



BOWLING *Southern Style*

The official newsletter of the Southern Bowling Writers Association

N.7 Spring 2007

Southern Bowling Writers Association Annual Meeting

Wednesday, June 27
2:15 - 3:15 pm
Mandalay Bay Resort
South Pacific D
Meeting Room
(lower ballroom level)

Bowl Expo Highlights

Saturday, June 23
BWAA Welcome Reception
7:00 p.m.

Sunday, June 24
BWAA Business meeting
9:30 a.m.

Monday, June 25
BPAA Welcome Reception
7:00 p.m.

Tuesday, June 26
BWAA Awards Dinner
6:30 p.m.

Wednesday, June 27
Bowl Expo General Session
8:00 - 10:00 a.m.
with keynote speakers
Mary Matalin & James Carville

Trade Show
10:30 a.m. - 5:00 p.m.

Thursday, June 28
Bowl Expo Breakfast with
Industry Leaders
8:30 a.m. - 10:00 a.m.

Bowl Expo Trade Show
10:00 a.m. - 4:00 p.m.

Club Xpo Grand Finale
featuring LeeAnn Rimes
7:00 p.m.

Berglund to Speak at SBWA Annual Meeting in Las Vegas

John Berglund will open the annual Southern Bowling Writers Association annual meeting with comments about the industry and the future of bowling. In keeping with the SBWA slogan "focused on the future," he will talk about the many reasons it's a good time to be in the bowling industry.

As the Executive Director of the Bowling Proprietors Association of America, Berglund has brought together many of bowling's groups to move the sport and business forward. In the 2006 Bowers Journal Magazine 'Power Poll,' Berglund was voted the most influential person in the industry.

His ability to effectively make people understand the

importance of working together earned him that honor. Under his leadership, Interna-

tional Bowling Pro Shops and Instructors Association, the Bowling Writers Association of America, the Billiard and Bowling Institute of America, the new Bowling News Network, and others.

SBWA member John Jowdy wrote a recent column about Berglund, and called him bowling's "great communicator". Jowdy says in the column, "He is surly responsible for the compatibility, harmony, rapport and unity that currently exists among the major forces of the bowling industry."

The meeting will be Wednesday, June 27, from 2:15 - 3:15 pm in the South Pacific D meeting room at the Mandalay Bay Resort & Casino. The room is on the lower ballroom level.



tional Bowl Expo has become the premier event in bowling worldwide. Bowl Expo now includes segments for BPAA, USA Bowling, U. S. Armed Forces Bowling, the Interna-

SBWA Members Kreins and Standlee to Conduct Bowl Expo Seminars

Two Southern Bowling Writers members, Paul Kreins, and Beth Standlee, will be among the faculty of experts holding educational seminars during Bowl Expo at the Mandalay Bay Resort.

Kreins, a bowling center owner and author of the weekly *Monday Management Report* seen on the web, will teach a two-day business course for IBPSIA members

Saturday & Sunday June 23-24, and he will return on Monday to teach "Pro shops working with centers to impact your bottom line" from 4:30-6:00.

"It's important for bowling proprietors to recognize the value of the pro shop operator and instructor as a vital link between the center and its customers," said Kreins.

SBWA Sergeant-at-Arms Beth Standlee is the owner and

Chief Sales Officer of Trainertainment, LLC, a company serving bowling centers and family entertainment businesses.

Standlee, author of the book "*Fun Training, Serious Results*", will share her knowledge in her seminar on Tuesday, June 26 from 10:30-noon. It's called 'Growing Corporate Parties.' For more info visit www.trainertainment.net.

WRIGHT HOUSE BRIEFINGS



Don Wright
SBWA Exec. Dir.

It seems there is always something in the Wright family that keeps us on our toes, and this past year has been no exception.

Just as things seemed to be going well with Sweetie and we were planning our trip to Bowl Expo, she fell. It made us both realize that although on the mend there is still room for improvement. So we will miss the Las Vegas experience again this year.

Also this past year, our daughter-in-law was diagnosed with breast cancer. It was quite advanced and she underwent months of extensive chemo therapy. She has completed the chemo and now must undergo radiation treatments. It has been a difficult

time for the mother of our grandson.

Speaking of grandson's. Our daughter now has two son's in the Marine Corps. A.J. our oldest grandson is currently stateside after serving two tours in Iraq. John, or John-Boy as we call him, is in Marine Corps boot camp at Camp Pendleton, California. We suspect upon graduation next month that he, too, will deploy to Iraq.

We are a military family and understand deployments when you serve your country and we understand the power of prayer, also.

The Southern Bowling Writers as an association is in very good shape. Kudos to our President who, while balancing a lot of balls, has been able to keep us on the right course.

Have a great time in Vegas and stay "Focused on the Future."

PRESIDENT'S PICS . . .

Why Las Vegas?

I've had a couple of people ask why the SBWA has it's annual meeting in Las Vegas, Nevada instead of somewhere within our 17 southern states.

The simple answer is, we are just following Bowl Expo. Some of the regional writing groups follow their regional BPA conventions – the Metroplex, a n d throw in some social gathering, like a night at a Ranger ballgame. I'm sure BPAA would let us use their Arlington conference room. Maybe they can get us tickets to the 2011 NFL Superbowl! (start saving now)

Some of our states have annual meetings, and the Southwest BPA, that had a fairly big annual meeting for many years, has now combined with the Northern California group that meets in Reno every year. So, if we have to travel anyway, why not go to bowling's biggest show?

It's really all about learning and getting to know people, and there is no better place than Bowl Expo for that. If Bowl Expo goes back to Hawaii or New York, however, we might want to consider another venue.

One suggestion I've heard sounded interesting. The suggestion was to have the meet-

ing in the Dallas-Fort Worth Metroplex, a n d throw in some social gathering, like

a night at a Ranger ballgame. I'm sure BPAA would let us use their Arlington conference room. Maybe they can get us tickets to the 2011 NFL Superbowl! (start saving now)

Another idea might be to have it in conjunction with a major tournament like the US Open or USBC Masters or Queens, or some PBA event.

Other venues that we might consider are Orlando, Atlanta, New Orleans, Houston or Washington DC. (We could stay in Virginia or Maryland) to name a few.

We now have over 60 members, but how many can take the time and spend the money to travel? More than 20 will be attending Bowl Expo, so that gives us a good start.

For future meetings, we are open for suggestions and ideas. Meanwhile, enjoy Bowl Expo and Las Vegas.



Jim Goodwin
SBWA President

Announcements

• Greg & Janice Stock are expecting their second child in August

• Ed Piel has returned to publishing The Van-Port Bowling News after a year off due to health. He has been publishing it for over 15 years in the northwest.

• Charles & Evelyn Peoples - 29th wedding anniversary May 20th. Their Bowlers Buzz newspaper will celebrate it's 1st anniversary in August, and they will be attending their first Bowl Expo convention in June.

• John Jowdy - 87th Birthday April 21st

• Jim & CJ Goodwin - 36th wedding Anniversary April 24th

• Paul & Patti Kreins -20th wedding anniversary April 26th