 Pots Included
- Brackets

Every Sunday at 5:00 pm
Check-in 4:30 pm

Payoff is 1 in 5 based on 24 Entries. Cost is \$35.00 per person
Number of bowlers eliminated each level may vary due to the number of entries;
they will be posted at the start of the qualifying



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