



Summer 2007

FOUNDED IN 1942 BY THE SPORT OF BOWLING, BVL HAS RAISED \$34 MILLION TO BOOST THE MORALE OF ACTIVE DUTY TROOPS AND VETERANS THROUGH PROGRAMS AND SERVICES TO ENCOURAGE PHYSICAL AND EMOTIONAL HEALTH AND WELL BEING.

BVL Award Winners Recognized at USBC Convention

Two state associations, two local associations and one individual were recognized for their efforts to support the Bowlers to Veterans Link (BVL) during the 2005-2006 league bowling season at the USBC Convention in Nashville in March.

These traditional awards honor the top state and local associations for their fund-raising efforts on behalf of BVL for our nation's veterans and active duty troops.

In addition this year, a special award -- "Most Successful Volunteer" -- was presented to Joanne Wisby of Hopkinsville, Ky. who has worked tirelessly for BVL's new program "Bowlers Salute America's Troops." This campaign sends portable bowling lane kits to troops on active duty. Wisby, a self-described "army brat" whose father served in WWII and the Korean conflict, is also the wife of a career army officer who served two tours in Vietnam. Wisby reports that when she heard about this project she knew she wanted to be involved. "I don't want to ever say that I could have done more," explains Wisby. "This is a wonderful program and I am so proud to be a very small part of it." To date, Wisby has raised enough money to send 17 kits overseas to active duty members of the 101st Airborne, based near her home in Kentucky. Wisby is the President of the Hopkinsville USBC WBA.

The following additional awards were presented in front of the USBC convention attendees by BVL Board Chair Elaine Hagin, with the assistance of BVL Board Members Wally Hall and Gary Anderson:

Largest contribution for a State Association: California: \$209,317.14

Largest contribution for a Local Association: (formally known as) San Fernando Valley WBA /Los Angeles BA \$39,302.00

Largest State Contribution to BVL National: Virginia \$46,708.25

Largest Local Association Contribution to BVL National: Nation's Capital Area USBC \$13,000

"Our volunteers recognize the importance of the BVL mission," commented BVL Board Chair Elaine Hagin. "The young men and women returning from Iraq and Afghanistan need our help, as do those who fought for our country in Korea and Vietnam as well as hundreds of other locales around the globe. BVL continues to preserve our mission to bring joy and comfort to our aging WWII vets who need to know that we still care."

The top ten state contributors to the BVL cause for the 2005-2006 league bowling season are as follows:

California	\$209,317.14
Texas	\$47,086.52
Virginia	\$46,708.25
Florida	\$44,241.93
Colorado	\$27,150.29
Oregon	\$26,739.11
Georgia	\$23,346.68
Illinois	\$22,194.48
Ohio	\$20,803.27
New York	\$15,998.00

The top ten local association contributors to the BVL for the 2005-2006 league bowling season are as follows:

San Fernando, CA	\$39,302.00
Dallas, TX	\$20,000.00
Charlotte County, FL	\$15,000.00
Nation's Capital/Washington D.C. Area	\$13,000.00
Orange County, CA	\$13,000.00
Minneapolis, MN	\$11,350.00
Hampton Roads, VA	\$10,750.00
Citrus Belt, CA	\$10,000.00
Napa-Sonoma, CA	\$10,000.00
Joliet Area, IL	\$7,752.49

BVL National Office

We've moved!

Please note the new BVL address and numbers

11350 Random Hills Road,
Suite 800
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www.BowlforVeterans.org

BVL Board of Directors
Elaine Hagin, (USBC) Chair
Gary Anderson, (USBC)
Wally Hall, (BPAA)

BVL Announces Office Changes

In order to respond to the needs of the troops returning from Iraq and Afghanistan while maintaining commitments to other veteran populations, the Bowlers to Veterans Link (BVL) -- created in 1942 by the sport of bowling -- has made some key changes in order to best serve America's veterans.

Elizabeth Montanya, principal of the public relations firm Montanya & Company, which has supported BVL's communication program for more than 15 years, has accepted the request of the BVL Board of Directors to manage the daily operational activity of the organization as well as oversee long range planning.

This change coincides with the resignation of Helene Phillips as Executive Director. Phillips will continue to serve the organization by providing financial and record-keeping services.

I'm delighted to have Elizabeth take over the helm for BVL," stated BVL Board Chairman Elaine Hagin. "With her experience in the bowling industry and her knowledge in the field of marketing and long-range planning, she has the skill set we need to take BVL into the next decade and beyond."

Changes within the organization have already resulted in an office relocation. To be more responsive to volunteers, as well as maintain relationships with veterans' leadership in the Washington, D.C. area, the BVL offices have moved to Fairfax, VA.

BVL National programs bring joy to recuperating vets

For 65 years, the Bowlers to Veterans Link has been at the forefront of care for America's service men and women. The care BVL provides is through recreational and therapeutic programs and services designed to boost the morale and brighten the days of those who gave to our country.

To reach these goals, BVL funds a variety of efforts: from purchasing arts and crafts kits to the support of music and pet therapy to funding a range of sports and recreation programs.

Thanks to BVL, our veterans have an opportunity to step away from the stress of their days and enjoy an improved quality of life. Moreover, BVL programs provide an incentive to become involved in a greater community — to be active and engaged with their fellow veterans, as well as with family and friends.

Although most BVL donations go directly to individual VA Hospitals, Vet Centers and State Veterans Homes, it is the nationally sponsored programs which are the centerpiece of BVL's efforts. These include:

- "Re-Creation" tours—providing professional music and entertainment to veterans around the country;

- Celebrity Bowling Clinics—personal visits and learn to bowl classes for veterans by professional bowlers;
- Annual BVL/VA Bowling Tournament—attracting teams from VA facilities throughout the country to compete for prizes and trophies; and
- Support for the four major VA special events— the Winter Sports Clinic, the Creative Arts Festival, the Golden Age Games and the Wheelchair Games.

If your association wants to support America's veterans and active duty military, BVL has a new volunteer kit especially developed for association volunteers. It's packed with brochures, posters, flyers and much more to help launch a successful BVL fund-raising campaign.

Also new this year in the kit is a DVD featuring "Re-Creation" singing the National Anthem, with powerful patriotic visuals of America's service men and women. Associations are encouraged to use this great new tool to kick off association activities.

The kit is available free of charge. Contact the BVL office or visit us on the web to order your kit.

Troop Kits Enjoyed Around the Globe

Thanks to America's bowling community, when active duty troops around the world have some down time, they can enjoy some fun and competition via a lightweight, portable carpet bowling lane kit, shipped complete with a rubberized bowling ball, ten pins and score sheets.

"Bowling Salutes America's Troops," introduced last year by the Bowlers to Veterans Link (BVL), has now delivered almost 500 kits to troops deployed on active duty in Iraq, Afghanistan, Kuwait, Korea and a host of other countries. The program has been tremendously successful — providing soldiers, sailors and airmen an opportunity to take a break from the stresses of their jobs and enjoy the fun and camaraderie of the sport. Lightweight and easy to transport, the bowling "lane" can be assembled in just a few minutes time, whenever a break in schedules permit.

"The response to this campaign has been tremendous — from both our volunteers and the service men and women who have received the kit," explains BVL Board Chair Elaine Hagin. "We have bowling centers and league bowling associations signing up daily to support this effort, and the feedback from the troops has been absolutely wonderful. They love it, and we love it."

Initial shipments of the lane kits went to 40 bases in Iran and Afghanistan, but as word of the kits spread, requests for more lanes poured in from individual service men and women in outposts around the globe.

Reports from the troops indicate that the lanes are in use on rooftops in Baghdad, along military airstrips, on board ships in the Gulf, and in dozens of camps in the Iraqi desert.

From the U.S.S. Enterprise, one seaman says this, "Whenever we find a time to set the lane up, it tends to bring out Sailors from every hatch looking for a chance to relieve some stress. And everyone agrees that this is one of the coolest packages ever..."

From Camp Arifjan, a soldier wrote, "I have to say that this is one of the greatest ideas I have seen come to Kuwait. Thank you for what you are doing for the troops."

Associations interested in this program can purchase a lane kit for \$499 for shipment to a chosen individual. However, promotional kits, available for \$149 include a variety of opportunities to fund-raise in your community. For more information, call the BVL offices at 703-934-6039 or visit us on the web at www.BowlforVeterans.org.

Want to learn all the latest about BVL programs and activities?

Sign up for BVL E-News today.

Go to www.BowlforVeterans.org