



July 18, 2017

Dear

Firstly, I would like to thank you for your volunteer service to your bowling league. It is through your and your fellow volunteers' service that USBC is able to provide the services it does to our members.

I am sending you a personal letter to advise you that dues are increasing effective August 1, 2017. Dues for memberships purchased on or after that date will be \$25.00. In-state transfer cards (where a bowler is purchasing a card in Orange County who is a member of another association **in** California) will be \$10.00. Out-of-state transfer cards (where a bowler is purchasing a card in Orange County who is a member of another association **outside** California) will be \$12.00.

In order that you may better understand the structure, please note that, when a member purchases a card, he/she belongs to three organizations. A card-holding member belongs to the national organization, the California state organization and the local (in our case, Orange County) association. Each has its own dues structure and assessment. USBC bylaws provide that a member must be a member of all three – a member may not opt out of joining one or more of the organizations when he/she purchases a membership.

National dues used to be \$10 and capped at \$10. Delegates voted to lift the cap to \$15 last year and the national board has voted to increase dues by \$3 to \$13, with any further increase up to the new \$15 cap to be discussed several years later. State dues increased last year from \$1 to \$2, and Orange County dues are increasing this year from \$9 to \$10. So, $\$13 + \$2 + \$10 = \25 .

One important thing to remember is that dues have remained the same (except for last year's state increase) since 2005, while costs in every area have increased. I believe it's safe to say that you have had an increase in your income since 2005 – whether you are presently working or retired – and just about every other company that sells products or services has increased the price of its services – yet USBC and its affiliates have not increased our prices for 12 years.

I understand that perhaps the awards program may be near and dear to many members' hearts, but quite frankly, awards did not keep people bowling. When USBC started out by the ABC/WIBC/YABA merger in 2005, it offered 5 average-based awards. When USBC ended its national awards program a few years back, it offered 26 average-based awards and membership had dropped by over 400,000. Moreover, nobody could seem to agree on the types of awards to offer. Bowlers on the east coast didn't like the products that those on the west coast liked. So, USBC did what it should have done years ago – let the local associations service the awards. I would also like to point out that, in other amateur sports, participants do not get achievement awards as have been given out in bowling – for example, one does not earn an award for a home run or a perfect game in baseball. One does not earn an award for a three-point shot in basketball. One does not earn an award for a touchdown in football. On the other hand, similar to bowling, the winning teams in all those sports do generally earn a trophy for first place just like bowling leagues do.

(continued on reverse)

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So, what do you get for your \$25 (which, as far as I can tell, is the lowest cost membership fee to belong to any sport governance body around)?

- Membership processing, including the association processing software
- The bowl.com website with all its various subsets
- The bowl.com app for smartphones and tablets
- League prize fund bonding
- Rules to ensure fair play
 - A venue to adjudicate disputes (in non-certified leagues, the officers – or any particular officer in some cases – can make a decision and if a player is not happy with the result, he/she has nowhere else to protest) The rules department at USBC receives over 50,000 protests each year that are decided – and if a player still feels the decision is not fair, he/she can appeal to the Legal and Legislative Committee
 - Stepped up monitoring to help reduce 'sand bagging' – USBC now permits tournament directors to submit re-rate information and a list is maintained online for tournament managers to use to see prior bowler re-rates
 - Legislation has been passed in 2017 to take effect August 1st to further assist tournament managers with regard to average manipulation.
- Equipment and specifications standards to ensure bowling balls, pins and other equipment are in compliance with specifications to ensure fair playing conditions.
- Bowling center lane inspections to ensure that bowling centers' equipment is in compliance
- A member rewards program offering discounts from many participating vendors
- There are many other benefits to belonging, but lastly, you are helping support the sport that you have enjoyed during your lifetime to ensure it will be around for others to enjoy in the future as you have.

It is also important to note that membership dollars are spent only on member services. Your dues dollars do not go to support tournaments and other events. Those events are paid for from event registration fees and/or sponsorships.

I would also like to remind you that, when presenting this information to your leagues come fall season, how this is presented will go a long way. If the information is presented in a negative light, bowlers will interpret that the increase is a bad thing. If the information is presented positively, bowlers in your league will interpret the increase to be positive.

Lastly, if at any time you would like any of us – our board members or our Association Manager Andrea Fredericks – to attend your league's organization meeting, we are here to help and we're just a phone call or an email away.

Youth dues will remain the same for 2017-18. Currently, Orange County USBC youth membership costs \$10. To that, there are three authorized upgrades: Bowlopolis - \$3.50, Jr. Gold U12 - \$10.00 and Jr. Gold U15/U20 - \$30.00.

Again, thank you for your service, and I wish you a great 2017-18 league season!

Kindest regards,

ORANGE COUNTY USBC ASSOCIATION



GARY C. FORMAN
President
GCF:s