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# *The Cornerstone*

Volume 47 The Foundation Newsletter November 2003

**"The crisis is upon us, friends. Our sport is in trouble. Many of you, that love the game as we do, will look at the crisis like a friend who is in trouble and needs our help. We must not shrink from the task before us, we should welcome it. It is 'our' generation that has been called to the challenge. If not now, when? If not us, who?"**

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## Letter From The Editor:

### Phase III

In last months Cornerstone (October 2003), we announced that The Foundation was entering a new stage. a new "Phase", if you will. "Phase I" and "Phase II" were successfully completed. We are now calling this: PHASE III.

In order to go forward and accomplish all of the GOALS that we set out to do, we are at a point where we will be asking for and needing some additional financial help. In this months Edition you will see just some of the ways that you can assist us.

We do know that YOU, as a Foundation Member, care about this great Sport. Simply by signing on with us in the past, you told us THAT. We all know that we have a long way to go. But, as we have so often heard in the past: "Where would this great Sport (and game) of bowling be today, if it wasn't for The Foundation?"

As an example, the Professional Golf Association (PGA) is very successful and their Prize Funds and popularity have skyrocketed over the past few years. One reason is that they have over 27,000 Members who help them. We have just about 1200. We need more and we need you Members to help us recruit new Members. As we said when we started a few short years ago, we need your help - we can NOT do it alone.

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## Physical Changes to increase Execution

By: Brent Sims

In the past we have spoken at length about some of the advanced training that we do here at The Kegel Training Center. This month I want to highlight some of the common adjustments that we often teach people to help them to better execute their "B" and "C" game. This can help them to better understand what adjustments to make when put into tough situations.

Most of the difficulties that people have are when they are trying to match-up in a situation that is not very compatible with their normal "A" game. For example, a stroker normally matches-up when the lanes are playing more to the outside with less hook. A cranker will usually excel when the lanes are hooking a lot and are playing the deep, inside line. The one group that I am not talking about in depth will be the tweeners (or the croakers), whichever you may want to call them. For them matching-up, they will be able to make either adjustment to get themselves more in the mode to be what they need to be for a given environment.

By understanding some of the most obvious differences between strokers and crankers, you can better understand what could work better for you in specific situations. Common characteristics of strokers are; slightly lower rev rate, less axis rotation and earlier timing. For a cranker you would normally see someone having a higher axis of rotation, higher rev rate and later timing. Another characteristic that is usually noticeably different between someone who is a cranker and a stroker is their "body position". Both types of bowlers will generally line-up square to their target. In order for a stroker to do this they find themselves usually more square to the line. For a cranker to do this they find their hips and shoulders more open and facing away from their intended target.

Now how can we use this information to better understand what should be done when struggling in a tough situation? If I am a stroker and I find myself having to move in and play more around the 3 rd or 4 th arrow, there are a few physical game adjustments that I could make that will help me to better match-up to this part of the lane. One of the things I would think about is my axis of rotation. Am I coming around the ball more at the bottom to give the ball more potential to recover on the backend? Am I lined-up with my hips and shoulders more open to ensure I get the ball more to the right? Another adjustment that some people can make is to get the ball into the swing slightly later which will delay their all-important timing.

Now let's take a look at the adjustments that the crankers could use to play more successfully when having to play a straighter line to the pocket. There are basically three adjustments that most people can do that are fairly simple. First of all, check your body alignment. Am I facing more forward, with my hips and shoulders still square to my target? Am I keeping more behind the ball in my release to help reduce the amount of axis rotation I am putting on the ball? The last adjustment is the hardest, but can be used with practice. Pushing the ball into the swing slightly earlier will help to get the ball off of the hand faster at the bottom of the swing, which will slightly reduce the rev rate.

Hopefully some of these changes can help you to match-up better and be more versatile. If you can learn to add these adjustments to the vast array of equipment available today, it will help give you a wider range of lane conditions in which to match-up.

If you have any questions, feel free to contact me, at: [brent.sims@kegel.net](mailto:brent.sims@kegel.net) Thanks.

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## Foundation Membership

# JOIN TODAY

There are several "levels" of Foundation Memberships to choose from. The list below reflects the options that you have. Please choose one to help us to accomplish our goals. Thank you.

**Charter Member:** This is our most popular form of Membership. The one-time donation of \$75.00 includes a beautiful polo shirt with the embroidered Foundation "logo", a Certificate and a Membership Card. Charter Members are also eligible for a 10% discount at any Kegel Training Center "Camp" or "Clinic". That discount also applies to all Pro Shop merchandise.

**Associate Member:** Associate Membership is "no charge". This category was basically set-up for those who believed in our cause, but could not afford the Charter Member donation (such as; Juniors, Students, Military, disabled, fixed incomes, etc.). These Members lend their voices to our cause and show their support of The Foundation. (For those existing Associate Members whose *personal* "status" has changed, we urge you to upgrade your classification at this time).

**Pro-Shop Members:** This one-time donation of \$150.00 includes two (2) Foundation polo type shirts with the embroidered "logos", and a Certificate with the name of your Pro-Shop. The 10% Kegel Training Center ad Pro Shop discounts are also included with this membership.

**Bowling Center Members:** This Membership Classification is a one-time donation of \$300.00, and includes four (4) Foundation shirts and a Certificate with the bowling center name.

**Corporate Membership:** A \$500.00 donation (or more) from your Company will entitle you to a beautiful plaque and "special" recognition of your Company on our web site & Newsletter.

NOTE: The Monthly Foundation Newsletter (The Cornerstone) will be e-mailed to ALL classifications of Membership. (Existing Members, please be sure to let us know if you have a change in your home address,

phone number, and/or e-mail).

For additional information on joining The Foundation, please feel free visit our web site, at:

[www.foundation300.com](http://www.foundation300.com) If you have questions, call June Davis at: 1.863.382.2643

**We appreciate your involvement and support of The Foundation!**

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## ***"Continuing Contributors Category"***

The Foundation is actually a *group of bowling enthusiasts* (from all over the World) who, like all of us, are genuinely interested in bringing *integrity* and *credibility* to the Sport of Bowling. This entire great group of Foundation Members is made up of several different categories; there are: Founding, Charter, Associate, Bowling Center, Pro Shop and Corporate Members.

The Foundation is a non-profit organization that is totally dedicated to researching the problems that exist in our Sport. We report all of our findings (in one central location on our web site), for the whole World to see. If you haven't already done so, please visit: [www.foundation300.com](http://www.foundation300.com)

Since its inception, the Kegel Company (and, especially John Davis and his family) have funded the entire Foundation project. However, there have been other people who have contacted us wanting to help by doing something extra. We classify this very special *list* of Members, as: "Continuing Contributors".

Beginning with this month's issue of The Cornerstone, we will start recognizing those individuals who have been able to help in an additional way through extra contributions to The Foundation. (Note: These generous people are also recognized with an \*asterisk next to their names on our web site in the Members Section). These names will now be permanently displayed on a "Special Wall" in the Kegel Training Center in Lake Wales, Florida. We sincerely thank all of these Members for their added support.

## ***Contest***

During the months of November and December (2003), we will be running a Contest to name this ***"very special wall"***. If you have an idea for that name, send it to us here at The Foundation.

E-mail your suggestion to: [june.davis@kegel.net](mailto:june.davis@kegel.net) If your name is chosen, you will win a great prize from The Foundation. Here is a "sample" name that has already been submitted:

**"The Foundation Wall of Continuing Contributors - Helping to Build Our Sport".**

That is just one of the samples of "names" that we are considering. Be sure to send us your idea as soon as possible. It is very possible that *YOUR* suggestion will be used.

Now there are several ways for you to help, from purchasing Foundation merchandise (for as little as \$5.00 for a souvenir "Lapel Pin"), to becoming a Corporate Sponsor.

Your 'Donation' can help us to continue with the work that needs to be done. You can purchase one of our Cornerstone '*BRICKS*' for as little as \$25.00. Thanks to our continuing contributors, listed here:

### ***Continuing Contributors***

Alayne Blomenberg	John Davis
Andrew Aiezza	John Weber
Archie Hirashima	Joyce Deitch

Awards Plus	Kathy Nicholson
Betty Wieland	Kurt Pilon
Bill Baker	Len Nicholson
BowlersParadise.com	Linda Davis
Brad Rusin	Lindsey Wong
Bruce Forsland	Mark Gerberich
Bryan Lipinski	Mark London
Butch Dangel	Mark Martin
Dan Ottman	Mary Chase
David Driscoll	Michael Strano
David Ozio	Nick Hoagland
David Prunty	Nikki Gianulias
David Traber	Norm Duke
Dick Stevens	Norman Owen
Doug Chase	Phillip Cary
Fico Perez	Ralph Wieland
Fred Borden	Randy Hart
Fred Trickey	Sam Zurich
Gary Parsons	Shawn Evans
George Sitterle	Steve Neff
Greg Novak	Storm Bowling
GURU Enterprises	Ted Hoffman Jr.
Hal Kaminski	Thomas Underwood
Herbert Morrow	Tom Blasco
James Hall	Vic Sockrider
Jeff Richgels	Vinnie Atria
John Bickford	

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***News and Notes***

## Phantom Radio

Phantom Radio continues to add bowling related web-sites on a weekly basis, and now has over fifty (50) of these web-sites that "stream" The Show. The popular internet "radio-show" features interviews with bowling people that are prominently involved in each and every area of our great sport. The "Show" has a new Guest each Wednesday, and stays on for seven (7) days. You can hear it for free, at: [www.phantomradioshow.com](http://www.phantomradioshow.com)  
We also archive each show for a period of one (1) week, so if you happen to miss a show, you will still be able to hear it the following week.

## First "Official" Sponsor

Phantom Radio is proud to announce that the show now "officially" has its very first sponsor. Pertinent business arrangements were mutually agreed upon between officials of The Foundation and BowlersParadise.com (an internet bowling supply company), and they started off their relationship with a "trivia contest" that went on for four (4) weeks. At the end of that period, The Phantom interviewed the President of BowlersParadise.com, Mr. Nick Melnikoff who selected the winners. Dale Diamond won the 1 st prize in the contest which turned out to be a generous "shopping spree" with BowlersParadise.com (which is also a major PBA sponsor along with being the official on-line bowling supply company of the PWBA). The other prize winners of Foundation merchandise were: Bob Gritzke, James Royce, Debbie Lothes and Keith Frye.

## Dr. Dean

Noted Sports Psychologist, Dr. Dean Hinitz will be the featured Guest instructor at the Kegel Training Center for a 2-day seminar on Nov. 8 and 9. There are still a few openings available.

### **This Special Clinic Includes:**

Advanced Mental Game Training, Physical Game Analysis w/take home video tape, CATS Analysis of your game, Grip Analysis, and Dr. Dean's new book, " Focused for Bowling".

The clinic will be 2-days and will consist of both classroom and personal on-lane instruction.

The price is \$450 per person for the weekend clinic. Don't miss this great opportunity !!!!

For more detailed information, contact: Brent Sims: 1.800.280.2695 [brent.sims@kegel.net](mailto:brent.sims@kegel.net).

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## ***Join Today - Help Us With Our "Mission"***

The Foundation was formed in an attempt to solve some of the problems with the Sport of Bowling - namely lane conditioning. It was felt that (in some cases) many of the problems were directly related to scratch bowling tournaments that were deemed "unfair" in the eyes of some.

For various reasons (including unfair lane conditions), scratch bowlers were quitting the game at an ever alarming rate. The PBA Tour was experiencing problems with filling their fields and that same dilemma was also trickling-down into their Regional Program. The Ladies Tour was seeing the same thing happen. Other week-end tournaments around the country, such as 8 and 10-gamers on the local level, were also losing entries and "folding-their-tents". This was not only a problem in our Country, but it was also happening on the International scene, as well.

Even though this was not the responsibility of "ours" to solve, we did feel a responsibility to the Sport and to the "bowling community" to try to do something about it. With the full support of the Kegel Company, The Foundation was formed. With an overwhelming expense to do this looming, others recognized the need and wanted to help. Several categories of "help" were established. Even though warned that we could not make this happen, we still tried. We kept our word and were involved in several hundred tournaments in this Country and around the World. We shared all of the results on The Foundation web site for the whole world to see. The "nay-sayers" were correct about this being an expensive project. Even though The Foundation never was intended to pay for all of this research, we had high hopes that we would get ample support. After 6-plus years, "membership" has only reached about 1200, far below expectations.

## ***A New Category***

Several of those "nay-sayers" have often been quoted as saying, "nobody cares". Not liking to lose (like all Champions), The Foundation still has hopes that they are wrong about that. We have also heard the comment, "There are less than 5000 people in the world that really care about the Sport of bowling." We seriously doubt that, but numbers very seldom lie. The mere fact that the ABC sanctioned bowler count has dropped off by several million in the past 20-years may lend some credence to that statement. We hope not, and we still remain hopeful.

In this issue of The Cornerstone, we have listed several ways that you can help. We have been advised by some that we have a "gap" in our Membership categories. That "gap" is between being an Associate (free) and a Charter Member, which is a \$75.00 donation. That difference is possibly what has kept our membership down, so starting this month we will be establishing a "new category" within that Charter Member category. For a nominal Fee of \$25.00 you can now be a Charter Member of The Foundation. The only difference in the two will be that the \$25.00 Member will NOT receive The Foundation "shirt".

NOW we have a significant amount of ways for *YOU* to help. Please help us to continue our quest. Contact June Davis today, at: 863-382-2643. Tell June that you want to help. Thanks.

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## Foundation Gear

The Foundation needs your help in order for us to continue to do all of the things that we need to do to continue on our mission of helping to 'Save Our Sport'. There are a variety of ways that YOU can help. Please show your support of what The Foundation is accomplishing by purchasing one or more of the following items. This assortment of items makes nice gifts for you, your teammates, family or friends.

### Foundation Shirts:

(Quality "logo" type shirts that are seen all over the world)

They are available in sizes: Small, Medium, Large, X-L, 2XL. **\$50.00**

### Foundation Hats:

(These are baseball and golf type "logo" caps. One size fits all)

"One World - One Game" Hats **\$17.00**

### Len Nicholson's Book: (NOW ON REGULAR AUDIO "CD's").

"The Tour Would Be Great "IF" You Didn't Have To Bowl"

(If you like bowling, You will love this NEW "3-Pack"CD) **\$22.95**

### Phantom Radio "2002" Computer CD.

A "Collectors" Item of 30 of: "The Phantoms" Interviews from 2002.

"Hours and hours of interesting interviews with bowling celebrities". **\$9.95**

### Phantom Radio "2003 Early Edition" Computer CD.

The "Early Edition" - all 26-shows from the 1 st half of 2003.

"Hours and hours of listening enjoyment with famous bowling people". **\$9.95**

### Phantom Radio "2003 Late Edition" Computer CD.

The "Late Edition" - all 26-shows from the 2nd half of 2003.

"Hours and hours of listening enjoyment with famous bowling people". **\$9.95**

**Foundation Pins:**

(These commemorative Lapel Pins are 3-color, collector's items)

"One World - One Game" Lapel Pins **\$5.00**

**NOTE: All of the items listed above, include: Tax, Shipping and Handling.**

**Please call: 1.863.382.2643 (Ask for The Foundation Coordinator, June Davis)**

**ALL ITEMS ARE AVAILABLE FOR IMMEDIATE DELIVERY**

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## **Membership Report**

**We have members in 44 countries, including the United States:**

Argentina Australia Bahrain Belgium Brazil Canada China Columbia Costa Rica Denmark  
Ecuador Egypt Finland France Germany  
Great Britain Greece Guam Guatemala Ireland Israel Italy Japan Korea Latvia Malaysia  
Mexico The Netherlands Philippines  
N. Ireland New Zealand Panama Puerto Rico Qatar Singapore  
South Africa Spain Sweden Switzerland Thailand U.A.E.  
Ukraine Venezuela

# ***Foundation Members 1210***

**Founding: Original paid member (365)**

**Pro Shop: paid members (12)**

**Associate: non-paying member (532)**

**Bowling Center: paid members (13)**

**Charter: paid member (277)**

**Corporate: paid members (11)**

**Thank you to our 51 Continuing Contributors!**

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## **Corporate Sponsors**

KEGEL

I.B.P.S.I.A.

KAT Travel

Storm Bowling

Classic Products

Bobs' Business, Inc.

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- 
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- 
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Vincennes University

BowlersParadise.com

Wichita State University

David Driscoll & Associates

International Bowling Industry Magazine



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## The Cornerstone Is Available FREE by Email !

Would you or someone you know like to receive the Cornerstone completely FREE by email? If so, just visit [www.foundation300.com](http://www.foundation300.com) and go to the sign up box at the bottom of the page. Enter your email address and you will be added to our mailing list service to receive the newsletter and other occasional correspondence from The Foundation. Of course your privacy is very important to us, your information is for our use only and will never be shared with others. This list service is just an easier way for us to manage our ever-growing list of email subscribers, currently at 804 members.

**You don't have to be a member to receive the newsletter  
by email, so tell your friends!**

Please send change of address or email address to the address below, to ensure uninterrupted subscription to the Cornerstone newsletter.

### **The Cornerstone, The Foundation's Newsletter**

**The Foundation**

**c/o KEGEL**

**6800 US 27 North**

**Sebring FL 33872**

**Phone: 863-382-2643**

**Email: [savrsprt@yahoo.com](mailto:savrsprt@yahoo.com)**

**For more information about the Kegel Training Center, visit [www.kegeltrainingcenter.com](http://www.kegeltrainingcenter.com)**

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