

To: Kevin Ellis
From: Bryson Rogers
Date: August 31, 2010
Subject: Prodigy Writing Contest

I know that I would be the next bowling Prodigy because of my passion for the desperate need of growing the sport and my thirst for knowledge of how to actually play the game. I know that what little knowledge I have about the game is nothing compared to a team of experts who make the products and the professionals who competed daily for a living. I'm a 220 average bowler who bowls lots of tournaments including the High Roller and other national bowling tournaments across the United States. During my experiences I've learned that there is a lot more to bowling than just knowing if you roll your ball down the lane towards the 1-3 pocket that you automatically are supposed to get a strike. Therefore here are the reasons why I feel like I would be the next bowling prodigy and would hope that you greatly consider my application before the contest ends. Saving the best for last, just like a strong performance in the 10th frame. It doesn't matter how well your start, it's always about how strong you finish.

I started bowling when I was 12 years old. We had just started bowling in the gym at our local middle school and had so much to talk about as kids. My twin brother and I couldn't wait to go home and tell our parents. Not only did we tell our parents we told everybody how much we loved bowling a rubber ball against some plastic pins. I can remember it like it was yesterday, it was my aunt who took us bowling one day to show us how tough the sport really was as kids. Nothing like bowling in the gym but the experience was one that I will never forget. Later on that year when the winter leagues were forming my parents enrolled us into our first youth adult league. It lasted only about 3 years and we wanted to start bowling for money. Back then, we didn't know that there were college scholarships for bowling, or anything about the youth coco-cola championships, or for that matter any other tournaments besides the youth state and city tournaments. There was no college fund, there wasn't any in center tournaments, just another activity to look forward to on the weekend.

Since those years though bowling has help me grow and become the person that I am today. Through my experiences in life I can related to how I have managed to overcome finishing the University of Utah because Craig Harrington told me to never quit bowling. He said one day you are going to be a good bowler. I've realized that dream when I won the UBA tournament in Florida Scratch and Handicap division for \$20,000. I've learned that life isn't fair and neither is bowling. I really think other people need to learn that and move along with their differences between leaving a ringing 10 or stoned 8 pin and let what happens happen. When you look back on it some of your worst ball that you throw can still strike. It's just the nature of the game. I have also learned that when you are not able to focus on just the basics that you can drive yourself crazy over why you keep having problems with executing basic technique.

Also since I've started bowling I've met some remarkable people, especially those who are involved with the Storm bowling company. **Storm is truly the bowlers company.** I enjoy talking with Corbet Austin, Hank Boomershine, and Steve Kloempkin. They are some of the greatest guys you will ever meet, and on top of that they know how to throw the ball too. When I was bowling the High Roller tournament last year I was telling Chris S. about my ball reaction and that I wanted him to lay out a ball for me that would have a similar reaction on the fresh but pick up a little sooner and continue on the back part of the lane. What I learned in that five minutes of speaking with him is that my lack of knowledge about bowling equipment coverstocks and weight blocks and holes is what is holding me back from being a dominate force on the lanes. Since then I've been averaging around 230 which is a significant jump from 220.

In all sincerity I feel like I can relate to Storm and its image of making not only great bowling products but also being involved in promotion of the sport itself. Someone needs to educate the management that just because you raise the price of the game when you are consistently losing bowlers you are bound to end up closing the doors which is bad for the industry. Storm doesn't make up crazy names for their equipment either like Weapon of Mass Bias, or Ripper, Creature and Magic Action. Storms most recent names have been encouraging names engaging the sport of bowling such as the prodigy; the domination, Agent, Reign, Hy-Road and Virtual Energy. They also have the fun names such as Fast, Furious, and 2Fast, 2 Furious. These are names that bowlers should relate to words, such as being dominate on the lanes. Taking the high road when you see someone is making bad choices be the better person. An agent who represents what Storm is all about, and be the company that invades the market because of the compassion that you have for the sport and the bowling community. Virtual Energy comes from within oneself. You don't need some magic to beat your opponents. This is why I've chosen to promote storm and what they stand for and would love to promote the sport by hosting more tournaments, teaching kids how to bowl and how bowling could make a difference in their lives, and also to help those who are older who enjoy the game but would like to get better. I think that I would probably never be one of the best bowlers in world because I'm too technical when it comes to bowling. I try to be a perfectionist instead of moving graciously and letting things flow like water. I find myself over compensating for getting around the ball. The game has evolved and I would love to evolve with it but my personality is just to keep things simple. I really would like to take the role of the storm Prodigy and build a website where people can blog and share their experiences of what I will learn throughout the year and what they have learned about the new technology and changing lane conditions. Storm does a superior job in promoting and sponsoring of tournaments and the growth of the sport through youth competition and I would love to be part of the storm organization and share that with the world.

Sincerely,

Bryson Rogers