

## 2024 USBC Convention Seminars ~ EXPERIENCE is Everything! ~

<b>Monday, April 22</b>	
<b>TIME</b>	<b>Sonoma Room</b>
6:00pm - 8:00pm	<b>Welcome Reception</b>

<b>Tuesday, April 23</b>	
<b>TIME</b>	<b>Ballroom B</b>
9:00am - 10:00am	<b>Keynote Speaker: Marvelless Mark</b>

<b>TIME</b>	<b>Tuesday, April 23</b>		
10:15am - 11:30am	<b>How to Communicate with Everyone Who Isn't You</b>	<b>Customer Service and Why it Matters</b>	<b>Skills Mapping Road Trip</b>
11:30am - 1:00pm	Lunch	Lunch	Lunch
1:00pm - 2:00pm	<b>Creation of Precision Measurement Systems</b>	<b>Association Manager Networking Social</b>	<b>Rules Extravaganza!</b>
2:15pm - 3:15pm	<b>Survival Skills for Volunteer Leaders</b>	<b>Showcasing Your Association Brand</b>	<b>President Networking Soiree</b>
3:30pm - 4:45pm	<b>Communication: It's Not a Part of It; It's All of It!</b>	<b>Go Bowling and the Member Experience</b>	<b>Board Onboarding Experience</b>

<b>TIME</b>	<b>Wednesday, April 24</b>		
9:00am - 10:00am	<b>Thriving in the Youth Scene</b>	<b>Four Generations Under 1 Association: How to Make it Work for You!</b>	
10:15am - 11:30am	<b>Rules Extravaganza! (Repeat)</b>	<b>Understanding Implicit Bias: Diversity, Equity and Inclusion</b>	
11:30am - 1:00pm	Lunch	Lunch	Lunch
1:00pm - 3:00pm	<b>Meet the Candidates</b>		
3:00pm - 5:00pm	<b>USBC Annual Meeting I</b>		

## Tuesday, April 23

### **Unleash Your Inner Rock Star**

**9 a.m. – 10 a.m.**

Get ready to be inspired to turn up the volume in your daily efforts, overcome challenges, and start thinking way bigger than you ever have. You will be empowered to elevate your personal and professional experience every day by unleashing your inner USBC Rock Star.

**Presenter:**

*Marvelless Mark – Keynote Speaker*

### **Customer Service Experience...and Why It Matters**

**10:15 a.m. – 11:30 a.m.**

USBC is in the service business. Members have a wide variety of experiences in the sport, from their weekly league play to tournament participation, to annual meetings. Join us as we look at your association's customer service and how it can drive a stronger affinity for the sport and USBC.

**Presenters:**

*Jarrold Gallegos – West Regional Manager*

*Mike Larsen – Sr. Director, Associations and Membership Operations*

### **How to Communicate with Everyone Who Isn't You**

**10:15 a.m. – 11:30 a.m.**

Life would be so easy if everyone we interacted with was just like us. They would understand our cryptic e-mail messages, forgive our bizarre text messages, and understand why we unfriend them on Facebook. Unfortunately, no one else is exactly like you and to succeed as a volunteer leader, you must work with the angry, silly, and yes, even the smarter and more articulate. In this fun and interactive session, participants will get to know each other better and leave with tools to bring back to your boards.

**Presenter:**

*Denise Ryan – Guest Presenter*

### **Skills Mapping Road Trip**

**10:15 a.m. – 11:30 a.m.**

Imagine going on vacation (hosting an event) and getting lost without a navigation system. The family (your board) is exhausted, and they just want the trip (event) to be over. If only you had the GPS to get to your destination for everyone to start enjoying the vacation. In this seminar, you'll embark on a road trip to discover your board's hidden talents and leave with a personalized skills map, that is practically your board GPS!

**Presenters:**

*David Fields – South Regional Manager*

*Tom McNulty – Education and Midwest Regional Manager*

### **Association Manager Networking Social**

**1 p.m. – 2 p.m.**

This is your opportunity to take a breath from running the day-to-day operations of your association and connect with your fellow managers. Join us for an engaging session where association managers can come together to exchange ideas, build alliances and develop lifelong partnerships. It's not just networking; it is a collaboration of innovation and shared pursuits of excellence!

**Moderators:**

*David Fields – South Regional Manager*

*Jarrold Gallegos – West Regional Manager*

## **Creation of Precision Measurement Systems**

**1 p.m. – 2 p.m.**

Discover the intricacies of creating a measurement system for bowling with an exclusive behind-the-scenes experience hosted by the USBC Equipment Specifications team. Gain insights into the unique challenges posed by the nuances of bowling and witness the process of bringing measurement systems to life, showcasing the distinctive aspects that set it apart from conventional tools found at hardware stores.

### **Presenters:**

*Tom Frenzel – Sr. Director, Equipment Specifications*

*Allyson Stanton – Research Technician*

## **Rules Extravaganza!**

**1 p.m. – 2 p.m.**

Back by popular demand is the ever-favorite Rules Quiz! Whether looking to participate or just gain some insightful knowledge, the Rules Team will provide information on recent and recurring issues affecting your members. Multiple topics will be covered in the session.

### **Presenters:**

*Gary Schmit – Rules Counselor*

*Michael Spridco – Sr. Director, Rules and Compliance*

## **President Networking Soiree**

**2:15 p.m. – 3:15 p.m.**

Converse with fellow board presidents, promote a positive leadership vision, share your success stories, and assist others with thinking outside the box. In this seminar your leadership collides with charisma with various topics throughout. Get ready to lead and join the club of board presidents who know how to turn every meeting into a spectacle of networking.

### **Moderators:**

*Hugo Cartagena – Northeast Regional Manager*

*Tom McNulty – Education and Midwest Regional Manager*

## **Showcasing Your Association Brand**

**2:15 p.m. – 3:15 p.m.**

In a world where community engagement and exceptional customer experience play pivotal roles in brand success, understanding how to effectively showcase and position your brand is essential. Join us for an interactive and insightful seminar, "Showcasing Your Association Brand," where we will explore the strategies and techniques that can elevate your association's brand presence, impact and experience.

### **Presenters:**

*Roger Noordhoek – Sr. Director, Marketing*

## **Survival Skills for Volunteer Leaders**

**2:15 p.m. – 3:15 p.m.**

This is the Swiss Army knife of sessions. We'll cover several important topics including: tips for time and stress management (including a magic stress equation that could change your life!), ideas for effectively managing volunteers, suggestions for more effective meetings and tips for staying motivated. You'll get tons of ideas that will help you survive the wilderness (or at least your next board meeting!).

### **Presenter:**

*Denise Ryan – Guest Presenter*

## **Board Onboarding Experience**

**3:30 p.m. – 4:45 p.m.**

For some, onboarding new board members can be a daunting task, but it does not have to be the “bored” room. It can be a dynamic journey filled with red carpet rollouts, secret handshakes (metaphorical, of course) and a crash course in turning new boardroom jargon into their new language. The goal of this seminar is to empower the board and motivate the new members toward the association’s goals.

### **Presenters:**

*David Fields – South Regional Manager*

*Mike Larsen – Sr. Director, Associations and Membership Operations*

## **Communication: It’s Not Part of It; It’s All of It!**

**3:30 p.m. – 4:45 p.m.**

How often have you asked yourself: “Why did they go ballistic?” or “Why do I have to work with that jerk?” This high-energy, fast-paced, and hilarious talk brings understanding to some of the most challenging communications problems association members face.

### **Presenter:**

*Mike Hourigan – Guest Presenter*

## **Community Activation with Go Bowling**

**3:30 p.m. – 4:45 p.m.**

Join GoBowling.com as they unveil the thrilling events that consistently place bowling at the forefront nationwide. Discover the strategies behind these dynamic events and leave with practical steps to enhance top-of-mind awareness in your community. This is a must-attend for anyone looking to elevate their association's visibility – don't miss out!

### **Presenters:**

*John Harbuck – President, Go Bowling*

## **Wednesday, April 24**

### **Four Generations Under One Roof. Really? Or on One Lane? And, Yes, You Can Make it Work.**

**9 a.m. – 10 a.m.**

With four generations in your association today, multi-generational communication can be described as fuzzy or even weird. And what if those four generations include family members? The term perfect storm comes to mind! Mike’s satirical and real-world look at generational interaction will chart a path through choppy waters and provide easy-to-use solutions for the most challenging problems.

### **Presenter:**

*Mike Hourigan – Guest Presenter*

### **Thriving in the Youth Scene: Assisting Local Bowling Centers**

**9 a.m. – 10 a.m.**

How to help a proprietor in this ever-changing youth environment. Learn ways to help your local centers attract, engage, and retain participants while fostering skill development, teamwork and community spirit. This seminar will provide you with the tools and inspiration to help make a lasting impact in your community.

### **Presenters:**

*Zach Barton – Director, Youth Development*

*Melissa Matos – Director, Youth Marketing*

## **Rules Extravaganza! (REPEAT)**

**10:15 a.m. – 11:30 a.m.**

You spoke, we listened and brought the Rules Quiz back for a re-run from Tuesday's seminar. If you were unable to attend the first session, Wednesday is a repeat. Multiple topics will be covered in the session.

### **Presenters:**

*Gary Schmit – Rules Counselor*

*Michael Spridco – Sr. Director, Rules and Compliance*

## **Understanding Implicit Bias: Diversity, Equity and Inclusion Workshop**

**10:15 a.m. – 11:30 a.m.**

It is impossible to change something that you do not acknowledge. And yet, that is where implicit bias lives, just out of view. In this workshop, participants will understand what implicit bias is while learning how to recognize and begin to challenge some of their biases. This is the workshop that allows participants the space to explore their biases, accept them, understand their potential impact and make a decision to address them or not.

### **Presenter:**

*Eric Golden – StandUP – Diversity, Equity and Inclusion Coach*