

CALIFORNIA BOWLING NEWS

JUNE 2, 2022

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Leaving Sunny California and Migrating South!

After many years located in Stockton, California, California Bowling has just completed moving their US headquarters to Wichita Falls, TX.

Due to several factors, the parent company of the SWAG, Legends, Lane-Masters, and Lord Field brands, felt it was time for a more central US location. With the SWAG line of bowling balls becoming PBA registered and seeing an increase of orders, CB felt that shipping product from a central location would be beneficial to both the customers and pro shops allowing them to receive their orders in less time.

Another factor for the move was the need for a larger warehouse and office space that would be able to handle a growing company such as California Bowling and their products.

The new location will now also house their PBA Staff Director and Sales Manager Kent Ames. Besides their growing bowling ball brands, California Bowling's parent company is one of the world's largest suppliers of wrist braces.

Many are asking since they are no longer a California company, are they going to change their name?. The company feels at this time, it would not be beneficial as the company has been making a name for themselves and why slow down the momentum.

For further information on any of the company's products, ordering, and information on how to stock the SWAG line or their other fine bowling brands, wrist braces, bags, and even their own line of Kinesiology tape, check out their website at <https://californiabowlingllc.com>.



SHANNON O'KEEFE COLLECTS 15TH TOUR TITLE AT 2022 PWBA TWIN CITIES OPEN

EAGAN, Minn. – Two months ago, Shannon O'Keefe was in tears after cutting short a practice session because of severe pain in her left hip. Concerned that she would not be able to properly prepare for the grind of another season, she kept pushing through the pain and claimed her 15th career title Sunday at the PWBA Twin Cities Open.

The 43-year-old righthander from Belleville, Illinois, defeated Missy Parkin of San Clemente, California, 213-192, in the title match at Cedarvale Lanes live on CBS Sports Network.

"I can't even fathom having 15 titles," O'Keefe said. "It's been over a year since my last one but given everything I've been going



through with my injury, I feel so blessed to be able to win again."

O'Keefe took home the \$20,000 first-place prize and earned her second victory at Cedarvale Lanes after winning at the venue in 2019.

In the title match, O'Keefe threw a key turkey, starting in the third frame, to jump out to an early lead. Parkin, who also was the runner-up in Eagan in 2021, kept the match close and put pressure on O'Keefe with a

key 4-9 conversion in the eighth frame. But a 4-6 split in the 10th frame allowed O'Keefe to coast to the win with just a few pins in the final frame.

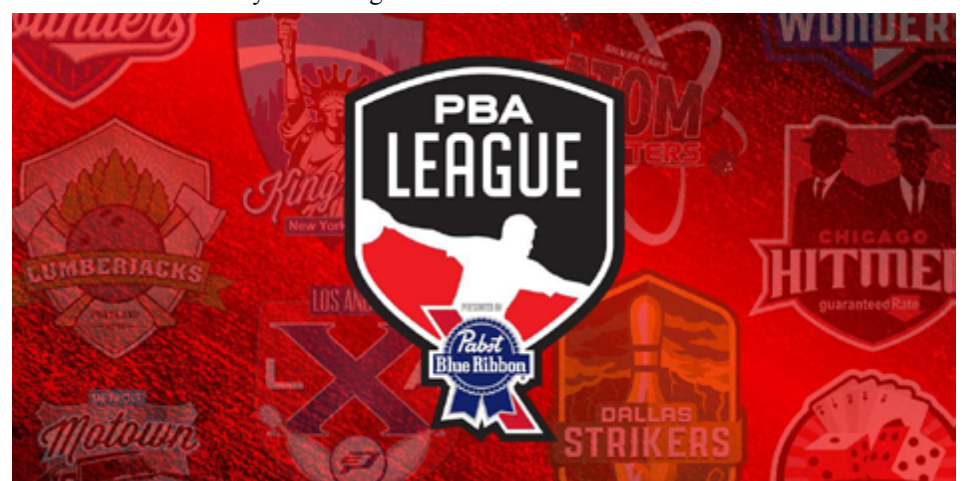
"Yesterday and today felt like the best I've thrown continued on page 4

KYLE SHERMAN IS FIRST PICK OF 2022 PBA LEAGUE DRAFT

by Jef Goodger

Kyle Sherman, who won his first Guaranteed Rate PBA Tour singles title earlier this season in the PBA Cheetah Championship, was chosen by the NYC KingPins as the first overall selection in the 2022 PBA League presented by Pabst Blue Ribbon draft, which was streamed live to the PBA's Facebook page. Manager Carolyn Dorin-Ballard was able to bring back Sherman, whom she left unprotected in January's Manager Saves event, for his third season with the KingPins.

Jason Sterner went second to the Snickers Waco



Wonders (formerly Brooklyn Styles). Silver Lake Atom Splitters manager Mark Baker traded his third and 18th overall picks to the two-time defending

champion Portland Lumberjacks for their 10th and 11th overall picks. Lumberjacks manager Tim Mack selected Packy Hanrahan, who also bowled with the

Lumberjacks last season, third.

Andrew Cain chose Chris Barnes with the fourth overall pick, moving continued on page 5

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STEPHANIE ZAVALA Leads California Women at USBC QUEENS

by Frank Weiler

ADDISON, IL – Stephanie Zavala was California’s TOP BOWLER at this season’s USBC QUEENS Tournament. She finished tied for 7th Place in a field of 204 bowlers. Stephanie earned \$6,750.

Stephanie averaged 203 for 15 games of qualifying for a Plus 51 score. She finished 39th after the three qualifying rounds but then went on to win six matches during Match Play defeating CASSANDRA LEUTHOLD, JORDAN RICHARD, LIZ KUHLKIN, ROBIN ORLIKOWSKI, ERIN MCCARTHY and LIZ JOHNSON before losing to eventual third place finisher LAURA PLAZAS. Her Match Play wins jumped her from 39th to 7th place.

Defeating Liz Johnson is quite an accomplishment since most experts consider Johnson to be the greatest female bowler of all time. Also, Kuhlkin, McCarthy and Richard are PWBA Champions.



Stephanie Zavala

The “DAMSEL FROM DOWNEY” had a high game of 268. During the second day of qualifying Stephanie averaged 220 while rolling her 268 and a 232 game. Ten of her fifteen qualifying games were 190 or above on the difficult forty-two foot flat oil pattern.

CALIFORNIA had seven bowlers competing and they finished in the following order:

| Place | Name | City | High | Qualifying Average |
|-------|-------------------|----------------|------|--------------------|
| 7 | Stephanie Zavala | Downey | 268 | 203 |
| 25 | Maranda Pattinson | Redwood Valley | 255 | 201 |
| 73 | Missy Parkin | San Clemente | 238 | 197 |
| 105 | Kristie Leong | Daly City | 234 | 192 |
| 125 | Nichole Hiraoka | Daly City | 242 | 187 |
| 166 | Roberta Vann | Downey | 207 | 177 |
| 188 | Jill Creamer | Redding | 194 | 166 |

Kristie Leong is the daughter of renowned PBA Star and Champion TERRY LEONG. Terry was a great bowler and a wonderful guy to be around. A great ambassador of our sport and a friend I knew for a couple of decades. Great bowling ladies. You show why “CALIFORNIA BOWLERS ARE THE BEST BOWLERS IN THE WORLD”.

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It Must Be The Shoes

by Dave Williams

While reviewing an article that I wrote last week (“What The Morrow May Bring”) after it was posted at calusbc.com, I was intrigued by a link that appeared at the bottom of the page... “Michigan Bowling Alleys Question Why They Can’t Reopen After Extensive Safety Measures.” The article originally appeared in August of 2020, and the information was in response to the same group of proprietors that I had alluded to in my most recent column.

The piece led with an interesting statement: “Most Michiganders can toss money at a strip club but can’t throw a bowling ball down an alley.” Scott McClallen, author of the article that appeared in thecentersquare.com, went on to say that Michael Shearer, president of the Bowling Centers Association of Michigan (BCAM), had provided a comprehensive safety reopening plan to Governor Gretchen Whitmer’s office in April of 2020, but only heard a response four months later, after filing a lawsuit.

As I continued reading the article, there was a photo of a UV-Box about three-fourths of the way down the page that was provided by Rich Kenny of Forest View Lanes in Temperance, Michigan. Kenny said that he uses the UV-Box to provide bowling ball and shoe sanitation using cleaning products and ultraviolet light. That’s when it hit me... It Must Be The Shoes!

For as long as I can remember, there has always been a stigma attached to rental shoes. It must be part of the reason that Governor Whitmer’s administration, and the Sixth Circuit Court have placed an extra burden upon bowling centers. You can understand it from their point of view, because the only experience they likely have had at a local bowling center is with those nasty “house balls” and “rental shoes.” What everyone forgot to tell the administrators is that more than 95% of league members have their own bowling balls and special shoes.

The term “special shoes” reminds me of Trisha Stanionis. She came to American Recreation Centers (ARC) from the Holiday Inn, where she served as the general manager for the Holiday Inn-Downtown Sacramento, with 359 guest rooms on 16 floors. Many of her ideas about marketing and promotion were similar to those espoused in bowling, but with different terminology. Trish detested the term “rental shoes,” and we renamed them “special shoes for bowling” in most of our advertising. Another of her favorite terms was “legs on lanes,” when referring to the utilization of bowling lanes for leagues and special events. Stanionis compared this to “butts in beds,” a term used in the hotel industry.

Another general manager at ARC that bowling proprietors everywhere should thank to this day is Mike Wiles at ARC Saratoga Lanes. Mike opened everyone’s eyes in 1989, when he tossed out all the “rental shoes” at Saratoga, and we introduced a “special shoe” developed by Bob and Billie Wolf especially for ARC. In return for the all new product, Mike assured me that he would be able to raise the price of “rental shoes” from the \$1.00 standard at the time, to \$2.00 overnight. He was right, as there was not one complaint about the \$1.00 increase.

The vision in ARC’s Marketing Plan from that day forward was as follows: “Provide a top quality shoe at all times and charge for it.” Within a year every ARC location had bought into the program and our revenue for shoe rental doubled. When asked how to determine whether or not to discard an old pair of rentals,



ARC’s Special Shoes from 1989



UV-Box from 2020

the simple answer was, “Would you feel comfortable wearing that particular pair of shoes?” If not, they were discarded and a replacement pair was ordered from Bob and Billie Wolf.

We were all quite proud of those special shoes and the additional revenue that had been generated, so when the “no smoking” issue became reality, Trish was the first to suggest sending a pair of our version of rental shoes to every legislator in California’s capitol city of Sacramento. Stanionis felt that it would bring to light an additional problem with the smoking ban — customers sneaking outside (in rental shoes) to grab a couple of puffs, and then returning to the lanes with wet or sticky shoes.

Trish’s efforts to soften the smoking ban began way back in 1991, when ARC was the first bowling chain to promote “Smoke Free Saturdays” during children’s league bowling sessions. We followed that a year later with “Smoke Free Weekends,” where we set aside specific times for families with children to enjoy the game in a smoke free atmosphere. Her instincts were correct, and by 1994 smoking had been banned in all areas of the bowling center except the lounge.

I contacted Jim Wangeman, a regional manager at ARC for many years, and he remembered the years leading up to the smoking ban very well. “The pair of rental shoes to each legislator was genius,” said Wangeman. “It brought attention to the smoking ban in the bowling centers, and also the potential for slip and fall lawsuits from customers having to leave the building to smoke.”

Our efforts were to no avail, and by 1998 smoking had been completely banned in California, according to Wangeman, who stayed in the bowling business by opening Harvest Park Bowl in Brentwood, Calif., after the purchase of ARC by AMF Bowling Centers. Jim continues, “The smoking ban did create a tremendous volume of new bowlers, not as devoted as league bowlers, but willing to pay a premium for their bowling experience.”

The whole scenario played out once again for me about ten years later, while I was working for Nationwide Bowling Corporation, based in the state of New Jersey. We brought attention to the issue by once again mailing a single “special shoe” to all of the legislators in Trenton. We gained a lot of exposure and attention to the dilemma being faced by the proprietors for slip and fall lawsuits. Some locations even went to great expense in constructing private smoking rooms inside the bowling centers; but just as it had happened in California, the additional attempts to solve the issue were futile.

I cannot help but draw a comparison to the COVID-19 shutdowns and the perception by most that the bowling balls and shoes provided by bowling centers are perceived as unsanitary. Just like the no smoking issue dating back to the 1990’s in California, the vast majority of bowlers have been affected (one way or another) by misconceptions about those “special shoes” that are required to be worn by novice bowlers.

Trisha Stanionis passed away on April 11, 2015, at the age of 66.



PBA League continued from page 1

Barnes to the L.A. X. It will be the first time in the history of the PBA League that Barnes has not competed for the Atom Splitters, with whom he'd bowled since 2013 and won the Mark Roth PBA League MVP Award twice.

Brad Miller (Motown), Nick Pate (Chicago), AJ Chapman (Milwaukee), Santtu Tahvanainen (Dallas), Matthew Russo (Las Vegas) and DJ Archer (Silver Lake) filled out the first round.

In the snake draft, the second-round selections were Brandon Novak (Silver Lake), Ildemaro Ruiz (Las Vegas), Matt Ogle (Dallas), Anthony Lavery-Spahr (Milwaukee), Jake Peters (Chicago), Mitch Hupé (Motown), Martin Larsen (L.A.), Arturo Quintero (Portland), Parker Bohn III (Waco) and Michael Tang (NYC).

The lone selection in the third round was made by manager Del Ballard for the Motown Muscle, selecting Keven Williams.

Williams is one of six players who will make their PBA League debuts along with Tahvanainen, Russo, Novak, Quintero and Michael Tang.

The 2022 PBA League presented by Pabst Blue Ribbon will be held July 6-10 at Bayside Bowl in Portland, Maine.

**PBA LEAGUE PRESENTED
BY PABST BLUE RIBBON TV SCHEDULE**
Bayside Bowl – Portland, Maine

July 6 at 8 p.m. ET on FS1 – Anthony Division Finals
July 7 at 8 p.m. ET on FS1 – Carter Division Finals
July 10 at 1 p.m. ET on FS1 – Elias Cup Finals

PBA LEAGUE DRAFT SUMMARY
NYC - Kyle Sherman
Waco - Jason Sterner
Portland (from Silver Lake) - Packy Hanrahan
L.A. - Chris Barnes
Motown - Brad Miller
Chicago - Nick Pate
Milwaukee - AJ Chapman
Dallas - Santtu Tahvanainen
Las Vegas - Matthew Russo
Silver Lake (from Portland) - DJ Archer
Silver Lake (from Portland) - Brandon Novak
Las Vegas - Ildemaro Ruiz
Dallas - Matt Ogle
Milwaukee - Anthony Lavery-Spahr
Chicago - Jake Peters
Motown - Mitch Hupé
L.A. - Martin Larsen
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Motown - Keven Williams
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| SUNDAY, JUNE 5 2022 | 3:00PM EDT | PBA TOUR FINALS | CBS SPORTS |
| WEDNESDAY, JULY 6 2022 | 8:00PM EDT | PBA League Anthony Division Finals LIVE..... | FS1 |
| THURSDAY, JULY 7 2022 | 8:00PM EDT | PBA League Carter Division Finals LIVE..... | FS1 |
| SUNDAY, JULY 10 2022 | 1:00PM EDT | PBA League Elias Cup Finals LIVE | FS1 |
| SATURDAY, JULY 16 2022 | 1:00PM EDT | PBA League Strike Derby LIVE | FS1 |
| SUNDAY, JULY 17 2022 | 1:30PM EDT | PBA League All Star Clash | FS1 |



2022 PWBA TOUR SCHEDULE

With dates, event, center, location and broadcast channel (subject to change):

- June 2-5 PWBA St. Petersburg-Clearwater Open, Seminole Lanes, Seminole, Fla., CBS Sports Network
- June 6-8 PWBA Long Island Classic, Maple Lanes Rockville Centre, Rockville Centre, N.Y., BowITV
- June 9-10 PWBA BowITV Classic, Maple Lanes Rockville Centre, Rockville Centre, N.Y., BowITV
- June 11-12 PWBA BVL Classic, Maple Lanes Rockville Centre, Rockville Centre, N.Y., CBS Sports Network
- June 14-21 U.S. Women's Open, Kingpin's Alley Family Fun Center, South Glens Falls, N.Y., CBS Sports Network
- July 28-31 PBA/PWBA Striking Against Breast Cancer Mixed Doubles, Copperfield Bowl, Houston, TBD
- Aug. 2-4 PWBA DFW Classic, USA Bowl, Dallas, BowITV
- Aug. 5-6 PWBA Pepsi Classic, USA Bowl, Dallas, BowITV
- Aug. 7-9 PWBA Tour Championship, USA Bowl, Dallas, CBS Sports Network



- WEDNESDAY, JUNE 1 2022 - SUNDAY, JUNE 5 2022 USBC Super Senior Classic Las Vegas, Nevada
- MONDAY, JUNE 6 2022 - SUNDAY, JUNE 12 2022 USBC Senior Masters Las Vegas, Nevada
- SATURDAY, JUNE 18 2022 - WEDNESDAY, JUNE 22 2022 PBA Senior U.S. Open, by Lubbock Sports Lubbock, Texas
- THURSDAY, JUNE 23 2022 - SUNDAY, JUNE 26 2022 PBA50 Odessa Open Odessa, Texas
- THURSDAY, JUNE 30 2022 - SUNDAY, JULY 3 2022 PBA50 Highland Park Lanes Open Greeley, Colorado
- MONDAY, JULY 18 2022 - THURSDAY, JULY 21 2022 PBA50 Cup Westland, Michigan
- MONDAY, JULY 25 2022 - THURSDAY, JULY 28 2022 PBA50 South Shore Open Hammond, Indiana
- MONDAY, AUGUST 1 2022 - THURSDAY, AUGUST 4 2022 PBA50 Spectrum Lanes Open Wyoming, Michigan
- SATURDAY, AUGUST 6 2022 - TUESDAY, AUGUST 9 2022 PBA50 David Small's Championship Lanes Open Anderson, Indiana
- FRIDAY, AUGUST 12 2022 - MONDAY, AUGUST 15 2022 PBA50 David Small's Jax60 Open Jackson, Michigan
- TUESDAY, AUGUST 16 2022 - THURSDAY, AUGUST 18 2022 PBA60 Dick Weber Classic Jackson, Michigan
- FRIDAY, AUGUST 19 2022 - MONDAY, AUGUST 22 2022 PBA60 Tristan's T.A.P.S. Memorial Columbus, Ohio



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PLAYOFF FIELD IS SET FOR THE BRUNSWICK INVITATIONAL

KYLE DUSTER FINISHES SEASON WITH PERFECT 300 ON SPORT PATTERN SHOT

DOWNEY – After a full season of completion, the playoff field is finally locked in for the Brunswick Invitational. The league has battled through five rounds across four different lane conditions. Some teams clinched early and have been focusing on total wins for seeding. Two teams have clinched in the last week. All six have their sights set on the \$16,000 top prize.

While the season was completing, and most teams knew where they stood, it didn't seem like there was a lot to bowl for, but the field showed up and there were still 31 brackets. And, the lack of incentive to win didn't stop Kyle Duster from firing the league's ninth 300 of the season in the final game of year. Congratulations to Kyle.

The first match will take place on Thursday at 7:00 p.m. and will be bowled on the second round pattern, which is the short oil condition. That match will be a battle between **U.S. Foods** and **DV8**. U.S. Foods earned their spot in the playoffs by winning the fifth and final round of the season. They will be represented by Paul Barraco, Charlie Kinstler, Kasey Uyesugi and Gabriel Martinez. The U.S. Foods opponents will be DV8. DV8 got into the playoffs as the wildcard team, having the most wins of the non-round winners. In the regular season, DV8 came in second place on this pattern. The DV8 roster includes J.T. Jackson, Kyle Duster, Scott Smith and Jeff Carr.

Following that match, the winner will immediately bowl again in the second round of the playoffs, this time on the house shot which is used for round #1. The winning team will square off with **Bowlium**. Bowlium won the second round of the season to earn a

playoff spot and finished as the fourth seed when the season was complete. The Bowlium team consists of Butch Jackson, David Schiada, Arnold Cheesman and Billy Myers Jr.

After those two matches, the playoffs will wait until the following Thursday to resume. At that point, the third seeded and second seeded teams will be on the lanes.

Cal Bowl won the third round of the season to earn a playoff spot and finished as the third seed overall based on their total wins. The Cal Bowl team consists of Herman Ferguson, Carl Labayan, Ramon Torres and Leonard Ruiz Jr.

Family Ties will be the second seed and will be sitting out until the semi-final match. They won the fourth round of the season and finished second in overall wins. The Family Ties roster for the playoffs is Steve Gurrieri, Vince Duarte, Jon Huff and Mikey Villarreal.

Our #1 seed all season long has been the **Forever Hope Foundation**. They easily won the first round of the season, and for the most part it's been smooth sailing since as they were never really challenged in total wins. Family Ties made a run at them during the final few weeks, and certainly showed they can compete with the top seed. Forever Hope will sit out until the championship match on June 13th. Representing them for the title will be Joe Smith, Vernon Adams, Matt Murtishaw and Ramsey Basurto.

There is plenty of experience on those playoff rosters, with a majority of the players already having titles under their belt at one time or another during the leagues long history. This season is sure to have

TOP 10 OVERALL WINS

| | |
|---------------------------------|--------------------------|
| Forever Hope Foundation \$..123 | Bowlium \$\$94 |
| US Foods \$\$\$\$110 | Forest Lanes104.5 |
| Family Ties \$\$\$\$108 | Threadworks99 |
| DV8 \$\$\$\$ WC.....106 | Junior Amateur Tour ..98 |
| Cal Bowl \$\$\$101 | Westminster Lanes...91.5 |

TOP 10 THIS WEEK

| | |
|------------------------|---------------------------|
| Kyle Duster715 | Kasey Uyesugi654 |
| Eric Snow710 | Gabriel Martinez647 |
| Marquan Rivers.....661 | Andrew Svoren.....645 |
| Ray Minter.....659 | Anthony Santos639 |
| JT Diso.....654 | Herman Ferguson.....638 |

SUPER SWEEPER POT

Sponsored by Dean Sanderson of Transamerica Financial Advisors Inc.

1st Eric Snow 254 \$160 • 2nd Arnold Cheesman 237 \$70



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an exciting finish. Come down to Del Rio Lanes in Downey to catch the playoff action. Begins on Thursday night at 7pm. Hope to see you here.

Brunswick Invitational Roll-Off 2021-22

League Champions

#2 Family Ties
6/9 (Thurs)
8:30 pm
④

#3 Cal Bowl
6/9 (Thurs)
7:00 pm
③

#4 Bowlium
6/2 (Thurs)
8:30pm
①

#5 US Foods
6/2 (Thurs)
7:00pm
②

#6 DV8

#1 Forever Hope Foundation
6/13 (Mon)
7:00 pm

| | | | | |
|-------|-------|-------|-------|---------|
| 1 | 4 | 2 | 3 | Game #5 |
| 21-22 | 23-24 | 25-26 | 27-28 | 19-20 |

Starting Pair Will Be Determined
By The Top Seed Drawing A Pair
From 21-22, 23-24, 25-26, 27-28
If A Fifth Game Is Needed Lanes 19-20 Will Be Used

* Championship Match is
First Team To Win 3 out of 5 games

The First Team Winning 2 out of 3 games* Will Then Advance To The Next Match It Will Be The Responsibility of Each Team To Be Ready To Bowl When The Next Match Is Available To Start.