



# BOWLING *Southern Style*

The official newsletter of the Southern Bowling Writers Association

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## Inaugural SBWA 'Just Desserts' Roast A Big Success

### Jeanie Hulsey honored in Las Vegas style

On Sunday evening June 25, the Southern Bowling Writers held its inaugural 'Just Des-



Pezzano emceed with impeccable humor and grace

serts' Roast at the Las Vegas Hilton Hotel.

The honoree was the incredible and unflappable Jeanie Hulsey, owner of two of Texas' most successful bowling centers and host of some of the biggest bowling tournaments in



Petraglia said "No one treated the PBA players better than Jeanie, before or since."

the world in the past quarter century.

Over 100 SBWA, BWAA and BPAA members and dignitaries attended, and all agreed that it was a big success, and a very enjoyable evening.

Jeanie was roasted and sa-

luted by some of the biggest names in the industry. The emcee was the dean of bowling writers Mr. Chuck Pezzano, who kept the affair going with impeccable humor and grace. Pezzano's cast of roasters included Hall of Fame proprietor Jamie Brooks, super coach John Jowdy, Women's Hall of Famer, who won one of her U.S. Open titles in Jeanie's center - Pat

Costello, PBA legend and Triple Crown winner Johnny Petraglia, and 'the Phantom' - former PBA Lane Maintenance Director Lenny Nicholson, now host of 'Phantom Radio'.

With great humor and good natured fun, all of the roasters delivered their barbs and flowers with heartfelt affection for the great lady who gave them so much; and when her turn came to conclude the event, she graciously returned the love and affection, and sent a few piercing arrows their way as well.

Jeanie started her rebuttal by saying, "I knew I was going to get fried, so I dressed for the occasion." The beautiful Mrs. Hulsey is well known for her gorgeous jewelry and extensive wardrobe. On this evening, she wore a knockout royal blue

beaded and sequined evening gown which glittered brighter than the Las Vegas skyline. Her daughter Debbie and granddaughter Ashley had front row seats to witness the event.

She then took the audience down memory lane with anecdotes about her world famous friends, and from some of the big events she hosted, including a men's and women's U.S. Open and 20 PBA Quaker State



Jeanie laughed a lot, and shared some great memories

primetime TV.

Among the memorable lines

from Jeanie's remarks:

- In reply to the joke that she's not a very good cook - "It's true she said - but I still make great dinner reservations, and I keep a linen tablecloth on my stove. Everybody knows it, and I'm proud of it."

- "Bowling was always good to me. I've enjoyed a comfortable life, and I



Jeanie has apartments in both of her centers.

Nicholson swore this was a gown she wore while supervising his lane maintenance for her tournaments in the wee hours.

Opens. She also hosted countless regional events, the All American Youth Championship, and the 1979 Great and Greatest tournament featuring the top stars from two generations. Hulsey put her center and her city in the national spotlight, as all those events were televised on network



Jeanie's daughter Debbie and granddaughter Ashley

more on back . . .



Hulsey has fond memories of many famous people and great bowlers. It's sad so many are gone, she said.

hope I've been good for bowling."

friends from bowling, and it's sad so many are gone - Chris Schenkel, Dick Weber, Earl Anthony, Wyatt Slaughter, Bud Hulsey. I loved them all, and all of the pro bowlers and their families. I also loved Eddie Elias, but I'm still mad at him for not teaching somebody to carry on what he started."

• Hulsey also mentioned a few of the dozens of celebrities that made her pro-am events some of the



Costello talked about Hulsey's generosity to the women pros and said they need someone like her right now.

• On Harry Golden, long time tournament director for the PBA - "Dear 'ol Goose, I



Brooks said bowling needs more proprietors like Jeanie. "We miss you in this business," he said.

most successful in the history of the PBA - "We had them all," she said - "Texas Rangers, Dallas Cowboys and more - Walt Garrison, Jethro Pugh, Billy Martin, Lee Trevino, Charlie Pride. They all came out, and they all enjoyed it because we treated them right."

A short DVD saluting Hulsey with photos and video clips was shown during the roast, and a filmed copy of the roasters and Jeanie's comments will soon be available on the SBWA website.

Next year's SBWA Roast honoree? Any suggestions?



Jowdy talked about Hulsey's incredible hospitality to staff and players

truly loved that man."

• On other friends no longer with us - "I have so many

## Annual Meeting Upbeat, and Informative

The 28th Southern Bowling Writers Annual Meeting was held Sunday June 25, 2006 at the Las Vegas Hilton Hotel in Las Vegas, Nevada. The meeting lasted a little more than an hour, and most of the time was spent reviewing what was accomplished in a very active year.

SBWA President Jim Goodwin mentioned all of the changes and improvements made since SBWA's last meeting in Baton Rouge in March 2005.

Among them:

- Review and restructuring of by-laws
- establishing email voting procedures
- design and printing of quarterly newsletter
- dues restructuring from \$20 to \$10 resulting in membership increase from 17 to 70+
- started SBWA's first website
- established new awards
- planned Annual SBWA Roast

Committee reports given included awards, legislation and nominating. Two legislative items were deferred for email vote of entire membership:

1. Officer term limits
  2. Design and purchase of new lapel pins
- Both will go out for vote soon.

To conclude the meeting, a motion was made, seconded, and approved unanimously to keep the same slate of officers and directors for one more year. The meeting was adjourned for lunch at the Hilton's Paradise Cafe, courtesy of SBWA member and sponsor Dorman Spencer.

For complete meeting minutes visit the website.

### FINAL NOTICE: PAY UP PARTNER!

We still have a few procrastinators out there who have not paid the enormous \$10 membership fee for 2006! If you are one of them, PLEASE send a \$10 check to Executive Director Don Wright before August 15 - after that, you'll be dropped like a rock, and you'll miss all the juicy news about SBWA. We need you, we want you, we even like you a lot, but we won't keep you on the roster for free when the rest of us are paying customers! Starting in 2007, all who don't pay by March 31 will be dropped.

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