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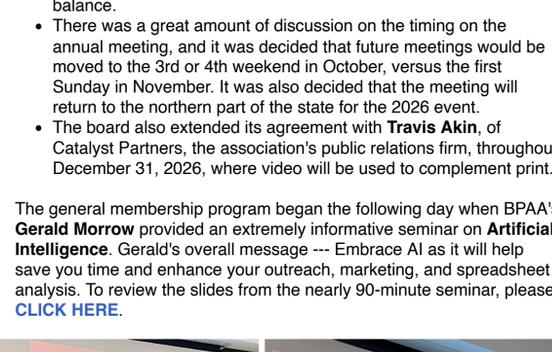
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BEAT THE CHAMPS STARTS SUNDAY DECEMBER 7. ARE YOU READY?

The **63rd Annual Beat the Champs** contest begins Sunday, December 7, and runs through Saturday, December 13. If you haven't done so already, please hang your BtC banners. If you have any questions, please feel free to reach out directly to ISBPA Tournament Director, **Tom Sims**, by [CLICKING HERE](#).

Additionally, mark your calendar for January 15 to attend the **BtC Live Target Score Show**, which will be streamed globally by Storm. The ISBPA is particularly excited that two of bowling's all-time greatest bowlers, **Pete Weber** and **Leanne Hulsenberg**, will be joined by two of bowling's most accomplished youth bowlers, **Jos Weems** and **Anna Antony**. If you would like any promotional tickets to attend the event or pass along to your bowlers, please feel free to reach out to ISBPA Executive Director **Keith Hamilton** by [CLICKING HERE](#).

63rd Beat the Champs Contest Live Stream Target Score Show



Hosted by **Arena Lanes - Thursday, January 15, 2026**
 Doors open at 3:30, Fun & Trivia at 4:15, Announcements & Final Seating at 4:30 Bowling 5:00 - 6:00, Social Follows

ILLINOIS STATE BPA ANNUAL MEETING CONCLUDES

Awards, Trade Show, Seminars and Business Meeting

The **2025 ISBPA Annual General Membership Meeting** was held on November 2-3, 2025, at the Marriott Hotel and Conference Center, in Normal, Illinois. The two-day event started on Sunday afternoon when the ISBPA Board of Directors gathered for their quarterly meeting, where several items were addressed:

- The board approved the current-year financials and 2026 budget. Both the 2025 financials and 2026 budget are projected to be in balance.
- There was a great amount of discussion on the timing of the annual meeting, and it was decided that future meetings would be moved to the 3rd or 4th weekend in October, versus the first Sunday in November. It was also decided that the meeting will return to the northern part of the state for the 2026 event.
- The board also extended its agreement with **Travis Akin**, of Catalyst Partners, the association's public relations firm, throughout December 31, 2026, where video will be used to complement print.

The general membership program began the following day when BPAA's **Gerald Morrow** provided an extremely informative seminar on **Artificial Intelligence**. Gerald's overall message --- Embrace AI as it will help save you time and enhance your outreach, marketing, and spreadsheet analysis. To review the slides from the nearly 90-minute seminar, please [CLICK HERE](#).



During the general membership meeting, ISBPA President **Mike Melone** provided a "Year-in-Review" report verbally. The topics covered:

- Mike boasted about the success of the **62nd Annual Beat the Champs Live Stream Contest**, which featured renowned bowlers **Kyle Troup** and **Verity Crawley**. He also noted that youth bowler **Brady McDonough** shot a 300 in his third and final game. The other youth representative, **Mailia Briggs**, promoted the event to her 400,000 Instagram followers. Mike thanked Storm Bowling for their continued efforts in partnering with the state on bring us such accomplished bowlers and in providing the live streaming of the show.
- The **Kegel / ISBPA Midwest Collegiate Classic** had 107 teams, up significantly from the 69 held during the poor-weather affected 2024 tournament. To continue that growth, ISBPA has partnered with **H2M Management** and **Nick Hoagland** for the 2026 - 2028 tournaments.
- On the media and public relations front, thanks to **Travis Akin** of Catalyst Partners, several of our members were featured in mainstream media. **Gary Handler** of Waveland Bowl and **Mark Iverson** of Diversey River Bowl were profiled in the *Skyline* newspaper as part of our 75th Anniversary celebration, while **Bill Netzhammer** of Bowl Haven and **Steve Ludwig** of Salem Bowl were recognized on various radio stations.
- The **Chicagoland BPA** received a proclamation for **Orland Park Mayor, Jim Dodge**, on its 100th Golf Outing. The event raised \$10,000 for the Bowlers to Veterans Link (BVL).
- In Springfield, our advocacy efforts remain strong as we tackle critical issues such as iGaming expansion and sales tax proposals. We're also collaborating closely with the **Illinois Beverage Association** and the **Illinois Gaming and Machine Operators Association** to ensure bowling centers are well represented on every front. In May, a contingent of members toured the state capital and meet with a score of legislators addressing our concerns.

Mike also noted that the following individuals received significant recognition throughout the year, thus illustrating the states commitment to bowling.

- **George Kontos**, Joliet Town & Country, was named USBC Proprietor of the Year, and the **Chicagoland USBC** was named the USBC Local Association of the Year.
- **Ellie Boley**, granddaughter of Bowl-Hi Proprietor **Don Zielinski**, received the \$25,000 Frewing Scholarship during Bowl Expo.
- Executive Director **Keith Hamilton** entered the USBC National Hall of Fame, and former Executive Director **Bill Duff** was inducted into the Illinois State USBC Hall of Fame, while **Dave Supanich**, Lawn Bowl, was inducted into the USBC Chicagoland Hall of Fame the prior day.
- Mike also congratulated **Lyle Zikes**, Beverly Lanes, who will be inducted into the USBC Illinois State Hall of Fame in March of 2026.
- The *Illinoisian*, ISBPA'S monthly newsletter, earned 1st and 3rd place awards in the **International Bowling Media Association** writing competition.

To review the meeting minutes, [CLICK HERE](#). The minutes will be approved by the general membership during the 2026 Annual Meeting.



Dale Strom, from **Bel-Air Bowl**, won an **Immersion Blender**, donated by **Honan**, during the trade show raffle period.

Preceding the annual meeting, ISBPA once again held its annual trade show with 18 of its 26 **Supporting Members** exhibiting their goods and services to the 44 centers represented.

In addition to the networking of proprietors visiting with fellow proprietors and exhibitors alike, the attendees enjoyed the opportunity to receive some of the plethora exhibitor visitations and tasty food, the gifts donated that were raffled to members were plentiful and generous, including an array of product credits, bowling balls, apparel, and one immersion blender. In addition to the more than 20 gifts raffled, proprietor **John Sommer**, Don Carter Lanes, held his annual BVL 50/50 Raffle, that generated a donation to BVL in the amount \$920, as the raffle winner, proprietor **Bill Habetler**, Habetler Bowl, donating back to the BVL his 50% of the earnings. The trade show portion of the event concluded with a Chicago Style Lunch buffet, featuring hot dogs, brats and beef.

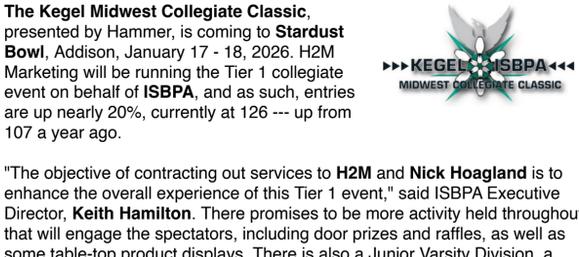
The **ISBPA Annual Awards Ceremony** followed the general membership meeting and honored six awards winners, four bowling centers celebrating, and two youth bowlers.



Tom Doud (left) receives the states highest honor, the **Louie P. Petersen Meritorious Service Award**, from ISBPA President, **Mike Melone**.

Tom Doud, Channahon Lanes and Mini Golf, receiving the state's highest honor, the **Louie P. Petersen Award**. Other individuals receiving awards where:

Johnny Campos, President's Award; **Tony Hall**, Patrick F. Bosco Award; **Craig Kouros**, Award of Gratitude; **Mark Tubb**, Award of Recognition; **Bill & Barbara Spigner**, Lifetime Membership Award. In addition to the individuals receiving awards, a quartet of member centers were recognized for reaching the "50 Years in Membership" appreciation plaque: Airport Plaza Bowl, Forest Hills Lanes, Parkside Lanes, Sunset Lanes.



2025 ISBPA AWARDS RECIPIENTS
 Left to Right: **John Sommer**, 50 Years-in-Membership; **Bill & Barbara Spigner**, Lifetime Membership Status; **Johnny Campos**, Presidents Award; **Tom Doud**, Louie P. Petersen Meritorious Service Award; **Tony Hall**, Patrick F. Bosco Award of Merit; **Mark Tubb**, Award of Recognition; **Craig Kouros**, Award of Gratitude; **Bill Netzhammer**, 50 Years-in-Membership.

TIME TO RENEW YOUR MEMBERSHIP

Please make certain to renew your membership to BPAA / ISBPA by December 31, 2025. If you renew online, you'll have the chance to win

- 2 Member School Registrations (\$2,998 value) and
- 2 Full Registrations to attend the 2026 Bowl Expo in Nashville, Tennessee.

You can renew online by clicking on my.bpaa.com and logging in as Primary or Billing Contact. If you need help, feel free to email the membership department by [CLICKING HERE](#), or call 817-385-8303. You can also mail in your payment to: BPAA, Attn: Membership, 621 Six Flags Drive, Arlington, TX 76011.

OTHER BPAA NEWS

- To review the BPAA Regional Directors Report, [CLICK HERE](#).
- Keep in mind that the Music Videos Registration is due December 31.



TIME TO BOOK YOUR TRIP TO THE BOWLING SUMMIT

Conduct some business and enjoy San Antonio's Famed River Walk



BPAA's **2026 BPAA Bowling Summit** is heading to San Antonio, Texas, January 18-20 at the **Marriott River Center on the River Walk**. The annual gathering of nationally based member centers presents a great opportunity to network with proprietors in a relaxed and enjoyable setting. To register, [CLICK HERE](#). To review the brochure, scroll down on registration page. Here is a schedule for the event:

Sunday, January 18 - Committee Meetings
 1:00 - 2:15 PM | Bowl Expo Marketing / Membership
 2:30 - 3:45 PM | Digital Marketing / Food & Beverage
 4:00 - 5:15 PM | Government Affairs / League Development / SMART Buy
 5:30 - 7:30 PM | Welcome Reception & Exhibits

Monday, January 19 - Seminars
 8:00 - 9:30 AM | Strongly Breakfast with Exhibits
 9:45 - 11:00 AM | Leveling Up with Canva
 11:45 - 12:30 PM | Staying Driven in Disruptive Times
 12:30 - 2:00 PM | Networking Lunch & Exhibits
 2:15 - 3:30 PM | Building a Culture of Hospitality that Lasts
 3:45 - 5:00 PM | Practical AI Agents for Bowling Center Operators

Tuesday, January 20 - Seminars / Industry Update Luncheon / Committees
 10:30 - 11:45 AM | Unlock and Ownership Culture
 12:00 - 2:00 PM | Industry Update Luncheon
 2:30 - 3:45 PM | Education Committee Meeting
 2:30 - 4:30 PM | State Executive Directors Meeting
 6:00 - 9:00 PM | Final Night at the Alamo

'TIS THE SEASON TO RUN HOLIDAY PROMOTIONS

BPAA provided an email with ideas and tips serving as a terrific reminder that center operators can use during this holiday season to increase revenues and exposure.

Seasonal Posting Ideas

- **Holiday Events & Specials**: Showcase your themed cosmic nights, holiday tournaments or family bowling packages.
- **Gift Card Campaigns**: Promote gift cards as perfect stocking stuffers --- an easy win for holiday revenue.
- **Festive Food & Drinks**: Feature seasonal items like peppermint shakes, holiday hot chocolate or limited-time appetizers.
- **12 Days of Bowling**: Run a countdown featuring a new daily special, fun fact or giveaway.

Content Tips for December

- **Festive Photos**: Capture your center decorated for the holidays --- lights, trees and cheerful staff.
- **Customer Spotlights**: Feature families, league bowlers and groups.
- **Short-Form Video**: Show off your glow bowling, food specials or busy lanes with quick, energetic Reels or TikToks.
- **Holiday Countdowns**: Build anticipation with daily or weekly posts leading up to big event.

Quick Tips for Success

- Pin posts with holiday hours, NYE events and major promotions.
- Encourage bowlers to tag your center in festive photos.
- Respond quickly to messages.
- Use holiday emojis and warm tones to make your center stand.

THE KEGEL MIDWEST COLLEGIATE CLASSIC

Stardust Bowl, January 17 & 18, 2026

The **Kegel Midwest Collegiate Classic**, presented by Hammer, is coming to **Stardust Bowl**, Addison, January 17 - 18, 2026. H2M Marketing will be running the Tier 1 collegiate event on behalf of **ISBPA**, and as such, entries are up nearly 20%, currently at 126 --- up from 107 a year ago.

"The objective of contracting out services to **H2M** and **Nick Hoagland** is to enhance the overall experience of this Tier 1 event," said **ISBPA** Executive Director, **Keith Hamilton**. There promises to be more activity held throughout that will engage the spectators, including door prizes and raffles, as well as some table-top product displays. There is also a Junior Varsity Division, a practice revived for this year's tournament. You still have time to register a team via email by [CLICKING HERE](#).

A Squad: 37 Men / 32 Women | B Squad: 32 Men / 25 Women

To review the tournament flyer, [CLICK HERE](#).

IMPORTANT ANNOUNCEMENT BY MICHAEL BEST STRATEGIES

Trevon Sylvester

The **Illinois Liquor Control Commission** has issued a press release that ISBPA members should be aware. The Illinois Secretary of State announced that Illinois residents can now store and present their driver's license or state ID digitally through Apple Wallet on their phones. [CLICK HERE](#) to review the stating that Mobile IDs will be a valid way of proving age for alcohol sales. However, businesses must electronically verify the Mobile ID, simply viewing it is not sufficient. The ILCC advises using the Sec. of State's free "Mobile ID Check" app. Details are in the attached release.

ISBPA SUPPORTING MEMBERS | PRODUCTS & SERVICES

DIAMOND LEVEL

AVS COMPANIES
Keith Kraill
 750 Morse Ave., Elk Grove Village, IL 60007
 (847) 709-6213
AVS offers a full range of consulting services for bowling center arcades including layout design, game selection, attraction consulting, installation, training, warranty and parts.
[Website Email](#)

BRUNSWICK
Frank Marrese
 231-343-3235
 frank.marrese@brunswickbowling.com
Center Modernizations and Capital Equipment.
[Website Email](#)

CLASSIC
Steve Jaros
 4617 Industrial Road, Fort Wayne IN 46825
 (260) 484-2695
Full line bowling distributor carrying a variety of bowling consumer and capital equipment brands
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Lynda Brotherton Sherrod
 1884 Lackland Hill Parkway, Ste. 1, St. Louis, MO 63146
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Providing solutions to Cashless Redemption
[Website Email](#)

KEGEL
Chris Chartrand
 1951 Longleaf Blvd. Lake Wales, FL 33859
 (863) 734-0200
Lane machines, supplies and oil pattern designs.
[Website](#)

KIDS BOWL FREE
Bruce Davis
 1950 San Marco Road, Marco Island FL 34145
 (800) 720-0410
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MOLSON COORS
Justin Smith
 250 S. Wacker Drive
 Chicago, IL. 60606
 618-530-6061
 Chain Sales Executive
The official Beer of the Illinois State BPA
[Website Email](#)

QUBICA AMF BOWLING
Dave Van Wyk
 8100 AMF Drive Mechanicsville, VA 23111
 (630) 309-2201
Manufacturer of bowling equipment
[Website Email](#)

Satori energy
Jim Orban
 300 S. Wacker Drive, Suite 800
 Chicago, IL 60606
 312-850-2300, (F) 312-264-6200, (M) 630-561-1537
 email: jorban@satorienergy.com
Energy services supplier: ISBPA's Electrical "Power Pool".
[Website Email](#)

SCHEMM BOWLING
Nate Bukoski



Schemm Bowling Inc.

500 Interpane Lane, Deerfield WI 53531
(888) 724-2695
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[Website](#) [Email](#)



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Gary Hulsenberg

165 S. 800 W. Brigham City, UT 84302
(435) 723-0403
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WESTERN BOWLING PROPRIETORS INSURANCE

Cameron Linder

1865 Herndon Ave Ste K, Clovis, CA 93611
(800) 200-9998
The official Insurance carrier of the ISBPA.
[Website](#) [Email](#)



GOLD LEVEL



ACE MITCHELL BOWLERS MART

Dean Billings

3365 Cavalier Trail, Cuyahoga Falls, OH 44223
(330) 920-6200, Mobile (330) 281-9136,
Office (800) 262-2695, Fax (330) 928-2132
Full line bowling distributor carrying a variety of bowling consumer and capital equipment brands
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1949 Hidden Shores Dr., Dixon IL 61021
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Website and Social Media Facilitators, Designers and Consultants
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HORIZON

Matthew Murray

1960 Seneca Rd. Eagan, MN 55122
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A member of the BPAA SMART BUY program, Horizon are experts in the design and/or implementation of your food service needs
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Robin Blum

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PROFESSIONAL BOWLERS ASSOCIATION

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Full line supplier of bowling center capital equipment
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