

It is my understanding that the USBC Awards program may experience significant change or be eliminated altogether in the future. With this in mind, I have drafted a rudimentary model for a Bowler Rewards Program based on a points system similar to Frequent Flyer Miles programs, Credit Card and Hotel Rewards programs, etc. A program similar to this may have a place in any future awards program which replaces or modifies the current program (see table below).

In essence, bowlers are awarded points for bowling related activities that benefit the bowling community and these points will have appropriate value relative to the benefit. Points may be used for a variety of things (ex., used to purchase or offset cost of honor score rings, used to enter or offset cost of entry to tournaments or side events, used to purchase merchandise, etc.).

For marketing purposes, the rewards system could be tweaked in various ways both superficially or substantively (ex., the program could be named the PINCOUNT REWARDS PROGRAM and pins are awarded instead of points, points could be rewarded in different ratios or total numbers which may better attract bowlers' attention, awards for Youth members may need to be non-monetary related, etc.).

A system would have to be created too allow a central USBC Database for points accrued (perhaps with local association monthly reports on member activity). Member points could be displayed online on same screen that displays other bowler information, such as yearbook averages. Local associations and the National association could have special rewards for members that earn the greatest number of points in any one year, etc. These points could be freely exchanged among members and could carry over year after year. The possibilities are endless.

I hope this is a useful idea.

Sincerely,

Alan Thompson

Bowling Related Activity	Points Awarded
USBC Member	5 pts each year
Sport Bowling/PBA Experience Member	8 pts each year
League Member (Regular League)	1 pt each week for each league
League Members (Sport Bowling/PBA Exp. League)	1.5 pts each week for each league
Voluntarily Member of Local USBC Association	.5 pts each month
Entry in USBC Certified Tourney	1 pt each event for each paid entry
Entry in USBC Certified Sport Bowling/PBA Exp. Tourney	1.5 pts each event for each paid entry
USBC Certified Coach or Other Approved Coach	.5 pts each month in which 3 lessons or more given
Participation in various lessons conducted by certified coaches, centers and bowling camps, seminars and the like (ex., Kegel Training Center, Dick Ritger Camps, Borden Clinics, etc.).	1 pt for each day of participation
Open bowling participation	1 pt per each session in which \$10 or more spent [max 5 pts per month]
Donations to benefit bowling (ex., contribution to the USBC, Smart Scholarships, Tournament Awards, Proprietors for infrastructure repair and maintenance, etc.)	1 pt per each \$100 donated
Subscriber to approved bowling publications, or volunteer writer for published works related to bowling, or member and contributor to approved online forums or bowling community websites such as the PBA Forum, Bowlers Journal Forum, USBC Forum, bowlspace.com, etc.	.5 pts each month (max 1 pt per month)
Miscellaneous service or contribution to bowling awards from local and national USBC to deserving individuals (perhaps with limits on total # of points each association can award annually).	up to 25 pts per year with USBC approval

Participation in miscellaneous surveys, questionnaires, prototype bowling events with experimental formats and/or unique equipment and conditions, etc.	.5 pts per month for ongoing member of forums / 1-3 pts per each special event [10 pts max per year]
Referral bonus for getting a new member to join the USBC and participate in a league or tournament	10 pts for each new referral, [or referring member is awarded ½ the points accrued by the referred / new member for each of next 3 years]
Example: A USBC Sport Bowling Member (8 pts), that bowls 1 Sport/PBA Experience league each week for 33 weeks (49 pts), that also bowls in one regular league each week for 33 weeks (33 pts), who bowls 3 regular tournaments per year S/D/T/AE (12 pts), and bowls in one Sport Bowling/PBA Exp Trny per year (6 pts), who is a subscriber to Bowlers Journal Magazine (6 pts), who was member of the local USBC Association (6 pts), and who participated in an online questionnaire (1 pt) and bowled in an prototype Regulation Ball tournament (1 pt), and who referred one new member to join the USBC that year (10 pts), would earn total of 132 points for that year.	