



OPERATIONS MANUAL &  
MARKETING IMPLEMENTATION GUIDE

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## I. INTRODUCTION

**Hook Up 2 Bowling (HU2B)** is an Air Force Services initiative that is designed to attract new bowlers, infrequent bowlers and former bowlers of all ages by teaching them the fundamentals of bowling and building interest in the game of bowling.

This program may be offered to **youth and adults.**

**Included are lesson plans for**

**Five, eight, and twelve weeks**

HU2B may qualify as Single Airman Program; refer to Single Airmen Guidelines for rules and regulations associated with this program (available for download at [www.usafservices.com](http://www.usafservices.com)). Also, Contact your installation FSS Single Airman Initiative point of contact (POC) for further details. The FSS POC works with single Airmen to determine their needs/interests. Programs and MWR-life skills classes are developed based on the priorities of the single Airmen. The FSS POC is responsible for maintaining and tracking installation initiative participation and costs. All centrally funded expenses must comply with AFI 65-106, *Appropriated Fund Support of Morale Welfare and Recreation (MWR) and Nonappropriated Fund Instrumentalities (NAFIs)*. FSS initiative POC submits funding requests to [www.usafservices.com](http://www.usafservices.com)

### GOALS AND OBJECTIVES

The primary objective of HU2B is to create a fun, relaxed environment for beginners to learn to bowl and for former bowlers and occasional bowlers to connect or reconnect with bowling.

Success depends on attracting and developing new bowlers, certainly, but even more on retaining these bowlers in the future. Organized, structured activities and follow-on events are key to keeping those who have completed the HU2B program involved and bowling regularly.

### REQUIREMENTS FOR PARTICIPATION

- The center manager is responsible for marketing the program.
- Each clinic must be dedicated to on-lane instruction, to include stance and delivery, equipment, etiquette, and rules of the game.

- The instructor must possess, at a minimum, USBC Level 1 Certification.
- Cost is \$119 for adults and \$99 for youth.
- Bowling Center Managers may request approval to cover fees for those who qualify under the Single Airman Program (download guidelines [www.usafservices.com](http://www.usafservices.com))
- Offer continuing opportunities such as leagues and tournaments or prescheduled organized events to ensure the transition from student to bowler.
- Provide a friendly, relaxed and fun learning environment
- Submit participant list with DD250 at the midway point of the selected lesson plan.

## II. MARKETING THE PROGRAM

This section is designed to assist each individual host site in developing their own marketing and sales strategies, capitalizing on relationships, and taking advantage of the effectiveness of community-based marketing.

### BUILDING A MARKETING PLAN

Spending an excessive amount of money on advertising is not always effective or necessary, but establishing relationships in the community and marketing the program at the grassroots level is effective – and FREE. At the same time, it makes sense to focus some effort on attracting groups of people. Encourage participants to join with a friend or family member.

### LEAD TIME

- Factoring in enough lead time to market your program is crucial to your success
- Plan now and schedule at least two events (orientations and classes) at the start of your season
- Submit all materials requiring marketing support 6-8 weeks prior to the class
- Promotional flyers, posters and related advertising materials should be ready to display no later than 4 weeks prior to the HU2B class.

### ON-SITE MARKETING

Introduce the program to bowlers and spectators during open play, especially those who appear new and/or inexperienced. Speak with them about the program and provide a flyer. New league bowlers will directly benefit from HU2B clinics. Display posters and distribute flyers in video game areas and snack bars.

## COLLATERAL

Air Force Marketing will provide a link to HU2B promotional materials. Below are the marketing promotion materials that will be available for download from our website

<https://www.usafservices.com/default.aspx>

- Poster (editable word template, tabloid size)
- Flyers (editable word template, letter size)
- Ad template (5x7 in color and black and white)
- Completion Certificate
- Logos
- HU2B Graduation Card

## MARKET VALUE

For **\$119 (adults)** or **\$99 (child)** each bowler will receive lessons, bowling ball, bowling bag, and towel.

## ADVERTISING & PUBLICITY

It is more effective to market to a specific niche or target group at a time (i.e. youth, enlisted men, junior airman, seniors, women etc.) rather than trying to appeal to all audiences. For instance, try promoting and holding a HU2B session just for women, then one just for youth, just for seniors, and so on. This creates what is called an “affinity group,” in which your participants feel comfortable with their peers, and have the opportunity to meet new friends of the same skill level.

## BASE ADVERTISING PLAN

- **Services Newsletters/Monthly Publications:** A flyer/ad template is available on <https://www.usafservices.com/marketing> download.
- **Cross marketing:** Cross-market HU2B by promoting in other FSS and base activities as appropriate. Look for ideal locations around the bowling center to feature your promotional items such as the pro shop, on-lane monitors, snack bar, locker rooms, and restrooms. To reach non-bowlers, it is important to cross-market in other activities on the installation, especially those that young enlisted and/or families visit frequently, such as youth centers, club’s, dining facilities and community centers. Reach out into the neighboring base community and market your clinics. Don’t wait for them to come to you.

- **Flyers:** For maximum low-cost exposure to those who do not normally visit the bowling center, flyers should be distributed at other high-traffic base locations. Suggestions include bag-stuffers at the BX and Commissary, temporary lodging facilities, fitness center, base theater, auto skills center, clubs, youth center, CDC and community centers. A flyer template is available for download on the USAFServices.com. This flyer may be customized and printed as needed.
- **E-mails, base bulletins, marquees, base TV/radio, newcomers' briefings, FAX, command briefings, etc.** can all supplement a base-level campaign. Be creative and use whatever resources are available to accomplish the goal. Utilize your existing relationships - email or mail flyers and notices – check with your marketing department to see if they have an existing database for direct mail/email, contact anyone who has ever had a bowling outing at your facility, distribute flyers to guests at bowling birthday parties, ask customers to pass the word along, include a notice in your newsletter, create a “friend-bring-a-friend promotion”, etc.
- **Electronic scoring monitor messages:** Should place messages or slides promoting HU2B on scoring monitors frequently throughout the day for at least 3 weeks before your next session begins.

### III. PROGRAM GUIDELINES

#### PROMOTIONAL ITEMS

Each participant will receive a bowling ball, bowling bag, and a towel.

- Bowling centers will order the bowling balls by submitting a DD Form 250 and participant list to AFPC/SVPCR mail to: Susan Lear at [susan.lear@us.af](mailto:susan.lear@us.af) .or Don Freund at [donald.freund.1@us.af.mil](mailto:donald.freund.1@us.af.mil)
- On the FORM DD250, list the type of ball, weight and color desired, type of bag, and the amount of towels.
- Bowling balls will be purchased and ordered by AFPC/SVPCR. The manufacturer will ship the balls, bags, and towels directly to the bases. During the second clinic, the instructor should assist the participant in selecting the correct ball by weight and color.

*Please do not place orders until the registration fee is paid in full. Submit the order to AFPC/SVPCR, by the third week, to ensure receipt in time to drill it so that students can use the new ball the last day of clinic.*

- When the participant receives the ball, they will sign/date a receipt log acknowledging that they received their ball.
- Each center is responsible for sending a list of participants with the DD250. In addition to the ball, each participant will receive a bowling bag and towel, provided by AFPC/SVPCR. Participants who have completed the program will also receive a HU2B Grad card.

## STAFF TRAINING

The first step in training is for staff to understand the scope of the program and their role. Hold an initial HU2B training session for all employees, and give each one a flyer. Assign each person their role, and ask if they fully understand the guidelines that pertain to them. EVERY bowling center employee has a role, even if only to answer customer inquiries about the program.

## GROUP CLINICS

**Schedule clinics at your discretion, generally weekly or bi-weekly;** Keep in mind that the majority of adult participants have day jobs and youth may be attending school. There should be some practice time in between lessons.

- **Youth bowlers** may come during the day if clinics are offered during the summer. After-school programs are typically well received.
- **Clinics** should be dedicated to on-lane play, which may need to be schedule at a mutually agreeable time for the students, when it's quiet and they will not be disturbed other bowlers.

## RETENTION ACTIVITIES

- **HU2B Grad Card:** In Conqueror setup a discounted fee for HU2B graduates. They should display this card for the discount. Track this lineage for the ORCA report.
- **Beginners' Tournament:** Since the true measure of success depends upon retaining these bowlers, scheduling "beginner-friendly" opportunities is crucial. Hold a fun, competitive tournament with the bowlers at the end of course. Give them a chance to use their new ball in a competitive environment.
- **Specialty Clinics:** Consider scheduling a specialty clinic a month or two after completion of HU2B for any and all graduates.

## FEE ALLOCATION

The bowling center retains the \$119/\$99 program fee paid by the participant.

## **SET-UP REQUIREMENTS**

The following must be set up at least an hour in advance of your orientation:

- Outside signage promoting event (balloons are always fun!)
- Check-in table with volunteer host/hostesses
- Alphabetical list of people
- Nametags for everyone
- Extra nametags for those who show up unexpectedly and several markers
- Printed schedule for each clinic
- Flyer/calendar promoting all future player development activities
- Extra HU2B brochures
- Registration forms

## **RECOMMENDED AGENDA**

Below is a suggested format for a typical orientation.

- Do a walk-thru with staff and volunteers.
- Welcome & introductions (key staff, and if group is small enough, all attendees).
- Briefly discuss value of game as a relationship builder. Have a few people share why they want to learn to bowl. Make it interactive.
- Overview of the Program: Provide the students a solid overview of the components of the different lessons. Stress that they will not only learn how to roll the ball, they also will learn all elements of playing the games from the proper equipment to keeping score. This is a good time to stress safety, fun, and other aspects of bowling that will be repeated often.
- Bowling Balls, shoes, and attire: Please make certain that your students know the policies of the centers. Inform them about the free rental shoes, and let them know what to wear (avoid suggesting that they must go buy bowling shoes, etc.).
- Future events and/or activities: Assuming you have some special activities (3-6- 9-pin or No Tap tournament, mini-leagues, etc.) scheduled for all of the graduates, share the schedule and encourage them to look forward to participating in them. Emphasize that these are NOT competitive events.

- **Encouraging Attendance and Sign-ups:** Before taking everyone on a tour of the bowling center encourage everyone to take a few minutes to sign up for any of the upcoming clinics of their choice. Plan to convert your “check-in table” into a registration table, with staff available to answer specific questions, assist with completion of the inquiry/registration form, take payment, and give the new student an information/confirmation sheet, noting the specific session for which they have paid. Be sure to have the sign-up BEFORE going on the tour as many people may depart directly after the tour.
- **Facility Tour:** Invite everyone to join you for a tour of your facility as outlined, conducting it in a manner that allows someone who has never been to a bowling center to feel comfortable.
  - Start with the snack bar and pro shop.
  - Then take them to the back and show them how the pinsetters work, point out the lane machines and talk about the lanes.
- **Q&A:** Answer all questions, and make certain all students are comfortable with the procedures in each location.
- **Final sign-ups and drawing:** Finish up with a question and answer session so that anyone with concerns can have them addressed, so they can all approach their first lesson with confidence that they have all the information they need to be comfortable and to become a bowler. Invite anyone who has not yet registered to do so.
- **Wrap-Up Activities:** Make sure the administrator receives all of the inquiries and registration forms as soon as possible.

## V. BOWLING INSTRUCTION PROGRAM

### THE INSTRUCTOR: RESPONSIBILITIES AND EXPECTATIONS

*There is no more important element of this program than the relationship between the instructor and the students.*

#### THE INSTRUCTOR’S RESPONSIBILITIES ARE TO:

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Establish a personal connection with each individual coming through the program; let them know you care about their comfort and progress, and that you are committed to their success.

- Maintain the highest standards of integrity and professionalism.
- Find creative ways to make the learning process FUN! This is the number one reason people will sign up for this program!!!

- Be prepared to offer supplementary tutoring sessions to students having trouble in a specific area.
- Follow up with all your students. Encourage them to practice more often. Let them know that you care about their progress and are there to help if needed.

## **INTERPERSONAL CONNECTIONS**

Perhaps bowling's greatest asset is that it is social. By offering such an opportunity for conversation and camaraderie, it provides opportunities for fun and friendship development.

Almost as important as the connection between the student and the instructor, then, is the connection among the new players themselves. It's critical that beginning players get the chance to meet and socialize with other beginning players, and that they have people they are comfortable bowling with. If people make new friends at the same time they are learning the game, the positive word of mouth -- a vital marketing component -- will increase dramatically.

## **SAFETY**

A key goal of HU2B is to create a safe environment for participants and staff. Safe practices should be stressed in the orientation and at the beginning of every lesson.

## **DEVELOPING YOUR STUDENTS INTO BOWLERS**

Your students will possess different levels of skills and bowling knowledge. You will need to work with some students extensively; for other more experienced students, only minor changes in their game will be necessary. Others will have problems with the mental aspects of the games. Close support and encouragement is necessary to stimulate the proper mental attitudes. It is recommended to keep a file for each student. Record observations, problems discovered, and methods you have developed to cure those problems and the progress of the student.

## **LESSON COMPONENTS**

Lesson plans developed by USBC Coaching are provided for your use. Lesson plans are designed as follows; five day plan for Christmas and Spring breaks, eight week plans for short season/gap fillers, and twelve week plans to utilize as short season or summer programs.

## **GUIDELINE FOR LAST CLINIC**

This last class is the culmination of all of your hard work over the past seven weeks. Present the students with their new bowling balls, drilled with their name engraved on the ball. Allow the students to split into two groups and let them play against each other. *Don't complicate it with any rules...this is about allowing them to bowl!*

## ON-LANE SUPERVISION

In most cases, the bowling coach fulfills this role, primarily because they want to ensure a successful transition for each student. Grad cards will be used to track retention rates and give you a baseline for the success of your program. Set-up a price line in Conqueror to track lineage. Use your discretion for the value of the card.

## GRADUATION CEREMONY (15-20 MINUTES)

After the last lesson ensure everyone stays for the graduation celebration. Be sure to include:

- Refreshments/ food – appetizers, pizza, etc. (non-reimbursable)
- Distribution of graduation certificates and grad cards
- Remind everyone about the dates of the upcoming league schedules and other events you have scheduled.

## VI. RETENTION ACTIVITIES

The goal is turn HU2B bowlers into league bowlers and getting them to enjoy the game so they bowl more often. Most adult beginning bowlers drop out of leagues after joining because they are not having fun or do not understand the rules of league bowling and prize funds.

Most youth leagues are very structured and have many volunteers ensuring the kids have fun and are rewarded. Your job is to recruit the youth. Explain to youth bowlers when the leagues begin and what they can expect. Make sure the parents are available.

## BEGINNERS' LEAGUES

It is absolutely vital that new bowlers can bowl in leagues where they do not have to compete with high average bowlers. If you have youth leagues recruit them for your leagues. Consider a beginners league for the adults. Recommend an 8 -12 week league to introduce them to organized bowling where they can learn the rules, develop a constitution, elect officers, etc.

## NEW BOWLER EVENT

**“For New Bowlers Only” program:** These can be offered on one or two designated midweek evenings. These opportunities are designed to help students make a smooth transition from participating in their on-lane experiences to actually bowling by themselves or with other new bowlers without the coach. This gives new bowlers a chance to play with each other and develop relationships that will bring them to the lanes more often.

### **To ensure successful Bowling Days we encourage the following steps:**

- Develop a schedule of bowling days each month for three-game series opportunities. Block off space on the lane availability sheet for 2-3 groups at various times. Price the games reasonably.
- Market these Bowling Days by posting them in the pro shop, both locker rooms and emailing them periodically to all students. Take time to call students to encourage participation.
- Try to develop consistency in the days and times so students can look for them at the same time each week.
- Conduct a free 10-15 minute clinic in concert with each Bowling Days if possible.

### **NINE – PIN TOURNAMENT**

As the newer bowlers begin to gain confidence through participation in the bowling days, they will eventually be ready for a small tournament such as Nine-Pin No-Tap. Schedule a tournament just for new bowlers.

### **KEEPING THEM IN THE GAME**

Here are a few suggestions to keep bowlers in the game:

- Make certain students use their three free on-lane experiences. If they don't show up for a scheduled experience, call them to reschedule, even if it means having them go with another class.
- Offer the occasional ten-minute refresher lesson at no cost.
- Notify them of leagues, tournaments and other programs you have scheduled. Be creative in developing events for your new bowlers.
- Call each bowler periodically and ask how they are doing, and if there is anything you can do to help them continue to develop as a bowler.
- Show them you care!

### **TRACKING RETENTION**

As discussed earlier, measuring our success in retaining these bowlers is a critical component of the program. Once students graduate from the educational phase, we will use the lineage entered in ORCA, HU2B section to track return visits.

It is important that instructors inform all students that they will most likely be contacted via e-mail six months to a year after they “graduate” to determine their level of interest and play, and that their cooperation is important to the future of the program.

## VII. CONCLUSION

We hope these guidelines provide you and the members of your staff with a better understanding and comfort level about how to successfully establish your bowler development programs. This manual will continue to evolve with the help of great ideas from each of our participating facilities.

We can all learn from one another, and we encourage you to share your successes as a “Best Practice” by emailing Susan Lear at [susan.lear@us.af.mil](mailto:susan.lear@us.af.mil) and rewards will be shared by all!

## 5 WEEK LESSON PLAN: GETTING STARTED THE BEGINNER BOWLER



### 5 WEEK: GETTING STARTED THE BEGINNER BOWLER

EACH CLASS STARTS WITH A 5-10 MINUTE WARM UP

EACH CLASS ENDS WITH A 5-10 MINUTE COOL DOWN

#### WEEK ① FUNDAMENTALS

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- **Hand Position Release:** How to roll a slight hook ball
- **Athletic Pose:** A balanced starting position used when utilizing steps to deliver the ball
- **One step with a Push Away (Traditional Finish Position):** Teaches transfer of balance to one leg using the evaluation checklist to see which components would be suitable for them

#### WEEK ② FUNDAMENTALS, CONTINUED

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- **Four-step approach:** Helps develop sound fundamentals throughout a bowling approach
- **Five-step approach:** Bowler starts by taking a small step with the slide foot, which then continues just like the four-step approach
- **Multiple Step approach:** If bowler takes more than 4 steps, push away is still based upon the four-step approach

#### WEEK ③ LANE PLAY

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- **Adjusting:** Moving the feet in the direction a ball misses the pocket
- **Surface:** change the surface of the bowling ball to a shiny surface or dull surface to see a different reaction on the lanes. This will be another tool that the bowler can use to adjust to different lane conditions.

#### WEEK ④ SPARE SHOOTING

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- **Key Pin:** Pin closest to the bowler. Move feet to new position. Face the spare (angle the body toward the spare)
- **Spares (3-6-9 Spare System):** Teach this system when the bowler knows the basic moves for spares

## WEEK 5 PUTTING IT ALL TOGETHER

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- **Review:** Review lessons learned weeks 1 through 4
- **Evaluate:** Evaluate bowler's progress; make sure they are comfortable and understand the components they are working on
- **Practice:** Continue practicing on fundamentals that need improvement
- **Practice Drills:** Focus on Targeting
- **Random Pin:** Choose a pin to shoot at and mark down each attempt, whether the spare is made or not. Repeat 10 times. This is a great way to track what spares each bowler is having trouble with.
- **Off the Rack:** Bowlers try to get the least amount of pins in two shots. This is used to help with corner pin spares.

## 8 WEEK LESSON PLAN: GETTING STARTED “THE NEW BOWLER”

### 8 WEEK: GETTING STARTED THE “NEW” BOWLER

EACH CLASS STARTS WITH A 5-10 MINUTE WARM UP  
EACH CLASS ENDS WITH A 5-10 MINUTE COOL DOWN

#### WEEK ① LEARNING THE PLAYING FIELD

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- **The Lane:** Parts of the lane including pin numbers
- **Equipment:** Shoes, bowling balls and how to use them safely, and the conventional grip
- **Right handed/Left handed:** Slide foot, balance arm
- **Evaluate skill level:** Evaluate bowlers using the evaluation checklist to see which components would be suitable for them

#### WEEK ② TERMINOLOGY/FUNDAMENTALS

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- **Picking up the ball:** How to pick the ball up safely
- **Hand Position Stance:** Positioning of hand in stance
- **Hand Position Release:** Positioning of hand at release
- **Staggered Stance Set-up:** Begins to develop the finish position

#### WEEK ③ FUNDAMENTALS, CONTINUED

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- **Staggered Stance without Push Away:** Helps to create a straight swing
- **Staggered Stance with a Push Away:** When bowler is ready to add a push away
- **Push away:** Allows the weight of the ball to swing naturally
- **Evaluate:** Check bowler’s progress; make sure they are comfortable and understand the components they are working on
- **Review:** Review lessons learned week 1, 2, and 3

#### WEEK ④ FUNDAMENTALS, CONTINUED

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- **Athletic Pose:** A balanced starting position used when utilizing steps to deliver the ball
- **One-step with a Push Away (Staggered Stance Finish):** Helps bowler to learn and develop a balanced finish position
- **Footwork:** Foundation to a solid game
- **Evaluate:** Evaluate bowler’s progress; make sure they are comfortable and understand the components they are working on

## WEEK 5 REVIEW

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- **Review:** Review lessons learned weeks 1, 2, 3 and 4.
- **Re-evaluate:** Evaluate bowler's progress; make sure they are comfortable and understand the components they are working on. Make adjustments according to their comfort and skill level

## WEEK 6 FUNDAMENTALS

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- **Follow through:** Arm-swings toward the target, with the elbow finishing above the shoulder
- **Finish Position:** Non- bowling arm is used to create balance
- **Lane Play:** Adjusting on the lane when a bowler misses the head pin

## WEEK 7 SPARES

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- **Targeting for spares:** Roll the ball across the lane in a straight line toward the intended spare
- **Spare system:** Spare system to make picking up spares easier

## WEEK 8 PUTTING IT ALL TOGETHER

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- **Review the Fundamentals:** Review the fundamentals from weeks 1 through 7
- **Evaluate progress:** Evaluate bowler's progress and make suggestions on where they might need more practice
- **Practice sheet:** Create a practice sheet with drills to help bowlers improve their game

## 8 WEEK LESSON PLAN: GETTING STARTED THE BEGINNER BOWLER

### 8 WEEK: GETTING STARTED THE BEGINNER BOWLER

Each class starts with a 5-10 minute Warm Up

Each class ends with a 5-10 minute Cool Down

#### WEEK ① EQUIPMENT

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- **Ball/Grip:** Explain the types of bowling balls and the fingertip grip
- **Terminology:** Explain ball-side, balance arm and slide foot as related to right-handed and left-handed bowlers
- **Evaluation:** Evaluate bowlers using the evaluation checklist to see which components would be suitable for them

#### WEEK ② FUNDAMENTALS

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- **Hand Position Release:** How to roll a slight hook ball
- **Athletic Pose:** A balanced starting position used when utilizing steps to deliver the ball
- **One step with a Push Away (Traditional Finish Position):** Teaches transfer of balance to one leg

#### WEEK ③ FUNDAMENTALS, CONTINUED

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- **Four-step approach:** Helps develop sound fundamentals throughout a bowling approach
- **Five-step approach:** Bowler starts by taking a small step with the slide foot, which then continues just like the four-step approach
- **Multiple Step approach:** If bowler takes more than 4 steps, push away is still based upon the four-step approach

#### WEEK ④ REVIEW

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- **Review:** Review lessons learned weeks 1, 2 and 3
- **Evaluate:** Evaluate bowler's progress; make sure they are comfortable and understand the components they are working on

## WEEK 5 FUNDAMENTALS, CONTINUED

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- **Footwork:** Modified for arm swing - Bowlers first step of a four-step delivery will slightly cross in front of the other foot. This helps the arm swing stay in a straight line
- **Finish Position:** Opposite arm creates balance, body pointed toward intended target. As ball passes the slide foot ankle, the ball-side leg goes behind bowler rolling the foot on its side

## WEEK 6 LANE PLAY

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- **Adjusting:** Moving the feet in the direction a ball misses the pocket
- **Spares (3-6-9 Spare System):** Teach this system when the bowler knows the basic moves for spares
- **Key Pin:** Pin closest to the bowler. Move feet to new position. Face the spare (angle the body toward the spare)

## WEEK 7 PUTTING IT ALL TOGETHER

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- **Review:** Review lessons learned weeks 1 through 6
- **Evaluate:** Evaluate bowler's progress; make sure they are comfortable and understand the components they are working on
- **Practice:** Continue practicing on fundamentals that need improvement

## WEEK 8 PRACTICE

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- **Practice:** Continue practicing on fundamentals that need improvement
- **Practice sheet:** Create a practice sheet with skill drills to help bowlers improve their game
- **Pick a partner:** Bowler's partner up and work on skill drills together

## 12 WEEK LESSON PLAN: GETTING STARTED THE BEGINNER BOWLER

### 12 WEEK: GETTING STARTED THE BEGINNER BOWLER

EACH CLASS STARTS WITH A 5-10 MINUTE WARM UP

EACH CLASS ENDS WITH A 5-10 MINUTE COOL DOWN

#### WEEK ① EQUIPMENT

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- **Ball/Grip:** Explain the types of bowling balls and the fingertip grip
- **Terminology:** Explain ball-side, balance arm and slide foot as related to right-handed and left-handed bowlers
- **Evaluation:** Evaluate bowlers using the evaluation checklist to see which components would be suitable for them

#### WEEK ② FUNDAMENTALS

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- **Hand Position Release:** How to roll a slight hook ball
- **Athletic Pose:** A balanced starting position used when utilizing steps to deliver the ball
- **One step with a Push Away (Traditional Finish Position):** Teaches transfer of balance to one leg

#### WEEK ③ FUNDAMENTALS, CONTINUED

---

- **Four-step approach:** Helps develop sound fundamentals throughout a bowling approach
- **Five-step approach:** Bowler starts by taking a small step with the slide foot, which then continues just like the four-step approach
- **Multiple Step approach:** If bowler takes more than 4 steps, push away is still based upon the four-step approach

#### WEEK ④ REVIEW

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- **Review:** Review lessons learned weeks 1, 2 and 3
- **Evaluate:** Evaluate bowler's progress; make sure they are comfortable and understand the components they are working on

## WEEK 5 FUNDAMENTALS, CONTINUED

---

- **Footwork:** Modified for arm swing - Bowlers first step of a four-step delivery will slightly cross in front of the other foot. This helps the arm swing stay in a straight line.
- **Finish Position:** Opposite arm creates balance, body pointed toward intended target. As ball passes the slide foot ankle, the ball-side leg goes behind bowler rolling the foot on its side

## WEEK 6 LANE PLAY

---

- **Adjusting:** Moving the feet in the direction a ball misses the pocket
- **Surface:** Change the surface of the bowling ball to a shiny surface or dull surface to see a different reaction on the lanes. This will be another tool that the bowler can use to adjust to different lane conditions.

## WEEK 7 SPARE SHOOTING

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- **Key Pin:** Pin closest to the bowler. Move feet to new position. Face the spare (angle the body toward the spare)
- **Spares – (3-6-9 Spare System):** Teach this system when the bowler knows the basic moves for spares

## WEEK 8 PUTTING IT ALL TOGETHER

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- **Review:** Review lessons learned weeks 1 through 7
- **Evaluate:** Evaluate bowler's progress; make sure they are comfortable and understand the components they are working on
- **Practice:** Continue practicing on fundamentals that need improvement

## WEEK 9 PRACTICE DRILLS – FOCUS ON TARGETING

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- **Random Pin:** Choose a pin to shoot at and mark down each attempt, whether the spare is made or not. Repeat 10 times. This is a great way to track what spares each bowler is having trouble with.
  - **Off the Rack:** Bowlers try to get the least amount of pins in two shots. This is used to help with corner pin spares.
-

## WEEK 10 PRACTICE DRILLS – ENHANCING THE FUNDAMENTALS

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- **One Step Drill (Ball Start):** This will help continue to create the feel of a loose push away and arm-swing. The swing should be loose and from the shoulder.
- **One Step Drill (Finish Position):** Continue this drill to enhance the finish position. Have the bowler lower the hips to feel the knee bend for leverage while holding the balance arm out to the side for better balance.

## WEEK 11 TEAM SCORING

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- **Score:** Have the bowlers learn to keep score by hand.
- **Team (Scotch Doubles):** Create doubles teams and let the bowlers bowl one individual game together alternating frames. This will allow the bowlers to help each other and also become more familiar with scoring.

## WEEK 12 WRAP IT UP

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- **Review:** Go over the basic fundamentals with bowlers to make sure they understand the basics. A good solid foundation will help the bowlers move onto the next level.
- **Drills:** Go over the drills they can work on during their practice sessions.
- **Exercise:** Make sure the bowlers are aware of the importance of Warm-Up and Cool-Down and how it helps prevent injury.
- **Practice Plan:** Help each bowler write down a practice plan. List one item to work on each time they practice.

## VIII. BOWLING RESOURCES

### A. COLLATERAL MATERIALS

#### HU2B Grad Card

In Conqueror setup a discounted fee for HU2B graduates. Graduates can use their card to receive special discounts or play. Track this lineage for the ORCA report. After students graduate from the educational phase, we will use the lineage entered in ORCA, HU2B section to track return visits.

It is important that instructors inform all students that they will most likely be contacted via e-mail six months to a year after they “graduate” to determine their level of interest and play, and that their cooperation is important to the future of the program.



**Name:** \_\_\_\_\_

Has Completed the Air Force Hook-up 2 Bowling Program, received basic instruction in the game rules of play and bowling etiquette and is entitled to participate in any special events and discounts this bowling center offers.

\_\_\_\_\_

**COACH**

#### Microsoft Word Editable templates

Flyer (letter 8.5x11) Poster (tabloid 11x17).

Open the template in word. At the bottom of the page is a text box; insert information such as date, time, POC, etc.

If advertising outside the bowling center, remember to add the name and address of the bowling center.



**LET THE GOOD TIMES BOWL**  
A FUN WAY TO SPEND YOUR SPARE TIME!



**\$119 for Adults**  
**\$99 for kids 17 and under**

- ▶ Learn about the game, develop skills and meet new people
- ▶ Eight hours of group instruction and on-lane Lessons
- ▶ Graduates receive a bowling ball, bag and towel



Visit or call your bowling center for more information about upcoming sessions

HU2B AD Template

Ad (5x7) Color

Hook Up 2 Bowling<sup>SM</sup>  
USAF SERVICES

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Ad (5x7) Black and White

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Visit or call your bowling center for more information about upcoming sessions

## Certificate

Hook Up 2 Bowling<sup>SM</sup>  
USAF SERVICES

This is to certify that

\_\_\_\_\_

Has successfully completed the instructional phase of Hook Up 2 Bowling.

\_\_\_\_\_

Date

\_\_\_\_\_

Instructor



## B. REGISTRATION FORM

If you are interested in enrolling in a program that will enable you to the sport of bowling in a fun, relaxed and welcome environment with people just like you, you've come to the right place! Simply complete the information below in order for us better understand your particular needs.

Name \_\_\_\_\_  
First M.I. Last

E-Mail \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

Year of Birth \_\_\_\_\_ Gender \_\_\_\_M \_\_\_\_F

### 1. MY BOWLING EXPERIENCE IS: (check ONE that best describes you)

- I have never bowled before
- I have only bowled a few times in my life
- I bowl 1 to 3 times a year
- I bowl 4 to 7 times a year
- I bowl 8 to 10 times a year
- I bowl more than 10 times per year (How many times? \_)

### 2. I WOULD LIKE TO PARTICIPATE IN THIS PROGRAM (check all that apply):

- Because I have always wanted to learn to bowl
- To meet new people to bowl with
- Because the price of the program is so affordable
- A family member bowls
- To improve my bowling
- Because someone I know has/is participating in the program
- To see if I like bowling
- So I don't look foolish bowling
- To have fun

### 3. I LEARNED ABOUT THE PROGRAM (check all that apply):

- From a friend/family member  Who bowls  Doesn't bowl
- At the bowling center
- From a magazine or newspaper article
- From an advertisement in a magazine or newspaper
- From mailer or newsletter
- From the website
- Other (please specify) \_\_\_\_\_

For more information, visit your bowling center.



## C. PRESS RELEASE

FOR IMMEDIATE RELEASE

(INSERT DATE)

Contact: (INSERT BC or MARKETING POC NAME)  
(INSERT BC OR BASE NAME)  
(INSERT PHONE NUMBER)  
(INSERT POC EMAIL ADDRESS)

(INSERT BC NAME) OFFERS “Hook Up 2 Bowling” A PLAYER DEVELOPMENT PROGRAM

(INSERT BC NAME) is now offering “Hook Up 2-Bowling” (HU2B), a new player program, which makes learning the game simpler, fun and affordable. This player development initiative, operated by Air Force Services will focus on bringing more players to the game and keeping them playing for a lifetime. It is designed to attract new bowlers to the game, as well as infrequent and former bowlers.

HU2B program provides participants with a solid foundation about the game of bowling including etiquette, terminology, proper behavior, and fundamentals of bowling. For only \$119 for adults and \$99 for youth 17 and under, participants receive eight hours of group instruction and a variety of on-the lanes lessons. A free orientation preceding the clinic will be held on (INSERT DATE, TIME, LOCATION) and allows participants to learn more about the program, get a tour of their bowling facility, and meet other participants. Those completing the program will receive a personalized bowling ball (drilled to fit) and bowling bag with towel.

“This is a wonderful opportunity to learn how to bowl, develop good skills and meet new people,” said (INSERT NAME, TITLE, FACILITY). HU2B provides a relaxed learning atmosphere without the intimidation factor with emphasis on having fun. We look forward to offering this exciting program to members of our community and encourage those who sign up to bring a friend or family member.”

For more information about “Hook Up 2 Bowling” interested parties can call (INSERT BC PHONE NUMBER).

##

## D. BOWLING ORDER FORM: DD250

Electronic PDF available on [www.usafservices.com](http://www.usafservices.com)

Each participant will receive a bowling ball, bowling bag, and a towel.

- Bowling centers will order the bowling balls by submitting a FORM DD250 and participant list to AFPC/SVPCR mail to: Susan.Lear at [susan.lear@us.af](mailto:susan.lear@us.af), or Don Freund at [donald.freund.1@us.af.mil](mailto:donald.freund.1@us.af.mil)
- On the FORM DD250, list the type of ball, weight and color desired, type of bag, and the amount of towels.
- Bowling balls will be purchased and ordered by AFPC/SVPCR. The manufacturer will ship the balls, bags, and towels directly to the bases. During the second clinic, the instructor should assist the participant in selecting the correct ball by weight and color.

*Please do not place orders until the registration fee is paid in full. Submit the order to the AFPC/SVPCR, by the third week, to ensure receipt in time to drill it so that students can use the new ball the last day of clinic. When the participant receives the ball, they will sign/date a receipt log acknowledging that they received their ball.*

## BOWLING BALL

### REACTIVE

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- Tropical Breeze Black Cherry (Cherry Scent) (10-16lbs)
- Tropical Breeze Green/Blue/Yellow (Lemon Zest Scent) (10-16lbs)
- Tropical Breeze Pink/Purple (Birthday Cake Scent)
- Tropical Breeze Purple/Gold/Cherry (Cinnamon Streusel Scent) (10-16lbs)

### PLOYESTER

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- Black Ice (10-16lbs)
- Polar Ice Blue (6, 8, 10-16lbs)

### URETHANE

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- Mix Red/Gray (6, 8, 10-16lbs)
- Mix Blue/Orange (6, 8, 10-16lbs)

## **BOWLING BAGS**

- 1 Ball Rascal
- Black/Grey, Black/Red, Black/Pink
- 2 Ball Streamline
- Black/Grey, Black/Yellow, Black/Black
- 3 Ball Deluxe Tournament Tote
- Blue, Red, Black
- STORM Woven Towel
- Black/Green, Slate/White, Grey/Black, Pink

MATERIAL INSPECTION AND RECEIVING REPORT

Form Approved  
OMB No. 0704-0248

The public reporting burden for this collection of information is estimated to average 30 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing the burden, to the Department of Defense, Paperwork Project, Directorate for Information Operations and Reports (0704-0248), Response (1) and (2) and the Office of Management and Enterprise Services, Paperwork Project, Directorate for Information Operations and Reports (0704-0248), Response (1) and (2). Do not send information to the Department of Defense, Paperwork Project, Directorate for Information Operations and Reports (0704-0248), Response (1) and (2) if it does not display a currently valid Office of Management and Enterprise Services (0704-0248) control number.

PLEASE DO NOT RETURN YOUR COMPLETED FORM TO THE ABOVE ORGANIZATION.  
SEND THIS FORM IN ACCORDANCE WITH THE INSTRUCTIONS CONTAINED IN THE DEARS, APPENDIX 6-401.

1. PROCUREMENT INSTRUMENT IDENTIFICATION (CONTRACT) NO. <b>F41999-14-F-0097</b>		ORDER NO.	8. INVOICE NO./DATE		7. PAGE 1 OF	9. ACCEPTANCE POINT
2. SHIPMENT NO.	3. DATE SHIPPED	4. BIL TCN		5. DISCOUNT TERMS		
9. PRIME CONTRACTOR CODE <b>STORM PRODUCTS, INC.</b>		10. ADMINISTERED BY CODE <b>AF NAF PURCHASING OFFICE (AFNAPP)</b>		<b>165 SOUTH 800 WEST</b>		
<b>BRIGHAM CITY, UTAH 84302-2400</b>		<b>2261 HUGHES AVENUE, STE 156</b>		<b>TAC: KT AND AFR, TX 75236-9R52</b>		
11. SHIPPED FROM (If other than 9) CODE I		IFOB:		12. PAYMENT WILL BE MADE BY CODE I <b>HQ AFSVNSVFCC</b> <b>2261 HUGHES AVENUE, STE 156</b> <b>LACKLAND AFB, TX 78236-9852</b>		
13. SHIPPED TO CODE I		14. MARKED FOR CODE I <b>Hook Up 2 Bowling</b>				
15. ITEM NO.	16. STOCK/PART NO. (Indicate number of shipping containers - type of container - container number.)	DESCRIPTION		17. QUANTITY SHIP/RECD	18. UNIT	19. UNIT PRICE
0001					EA	
0002					EA	
0003					EA	
0004					EA	
0005					EA	
0006					EA	
21. CONTRACT QUALITY ASSURANCE		22. RECEIVER'S USE				
a. ORIGIN <b>COA D</b> ACCEPTANCE of listed items has been made by me or under my supervision and they conform to contract, except as noted herein or on supporting documents.		b. DESTINATION <b>COA D</b> ACCEPTANCE of listed items has been made by me or under my supervision and they conform to contract, except as noted herein or on supporting documents.		Quantities shown in column 17 were received in good condition except as noted		
DATE TYPED NAME: TITLE: MAILING ADDRESS:		DATE <b>8 / 10 / 00</b> TYPED NAME: TITLE: MAILING ADDRESS:		DATE RECEIVED <b>881YE N rrrTifEil lJr"AWVvE</b> TYPED NAME: TITLE: MAILING ADDRESS:		
COMMERCIAL TELEPHONE NUMBER:		COMMERCIAL TELEPHONE NUMBER:		COMMERCIAL TELEPHONE NUMBER: <i>"If quantity received by the Government is the same as quantity shipped, indicate by (X) mark. If different, enter actual quantity received below quantity shipped and encircle."</i>		
23. CONTRACTOR USE ONLY						