

JANUARY 7, 2021

CALIFORNIA BOWLING NEWS

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Kyle Sherman Leaves Brunswick Joins Storm For 2021 PBA Tour Season

by Lucas Wiseman

Kyle Sherman announced Sunday he had left Brunswick and signed with Storm for the 2021 PBA Tour season, teaming him up with his social media partner Brad Miller.

Sherman, whose lone PBA title came at the PBA/PWBA Striking Against Breast Cancer Mixed Doubles in 2019, made the announcement on the Brad and Kyle YouTube channel.

"This was not an easy decision," Sherman said in the YouTube post. "There was a lot of thought, a lot of weighing, but I am extremely excited to announce that for the 2021 season I have switched to Storm."

Just a year ago, Sherman switched from representing Columbia 300 to Brunswick, although that move was merely a jersey switch. The move to Storm puts him on the same team as Miller, with whom Sherman has built a successful YouTube channel with more than 83,000 subscribers.

"I want to say thank you

to Brunswick for giving me an opportunity in the 2020 season," said Sherman, who is ranked No. 19 in FloBowling's Pre-season PBA Power Rankings. "They treated me with nothing but respect. To everyone at Brunswick, thank you so much for the opportunity you gave me, and I wish you nothing but the best."

With the coronavirus pandemic continuing to have a difficult impact on the bowling industry, Sherman's move to a new company makes him one of the few big names on the PBA Tour to make a change for the coming season.

The pandemic, combined with consolidation in the industry of bowling ball companies, has continued to weaken any leverage players might have to negotiate new deals with different companies.

Several PBA Tour champions did announce in recent days they had signed extensions with their cur-

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2021 USBC Masters, U.S. Open Shift To National Bowling Stadium In Reno

by Lucas Wiseman

The location of two of the PBA Tour's major events have been shifted as the United States Bowling Congress continues to adjust to the coronavirus pandemic.

The USBC Masters and U.S. Open, both operated by USBC, will now be held at the National Bowling Stadium in Reno, Nevada, in back-to-back weeks starting March 29. Both events will be broadcast live on FloBowling with the finals on FS1.

The Masters was previously scheduled to be held in Las Vegas, while the U.S. Open was set for the Green Bay, Wisconsin, area. The dates for the U.S. Open were also shifted from the original schedule.

USBC said in a release putting both events back-to-back would allow competitors bowling both events to only make one trip. The Masters is set for March 29-April 4, while the U.S. Open will be held April 4-11.

Given the pandemic, these events could be shifted again depending on the situation, however, USBC Executive Director Chad Murphy said the events will be held in 2021.

"We are committed to running these events in 2021," Murphy said in a release. "By moving the tournaments to Reno and back in the calendar, we are better positioned to receive approval from health officials to conduct the events, while



also adding additional lanes for more competitors."

Per the rules for the events, no fans will be allowed to be in attendance and bowlers will only be allowed in the venue when

competing on their squad.

"Until further notice, spectators will not be permitted, except when accompanying a minor," the rules read. "Spectators shall be limited to one immedi-

ate family member per minor athlete, and the family member is required to wear a mask at all times. Until spectators are allowed, athletes will not be permitted continued on page 7



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The Day That Bowling Ball Manufacturing And Testing Changed... Forever!

by Dave Williams

It's hard to believe that it has been a year since Brunswick purchased Ebonite, as I had commented in many bowling publications about the historic merger in a December 2019 article titled *"Merger Mania Continues."* And yet, in other respects it has been an eternity because of the damper that has been placed upon the combination of two tremendous companies, and our entire republic, by the COVID-19 infection.

The synergies that were to be derived from the association of these two integers will someday be realized, but for now the revenues and profits of that great collaboration must seemingly be on hold. As I had noted in my previous article, there was also a "silent" relationship that had existed between AMF and Ebonite for many years, as the latter had been manufacturing the majority of AMF's bowling balls, including the popular Angle Urethane products, since the early 1980's.

My individual history with that silent relationship was well documented in that previous article, beginning with the group testing of the original AMF Angle Black Bowling Ball with Product Manager Frank Gullotti, and then with my exclusive testing of both the Gold and Gray AMF Angle Bowling Balls with Gullotti's successor, Jack McIntyre. While the Gray Angle was my personal favorite because of the dry lane conditions on Long Island, N.Y., the Gold Angle was the product that exceeded everyone's expectations.

When McIntyre was replaced by Rick Milner, my exclusive arrangement with the bowling ball testing was curtailed, and the group testing that Gullotti used was reenacted. Unlike Frank's method of mailing the bowling balls to top players, Milner elected to bring all of the AMF Pro Staff together at one location for the testing of the products. With the permission of my boss Bruce Gobbi, we arranged to have that inaugural ball testing at AMF Main Lanes in Columbus, Ohio.

Because I had learned by this time to never let a good marketing opportunity go to waste, we arranged to have the testing project conducted one week before the start of summer leagues. While the testing was to be monitored in private, the doors were opened to the public once the testing was complete, at 4:00 PM.

The cast of characters was most impressive, and included the following AMF Pro Staffers:



An Impressive Cast: (l to r) Dick Ritger, Jimmy Schroeder, Brian Voss, Gary Skidmore, Pete Weber, Joe Berardi, Tom Baker, Dick Weber, & Dick Braun, GM of AMF Main Lanes. (Photo by Dave Williams)

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Posters and Flyers were created announcing the historic event.

While Danny Speranza (involved in the creation of the HPL 9000 lane surface) and I were not official members of the AMF Pro Staff of Champions, we were asked to participate in the testing. The bowling balls had no marking, other than a small pin circled in white on a black surface. The most interesting part of the testing was the "flair" that was created from the ball tracking on the lanes. We later learned that the flair was created from cylindrical weight blocks under the surface, rather than the customary pancake shaped block.

Although Randolph Classic Bowling Balls had experimented with various weight blocks, AMF was reportedly the first major supplier to bring this concept to the masses. The ball became known as the Ultra Angle, and like all of the other Angle Bowling Balls, was produced by Ebonite. It was an incredible week with all of the superstars that had been assembled, in tandem with the Ultra Angle product that changed the manufacturing and testing of bowling balls... forever!

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SEASON PREVIEW: WATCH 20 IN '21 ON BOWLTV

ARLINGTON, Texas – We're nearly there, good folks – 2021.

As the final days of 2020 come to an end, we're ready to look forward.

We're less than three weeks from the Professional Women's Bowling Association Kickoff Classic Series (Jan. 18-26), and we're excited to be showcasing many of the best bowlers on the planet.

There's one thing not moving forward to 2021, however. The best subscription deal BowlTV has ever rolled out. You can get a full year of BowlTV and live event coverage for \$49.95 – a savings of \$30.

As happy as we'll all be to see the calendar flip to the new year, the price for an annual subscription returns to its usual \$79.95 at that time, too.

That means there's only a handful of hours left to subscribe, so head over to BowlTV.com/Subscribe to take care of business. It's easy and quick, and you'll be set for the year.

Why is it important to take advantage of this deal? First, having an extra \$30 in your pocket is cool. There's never a bad time to save nearly 40% on something you'll be using for an entire year.

Second, it's the only way to watch the 2021 PWBA Tour season. From pre-tournament qualifiers to qualifying to match play to the stepladder finals, it's all on BowlTV. That's for the majors, too.

The USBC Queens and U.S. Women's Open will feature wire-to-wire live coverage on BowlTV. Each of these events also will include multiple channels to watch, so you can follow your favorite bowlers from pair to pair.

Third, you like to be on the edge of the next big thing, right?

The 2021 PWBA Regional schedule (which will be released soon) also will be shown exclusively on BowlTV. Regionals are a great way to learn more about the new players ready to make their marks on the national tour, and 14 regional events currently are planned for 2021.

We'll also be featuring behind-the-scenes content, podcasts with the players from the tournament venues (in a socially distanced manner, of course) and much more.

Being a BowlTV subscriber is the best way to experience the PWBA Tour season.

Will Shannon O'Keefe continue her incredible pace from 2019? Will Verity Crawley be the next player to make the leap? Check it out on BowlTV.

Will Danielle McEwan or Dasha Kovalova challenge O'Keefe for PWBA Player of the Year? Or will another player work her way into the race? Watch it on BowlTV.

Who will be PWBA Rookie of the Year? Watch BowlTV to learn about the players in the mix.

If all of this PWBA coverage isn't enough for your bowling desires, a BowlTV subscription also gives you access to qualifying and match play at the USBC Masters and U.S. Open, top-tier senior, collegiate and youth events, TNBA and UBA regional and national tournaments and a ton of on-demand content.

[Check out our Free Content page](#) for a quick look at some of the content available on the site (only a login is needed to join – it's easy).

The PWBA Kickoff Classic Series at the International Training and Research Center in Arlington, Texas, starts Jan. 18. It will be the first national tour stop since September 2019.

We've missed bringing you event coverage, and we're ready to see the strikes rolling in soon. Watch live with us (and a bunch of big-time bowling fans like yourself) during all of 2021.

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How To Reduce Holiday Stress

If Not BOWLING What?

by Frank Weiler

Has holiday stress got you down? Has shopping with long entry lines got you down? Have long check-out lines got you down? Has hanging Christmas lights got you down? Has “dressing” a tree got you down? Has addressing those holiday cards got you down? Are you ready for those the return lines? What about Uncle Charlie’s visit or your cousin from Boston with his Samuel Adams six pack in hand?

Through the years Bowling has always been my greatest stress reducer. Whenever I needed to blow off steam I went bowling. Whenever I needed to escape from everyday trials and tribulations I went bowling. Whenever I needed to take my mind off of personal tragedy I went bowling. I am sure this holds true for many bowlers. Our sport can be more than a physical activity and more than a mental diversion. Bowling can also be a stress reducer.

Since Bowling has been shut down for nearly ten months in most parts of the country a question then arises: What can bowler’s do to reduce holiday stress in the absence of Bowling? I have always been an advocate of physical activity as a stress reducer. When I was young, I read about President Theodore Roosevelt chopping wood to reduce stress and saw photos of him with ax in hand. That image stuck. Through the years I read of medical experts recommending all forms of physical activity as a source of health and a means of reducing stress.

After Bowling my favorite stress reducing activities have included walking, running and bicycling. There was a time when I could run a half marathon. While serving as an Air Force auditor in Greenland a few years ago I even qualified for the “100 Mile Club” in a record four days. That’s running 100 miles in four days. I had to run 25 miles each day for four consecutive days. The old record was 100 miles in five days. By the way, that was running those miles after working an eight-hour day.

I realize that bowlers age. Most bowler’s running days are behind them. That means we must look elsewhere for a stress reduction activity. I have found just that for all of us while Bowling is shut down. I’m speaking of “NIA”.

“NIA” stands for Non-Impact Aerobics. Actually, the scientific name is Neuromuscular Integrative Aerobics. Think of it as moving rhythmically to music or as solo free style dancing to music. It’s aerobics that draws from dance, the martial arts and the healing arts. It’s for men and women of all ages, of all shapes and sizes. I have observed group sessions and it was fun watching people expending energy and releasing stress while having fun. “NIA” was developed by Carlos and Debbie Rosas in 1983 as an alternative to high impact aerobics which were not suited for the vast majority of middle aged and senior aged gym rats. Strictly speaking “NIA” involves 52 movements but from my observation participants were moving to the music at their own pace and their own inner inspiration.

I urge all **DORMANT BOWLERS** to go online and google “NIA”. Watch and see if it’s something for you. For bowlers without rhythm you may wish to D-Stress by exploring acupuncture, baking, Epsom Salt baths, infrared heat blankets, massage, reflexology, sauna sweat therapies, stress relief teas or yoga.

DORMANT BOWLERS now is the time to get up off the couch and get active. Now is the time to reduce holiday stress. D-Stress now.

BOWLING CALENDAR

SPECIAL NOTICE: PLEASE CHECK WITH EACH EVENT IF YOU PLAN TO PARTICIPATE TO BE SURE THE CENTER IS OPEN FOR THE EVENT

JANUARY

by Bette Addington

- 9 – Elite Bowling Club Women’s & Senior 5 Gamer, Canyon Lanes, Cabazon, 951/419-2751
- 9-10 – Elite Bowling Club 3 squad 5 Gamer, Canyon Lanes, Cabazon, 951/419-2751
- 15 – CUSBC State Hall of Fame/Star of Tomorrow, etc., submission deadline, calusbc.com
- 16 – Adult/Sr. VIP Doubles, Riverside Lanes, Laughlin, 909/628-3966, 5126fish@gmail.com
- 16-26 – Military Bowling Championships, SouthPoint, Las Vegas, 800/257-6179, high-roller.com—CANCELLED
- 17 – 60 & Over Scratch Classic, South Orange Co., \$130 entry fee, 562/243-0175
- 17 – 13th Laughlin Blast Sr. No-Tap Doubles Handicap Tourn., Riverside Lanes, Laughlin, 619/251-9660
- 17-29 – BPAA & Bowling Summit, Nashville, TN, bowlingsummit.com
- 18-26 – PWBA Kickoff Classic Series, ITRC, Arlington, TX, pwba.com
- 19-21 – PWBA Bowlers Journal Classic, ITRC, Arlington, TX, pwba.com
- 22-23 – PWBA ITRC Classic, ITRC, Arlington, TX, pwba.com
- 23-24 – Elite Bowling Club 2 squad 5 Gamer, Canyon Lanes, Cabazon, 951/419-2751
- 25-26 – PWBW Hall of Fame Classic, ITRC, Arlington, TX, pwba.com
- 30 – Youth Sports USA Bowling Southwest Regional, Suncoast Bowling Center, Las Vegas, NV, bowl.com—POSTPONED
- 30 – PBA50, Bowlero Glendale, Glendale, AZ, jblanchard@pba.com, 909/908-5713
- 31 – PBA Regular, Bowlero Glendale, Glendale, AZ, jblanchard@pba.com, 909/908-5713

Calendar brought to you by California Bowling Writers (www.calbowlingwriters.org)
Email your upcoming events for inclusion to baddington@addington.net

Sherman

continued from page 1
rent ball companies.

PBA Hall of Famer and 19-time PBA Tour champion Chris Barnes once again extended his deal with 900 Global, which in April shuttered its operations in San Antonio, Texas, and moved its production to Storm’s headquarters in Brigham City, Utah.

PBA champions Jesper Svensson and Ronnie Russell also announced they had signed contracts to remain with Storm, while Stu Williams has re-upped with Roto Grip.

Meanwhile, Gary Faulkner Jr., who won the 2015 PBA World Championship, announced Saturday he had left Motiv after five years and signed a deal with Storm.

“I leave Motiv grateful for the past, and hopeful for the future,” Faulkner said in a Facebook post. “With that said, I’d like to announce that I’m starting a new chapter. For the 2021 season, I will officially be part of #StormNation.”

The 2021 PBA Tour season gets underway with the PBA Players Championship, which will have five regional qualifying sites broadcast live exclusively on FloBowling on Jan. 16-17.

Shift

continued from page 1
in the building to observe other squads bowling.”

Earlier this month, the PBA announced the 2021 season would start with a revamped PBA Players Championship, which begins with regional qualifying rounds on Jan. 16-17 live exclusively on FloBowling.

The Players Championship will include six televised stepladder finals – one from each of the five regions plus the championship show – and will make up the PBA’s schedule for January and February.

The PBA said it plans to hold other events in 2021, including the PBA Tournament of Champions and PBA World Series of Bowling among others, but has not announced details yet.

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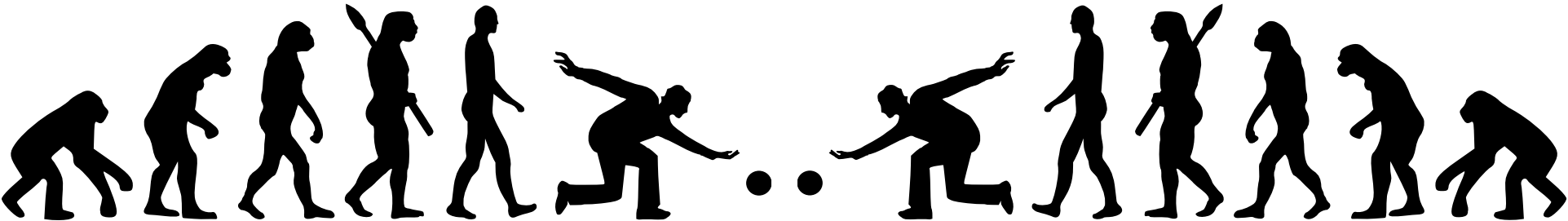
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Carol's
Corner

by Carol Mancini
E-mail: CarolMancini83@icloud.com

Slip on your bobby socks and saddle oxfords, we're strolling back to the great years before TELEVISION.

How did "us kids" stay busy and out of trouble? Let me mention a few playthings that were in my room:

Tiddlywinks, tinker toys, Lincoln logs, jacks, marbles, skates, jump rope, cards, pick-up sticks, Chinese checkers, regular checkers, crayons, paper dolls, blocks, jigsaw puzzles, paper airplanes, doctor kit, and an old blanket to put over a card table. (made a great castle or fort)

My grandmother had 11 kids and could make "fun" out of anything. She could pull taffy, make popcorn balls, make fiddles from corn stalks and dance a jig. She lived to 104.

Other fun things were: stilts, hide and seek, fishing, bike riding and radio shows like Superman, Land of the Lost, Fibber Magee and Molly, Red Skelton, Captain Midnight, (you remember too?)

Now... go to the closet and dig out those old games. Look thru photo albums. Make popcorn balls. Write a poem. Call an old friend. Read the Bowling News!

I have a special request for every association official in Southern California. Please send the Bowling News a list of your Hall of Famers. (Male and female.)

Most people are lucky just to get a pat on the back. Some are lucky enough to be recognized for "good deeds", "years of service" or "superior performance". I want them to get that warm fuzzy feeling again!

Every time I'm introduced as a "Hall of Famer" my back straightens and I want to thank my family and friends who made it possible.

Let's say "good-bye" and good riddance to 2020 and hope that 2021 gets us back on the lanes, back with friends, healthy exercise and survival of our centers. Hope everyone had a Happy New Years.

Drive Underway To Help Save California Bowling Centers

California – The Southern California Junior Bowling Foundation was founded with the goal of growing and supporting youth bowling in Southern California. The group has found a new emergency goal- trying to raise funds to help bowling centers reopen in California.

Bowlers, including many prominent nationally recognized youth bowlers, have been unable to participate in the game they love due to the overbearing restrictions placed on bowling centers by the State of California. While other businesses have been permitted to open, bowling proprietors have seen their doors closed and lights off since mid-March. The frustration was escalated when bowling centers in 49 of 50 states were permitted to open while Californians lanes sat dormant in the dark.



Bowling is a big part of many people's daily lives. Seniors are suffering from missing their weekly exercise and social activity. Many junior bowlers are missing their opportunity to earn college scholarships due to their inability to practice. The SCJBF has

recognized that it has become essential to help open bowling centers immediately.

The SCJBF has started a Go Fund Me campaign to help raise money for the fight to open bowling centers in California. At a time when many proprietors are

struggling and centers are on the brink of closing forever, you can help with the fight.

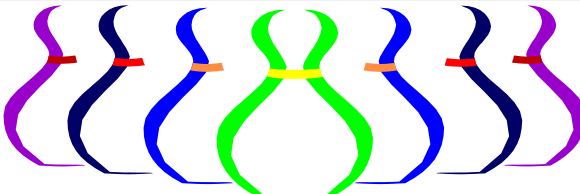
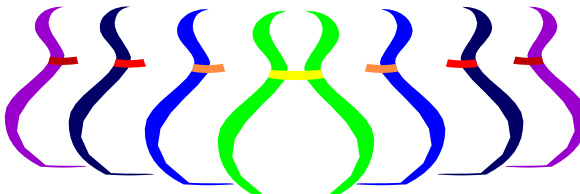
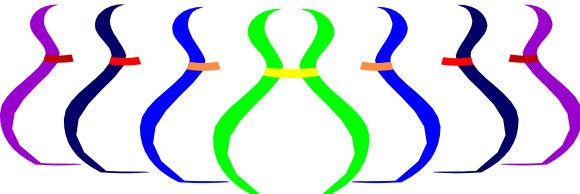
We would appreciate any donation big or small to help with the cause. Log on to www.gofundme.com/helpbowling and help today!

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| BOWLIIUM LANES - 32 4666 E. Holt Blvd., Montclair, CA 91763 (909) 626-3528 • Fax: (909) 626-2144 www.bowlhium.com Facebook.com/Bowlhium | CALIFORNIA USBC ASSOCIATION Association Manager - Larry Peppers 55 Mitchell Blvd. Suite 2, San Rafael, CA 94903 larry.peppers@calusbc.com • www.calusbc.com www.californiayouthbowling.com (415)492-8880 | |
| CANYON LANES - 24 49750 Seminole Dr., Cabazon, CA 92230 (951) 572-6120 Fax: (951) 922-2385 Located next to Morongo Casino | NORTH COUNTY USBC Association Manager - Karen Salazar PO Box 5987, Oceanside, CA 92052 ncusbcamanager@gmail.com www.ncusbca.com (760)213-4997 | |
|  | VENTURA COUNTY USBC Asst. Manager - Cheryl Smith vcusbc@gmail.com (805)339-9334 | |

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