



BOWLING Southern Style

The official newsletter of the Southern Bowling Writers Association

It's a New Day For Bowling - What is SBWA's Purpose?

N. 1 SUMMER 2005

It's Happening In the South!

**Feb 12 - June 25
ABC Tournament**

Baton Rouge, Louisiana
bowl.com

Bowlers Journal Tournament
bowlersjournal.com

**Bowling This Month
Tournament**
bowlingthismonth.com

**April 9 - June 22
WIBC Tournament**
Tulsa, Oklahoma
bowl.com

BJ Women's Tournament
bowl.com

**June 26-July 1
BPAA Bowl Expo**
Orlando, Florida
bowlexpo.com

**July 28-30
BPAA/Qubica International
Family Tournament**
Winter Haven, Florida
bpaa.com

**August 13-21
Tournament of the Americas**
Miami, Florida
bowl.com

Senior All Star Tournaments
sasba.com

PBA Regional Events
pba.com

EDUCATIONAL CLINICS

Strikeability Seminars
beyondbowling.com

Kegel Clinics
foundation300.com

USBC Coaching Certification
usbccoaching.com

IBPSIA Conference
Orlando, Florida
ibpsia.com

Over the past 40+ years, I've worn a lot of hats in the bowling game – youth bowler, PBA member, promoter, tournament director, bowling center owner and manager, writer, editor, publisher . . .

Now, as SBWA President, I hope to use some of the skills and knowledge I've been privileged to obtain to help SBWA become a stronger and more viable organization than it's ever been. I want to help SBWA find a clearly defined purpose, for today and for the future.

I'm looking forward to working with our Executive Director Don Wright and all of you to find that purpose. Don has already served as President, and he also brings valuable knowledge and experience to the table.

For many years, I jumped in and out of SBWA because, frankly, I didn't see the need for a regional group when the national organization was struggling to survive. In recent weeks, however, I have come to realize that in spite of tough times, SBWA has made a contribution to this great game of bowling, and I truly believe the best is yet to come.

I've been involved in this game all my life, and I've been active on a national level for more than two decades. During the past 20 years, bowling has faced some difficult challenges. League membership, once the backbone of the business and the sport, has eroded from a high of almost 10 million to its present level of around three million. There are a hundred reasons for this dramatic decrease, but we shouldn't waste one more minute analyzing why it happened. Rather, we should focus on the future, near and far.

This industry, and everyone in it, including BWAA and SBWA, is at an historic milestone, and I believe we have a rare opportunity to make our organization and our industry better than its ever

been. We may not get those seven million league bowlers back, but I truly believe the tide has turned and we're headed in the right direction.



Jim Goodwin

Bowling is on the move. The merger is done, and USBC is here. BPAA is revitalized. PBA is making progress. We hope PWBA returns with a stronger tour. It's happening folks, and we must move with it. It's no longer just talk, it's reality.

Does that mean we should forsake our history? Absolutely not, but we must look for new and better ways to get where we want to be. Where does SBWA want to be?

We must find our purpose. If all we do is exchange a few emails, give a couple of awards, and have lunch together once a year, then we're not doing much for this game and industry. We can do more, and we will. We can also mentor

younger people in publicizing and promoting our sport, and we will.

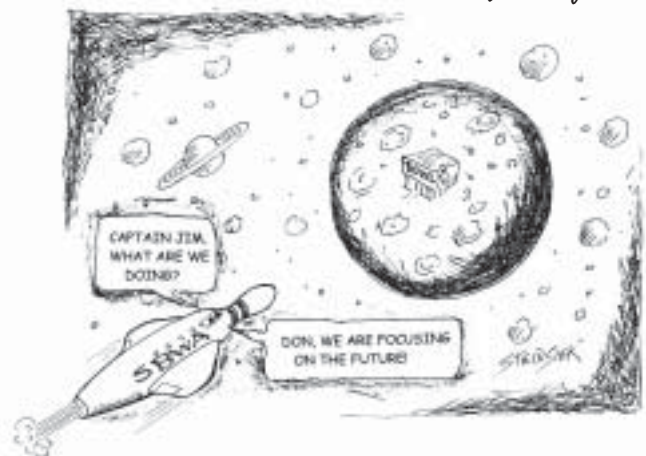
How? By inviting anyone and everyone in our industry to join us in publicizing and promoting bowling. Professional journalists who cover bowling are hard to find, so we must embrace everyone who promotes bowling. We must aggressively recruit new members, and give them a reason to be proud of their membership.

We cannot grow and improve if we don't reach out to newsletter writers, promoters, proprietors, coaches, website designers and writers – everyone who communicates the message that bowling is a wonderful game, a challenging sport, and a terrific business and industry.

One more thing – while we're working hard to improve SBWA and what it does for bowling, let's have some fun! Let's get to know each other better, and strive to develop a respect for each other. The power of humor is virtually unlimited, so let's smile, laugh, and enjoy our place in this industry while we work our way toward better days for bowling and SBWA. We have a chance to make a difference, and the best time to start is now.

I hope you share my new enthusiasm for our game, and please don't hesitate to call or email with any suggestions you may have for SBWA.

- Jim Goodwin



THOUGHTS FROM THE WRIGHT HOUSE

Nearly 50 years ago when I enlisted in the Army I was told never volunteer for anything. That was sage advice from those who served before me and learned the hard way.

I was never one to follow advice and throughout my lifetime I have probably volunteered for more things than I should have. That may include this job.

Those of you at our meeting in Baton Rouge know that I was not elected your Executive Director. But, due to circumstances in the life of the person you elected, he is unable to fulfill those duties. So, as you have figured out, I volunteered.

I believe the Southern Bowling Writers Association has elected an outstanding individual for President in Jim Goodwin. Jim is not afraid to try something new and his organizational skills coupled with his highly talented wife, C.J., should move this association forward.

I fully intend to support Jim and we will work hard to make this association a meaningful one. One you can be proud of and hopefully work with us with some new ideas.

Something everyone can do is - recruit. Our ranks are getting smaller and older. Without new members I can not see the association maintaining and soon it will be nothing more than a social club, if that. So I urge you to look to those you know who are promoting our sport and offer them a chance to be part of the SBWA.

Jim has appointed committees, and it is extremely important that the committees work diligently to accomplish their job. The association cannot function by the efforts of two, or three people. It is going to take the committee members working in unison to get us moving in the right direction.

We want to maximize the use of e-mail and telephone. Mailing items of importance takes far too long to get the job done. Please make sure the e-mail address on our membership roster is correct and that the phone numbers are the ones you want us to use. Some people prefer that their cell phone be their primary number. If that's the case let us know. Also, please check your e-mail more than annually...Our goal is to have as much done prior to the annual meeting as possible and use the meeting to simply confirm things.

Finally, our newsletter is YOUR newsletter. Please provide Jim with some information for inclusion into YOUR newsletter. Let the membership know what's happening in your bowling world.

I look forward to working with Jim and all the committees and hope that everyone will see the association move forward.



Don Wright

Danica Mania Hits DFW

Penke's Sam Hornish Jr. and USBC Masters Champ Danny Wiseman Kick Off Race Week with Charity Bowling Event

The Indy Racing League rolled into the Dallas/Fort Worth Metroplex in June, and the Danica Mania momentum from the Indianapolis 500 is stronger than ever. Fans stood in lines more than seven hours to get an autograph from sensational new racing superstar Danica Patrick, who finished fourth in the Indianapolis 500.

While Danica was surrounded by fans and media in the parking lot of AMF Fun Fest Lanes in Arlington, Sam Hornish Jr. and his 'coach' and bowling buddy USBC Masters Champion Danny Wiseman, were inside preparing to kick off the activities with the inaugural Sam Hornish Jr. Celebrity Bowling Tournament.

The event, sponsored by ESPN Radio and many others, featured top IRL drivers and celebrities like PBA Champion Wiseman teamed with corporate sponsors for the two-game tournament. Each sponsor, all associated in some way with the race, paid \$2500 to participate, with all proceeds going to the Texas Chapter of Speedway Children's Charities. All of Fun Fest's 24 lanes were sold. More than \$60,000 was raised in the event.

Wiseman and Hornish Jr., who drives for the Penske Race Team, became friends when Sam bowled in a PBA pro-am with Danny a couple of years ago. They renewed that friendship at another charity event during the Indianapolis 500 race in May.

"When we talked about doing this they were lining up celebrities, and I said I know a celebrity bowler," said Hornish Jr. "This has turned out even better than I expected and I'm glad Danny came down here to help us out. There's a lot of people here, so it should be good."

Wiseman's trying to work out a deal with Hornish Jr. to trade driving lessons for bowling lessons. He got to ride around the Indy track in a 2-seater during Indy week. "After going 180 mph, it was amazing. It was incredible," said Wiseman. "We talked about bowling in Indy, and I told Sam I'd help him with his game. He asked me to come here, and this is a terrific event. I'm glad I can help raise some money for the kids. I'm just going to hang out and enjoy myself, and watch Sam beat everybody's butt this week."



Sam Hornish Jr. and Danny Wiseman

ALABAMA • ARKANSAS • FLORIDA • GEORGIA • KANSAS • KENTUCKY • LOUISIANA • MARYLAND • MISSISSIPPI • MISSOURI • NORTH CAROLINA • OKLAHOMA • SOUTH CAROLINA • TENNESSEE • TEXAS • WEST VIRGINIA

2005-06 SBWA COMMITTEES

Dick Weber	Social Activities
Distinguished Service Award –	GG WRIGHT
CRAIG MATTHEWS	CJ GOODWIN – co-chairs
ANDREA MATTHEWS – co-chairs	
Collegiate/High School	Legislative/Business
Bowlers of the Year	BOB COSGROVE – chair
FRANK BARNHARDT – chair	Nominating
	GLENDA MILLAR
Steinsiek Cartoonist Award	GREG STOCK – co-chairs
WALT STEINSIEK – chair	SBWA Bowlers of the Year
	JIM WYCKOFF – chair

Executive Director Don Wright and President Jim Goodwin will serve on all committees and act as administrators/advisors.

Chairmen will be choosing committee members soon.

We need you!
Send us your news
our next SBWA newsletter
will be published in September