



Josh Hyde is a Honorary PBA Member since 2001 and a BWAA Member since 2006.



News

Greetings to another season of the Josh Hyde Bowling Newsletter. In this edition the publication, we have reminisces about the top 15 bowling memories of my bowling career. The Moment in History highlights a look at how Drew Carey bowled in an exhibition match. For the interview of the month, the BPAA President, Jim Sturm, talks about the rest of his thoughts on promoting the sport of bowling. Enjoy this edition of Josh Hyde's Bowling Newsletter.

GEICO and four bowling ball manufactures teamed up to create the first inaugural Manufacturer's Cup. The four manufacturers consist of Brunswick, Ebonite International, Storm Products, and Global 900. The teams are made of the following: Team Brunswick; Johnny Petraglia, Parker Bohn III, Sean Rash, Brad Angelo, and the only woman in the

field, Carolyn Dorin-Ballard. Team Ebonite; Jason Couch, Chris Barnes, Tommy Jones, Mike Scroggins, and Bill O'Neil. Team Storm; Pete Weber, Norm Duke, Jason Belmonte, Wes Malott, and Brian Kretzer. Global 900; Walter Ray Williams Jr., Robert Smith, Brian Voss, Steve Jaros, and Michael Haugen Jr.

Each team will bowl the other teams one time, with the top three teams advancing to the step ladder final. The format for the GEICO PBA Team Shoot-out will be Baker style. Once again the endless 10th frame is a factor as long as the teams keep on striking. As long as the teams keep striking they will have the chance to better their score.

For the 16th year in a row, ESPN is recognizing a bowler for an ESPY. The first bowler to receive an ESPY was Norm Duke back in 1995. The previous year he won five titles and was the PBA Player of the Year. This year the nominees are Bill O'Neil, Walter Ray Williams Jr., and Kelly Kulick. All three of these players have performed well in the PBA Tour. Kulick became the first PBA title and a Major by winning the 2010 Tournament of Champions. O'Neil won his first two titles including the 2010 U.S. Open. Last but not least, Walter Ray became the first person to receive seven Player of the Year awards. My personal vote if for Kelly Kulick, but you have until July 10 to vote for one of these three bowlers. For more information, you can log onto espn.com/espys or www.pba.com



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Editorial- Top 15 Josh Hyde Bowling Memories

15. Presented a mock game to Brunswick and PBA Tour Gear—In 1995 I designed a bowling board game that was like monopoly for bowling. The game was like you were a pro bowler and you were trying to become the first millionaire. You bowled tournaments, Pro Ams, received fines, collected awards, and had a chance to win a pot. This was exciting to present to Brunswick and the PBA Tour Gear.

14. Hosted a pro-am benefit tournament—My family and I had purchased a van for me. This put a financial burden on my family. Six pro bowlers decided to have a benefit for me at my local bowling center. They bowled two shifts of Pro-Ams and a one game match to raise money. The pros were giving out their shirts and bowling balls to the kids and raised about \$25,000.



13. Presented a trivia booth at a local bowling trade show—I wanted to see how much PBA trivia I knew. There was going to be a local trade show and I asked a higher up how I could do a trivia game show. He suggested that I have a booth and if I knew the question I would get \$1. People donated even if I didn't know the answer to the question. I raised \$77 for my provider.



12. Having an article published in The American Bowler—At the 2009 25th annual Fort Wayne Regional Tournament the editor of the American Bowler was there and saw my work that I had done for my own bowling newsletter and asked me if I would do an article for the American Bowler. I jumped at the opportunity and wrote an article for the American Bowler.

11. Writing a monthly bowling publication—Creating a monthly bowling publication is hard, but it is also fun! I have been doing this for two years and people love what I write. This is definitely something I am really proud of. Thank you to all you subscribers that read Josh Hyde's Bowling Newsletter.

10. Finished second in a local handicap championship tournament—A little over an hour away from my home there was a local handicap tournament and they have points for how you do in each tournament. At the end of the year if you qualify for the championship tournament, you get to bowl in the final tournament. At the last regular tournament, I ended up in fourth place and I got to be in the championship tournament. I ended up qualifying 2nd. The match play portion was two game matches. In match play, I got to the championship match where my opponent shot 299 and 225 against me. I ended up losing only by 5 pins.

9. Watched my dad win the 1996 amateur side of the U.S. Open—In the regular U.S. Open they took the top 32 amateurs that did not make the

cut and had a side tournament for them. My dad ended up winning that tournament.

8. Hosted a tournament with Brunswick as a major sponsor—My family and I were running a tournament that was getting about fifty or



sixty bowlers and we decided to try to persuade Brunswick to sponsor my tournament by giving us bowling balls that we could raffle off. Then the championship tournament would be called the Brunswick TBT Championship Tournament.

7. Watched Parker Bohn III win a regional. It was the best performance I have ever saw Parker bowl. Afterwards he gave me the trophy.



6. Bowled a 269 game and a 725 series—I had the front 8 in my 269 game. A little more than two years later I was able to shoot a 700 series. I had 268, 247, and then 210.

5. Going to Parker Bohn III's induction to the PBA Hall of Fame—It is very rare that a bowling fan can go to the PBA Hall of Fame. Parker Bohn III invited us to his Hall of Fame induction. This was a great honor to be able to attend.



4. Winning third place in the national BWAA amateur writing contest—The BWAA posted an amateur writing contest and I decided to submit a few articles. I got 3rd in one that I submitted. It was the article about the World Series of Bowling.

3. Hosted the Tip of the Week on ESPN—To be able to show how I bowl on national television was a great thrill to do. I showed people the techniques used for bowling on a ramp.

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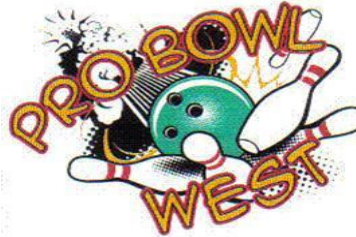
Moments in History

The year was 2000, at the Bayer/Brunswick Touring Players Championship. Parker had an exhibition with Drew Carey which was set up like a PBA Tournament for charity. They had trick shots and a championship match between the top two celebrities. Each celebrity bowled a game or two and had trick shots that he had to complete for the championship match. Drew Carey already was going to be in the championship match. This was a great opportunity to see one of my favorite comedians participate in my favorite sport. He was a very nice guy, and very funny to be around. In the championship match, the celebrities could use a pro to complete a spare or shoot one frame. Drew had Parker as his pro.



Drew left the 1-2-4-10 when he used Parker for his life line, but Parker failed to convert the wash-out. They had trick shots such as throwing the ball underneath a chair to attempt at a strike, throwing 2 balls at the 7-10 split, and trick shots like

that. It was interesting because the lane condition was the TPC shot and Parker and Johnny Petraglia had a hard time converting these spares because these were not on the house shot, it was on the tournament shot. The championship match ended up being 85-60 something with Drew Carey winning. It was great meeting Drew Carey at the 2000 Bayer/Brunswick TPC.



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Interview Part 2—Jim Sturm, BPAA President



Q: Are you going to have qualifiers to get into the US Open?

A: Not sure at this point, many options are on the table at this point from in-center qualifying to in league qualifying...but one thing is for sure, to attract the new breed of consumer/bowler the format has to be different

Q: How do you think we can standardize bowling?

A: Not sure of the question but it's a very broad answer.....in traditional league play it's all about the equipment we use during play. For the masses, lane conditions really don't come into play, so to

make the game as equal as possible the use of the same ball just may be the answer....like in baseball, tennis, football, basketball, the ball is the same used by all players, imagine Bill Lemoene, an ex-professional football player from Canada who never made it to the NFL, had the perfect spiral on the ball but no distance down field, how much creditability would the game of football have if Mr. Lemoene was able to use a different type of football that allowed him to throw it 65 yards downfield when he was only able to throw it 40?

Q: In your opinion, what is the best way to promote the sport of bowling?

A: Bowling today is a much different animal than it was 10 years ago.

Bowling today comes in (4) parts.

- Open play, or better known as entertainment casual- 30% of a centers business
- Organized open play, known as recreational competitive- 25% of a centers business
- League play, known as competitive- which is 40% of a centers business
- Professional, known as Purely competitive- which is 5% of a centers business

All four of these segments must be treated/marketed different today, now keep in mind that these percentages may vary from region to region around the country.

Open play is a generation 3 bowler, the age group that is around 28 years

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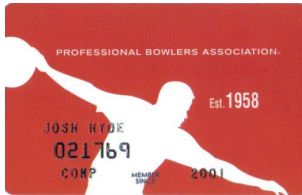
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2. Watched Walter Ray Williams Jr. win his forty-first PBA title by beating Pete Weber— Watching Walter and Pete go at it at the 2006 PBA



World Championship was one of the great tournaments to witness. Walter beat his nearest competitor and he did this at a major tournament. You can't get any better than that.

1. Became an official honorary PBA member— Becoming an honorary PBA member was one of my dreams come true. I always wanted to be a PBA member and when Steve Miller said "sure", I felt like a pro bowler.



Interview Continued from page 3

of age and under, which means their wants and demands are completely different than the other three.

Organized open play is the 29-39 age group that are better known as the tweeners of generation 2-3

League play is the 40-and above age group and is primarily the current league bowler as we know it today or the generation 2 bowler.

Purely competitive really speaks to itself.....Men's and Women's Pro Tours, Team USA, highly competitive scratch leagues, etc; they too must be treated/marketed different

Each of the four segments must have their own identity, and each one needs the others to survive. In today's marketplace it's like a great recipe, it takes several ingredients' for the meal to serve its best. The best way to describe

this is just plan "evolution" we all know life is a big cycle and repeats itself, and for those of that were not around 50 years ago well this same change happen when we went from the change of the generation 1 to 2 unlike today when were in the middle of the generation 2 to 3 bowler....the different is today we have all 3 were dealing with, generation 1-2-3.

Q: Which athlete is better to promote bowling, Chris Paul or Chris Barnes?

A: Both are the best and here is why.....Chris Barnes targets the generation 1 and 2 bowler that represents the league bowler group and the purely competitive bowler, Chris Paul on the other hand represent the open play, entertainment customer and the recreational competitive bowler which targets a small section of generation 2 and all of generation 3 bowlers. They both bring great value to the sport, yet their influence covers all segments.

Q: How can we better promote our sport if PBA isn't the answer?

A: First, the PBA is a huge part of the answer....and really is the true marketing arm of our Industry. Just like in Bowling as I have described earlier, the PBA is no different when it comes to the business of bowling, it too is caught in the "evolution" change of the sport. The tour too must use the resources of a joint industry for the tour to be successful in my opinion.

If the BPAA provides the bowler base and the creative of programs, of some 70 million bowlers and USBC provides league bowler support and is the governing body of the sport, then the role for the tour must be the media and production of the sport through its pro tours of men, women, youth, college, and team USA.....again all three entities have a role in the tour being successful....at the end of the day all three need each other to survive.



PBA Trivia Wizard

Please submit your answers via e-mail to: jhbnl@comcast.net. The first person that answer this correctly will get a 10% coupon sponsored by bowlinggift.com. Thank you bowlinggift.com for contributing to the Josh Hyde's Bowling Newsletter.

Who will be the next PBA Trivia Wizard?

1. What two bowlers have won the Tournament of Champions three times?
2. Who won the 2010 Dick Weber Open?



Last Month's PBA Wizard Trivia Winner

Not Awarded!

Last Month's Answers:

- 1.) Bob Learn Jr.
- 2.) Mika Koivuniemi



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