



EVOLUTION

**PROGRAM
GUIDE**

**REACHING NEW
HEIGHTS**



EVOLUTION

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A LETTER FROM THE PROGRAM DIRECTOR

For more than 30 years, the Storm family has given back to the sport we all love to help foster, encourage, and promote bowling. Storm has emerged as the global leader in the sport and continues to seek ways to give back and grow the sport.

We are pleased to launch a program open to all youth athletes who believe bowling is a sport and have a strong desire to learn and sharpen their skills on and off the lanes. This program has something to offer every athlete along their journey within the sport.

Our team of experts is excited to share their knowledge and experience with all who seek to grow. We take great pride in selecting our team members and Storm is committed to supporting all youth athletes develop on and off the lanes.

Your acceptance into the program shows that you have a desire to grow, dedication to learn, wish to help others, and discipline to complete weekly assignments.

This guide will outline The Evolution Program, team members and the Tiers. This program is tiered in order to give athletes the maximum opportunity to grow. Each tier shares similar guiding principles and require the same dedication from each athlete. The difference in the tiers is the information being communicated.

Storm Headquarters is based in Utah in a valley surrounded by the Rocky Mountains. Like a mountain range, you'll experience many peaks and valleys in life and on the lanes. Together, we are determined to help you discover your full potential and look forward to reaching for the peaks.



"We are dedicated to allowing your athletes to learn in a positive space and give them the tools to take the sport of bowling to new heights!"
-Gary Hulsenberg, VP Community

EVOLUTION PROGRAM OVERVIEW

PURPOSE:

Storm has created, defined, and developed an inclusive program with three tiers that welcomes every youth athlete in the sport a path to future growth and success regardless of the athletes chosen brand affiliation. Only committed athletes will be admitted into this community program and all athletes will remain in the program until they age out, elect to leave, or are asked to leave as a result of non-participation. Exceptional athletes that have followed the program and excelled in all aspects may be asked to join the Evolution Staff. Advancements in the program happen when the athlete is ready to be moved along and the committee is unanimous in the decision to advance the athlete.

WORDS THAT INSPIRE US:

Encourage
Train
Confidence
Positive
Sport
Discipline
Knowledge
Ambition
Growth
Respect
Earn
Empathy

"This program is designed to connect the top athletes with our team as they work towards a career in the sport."

-Gary Hulsenberg
VP Community

THE STORY OF THE "E"

The Evolution Program was created with a clear vision and participants will be held accountable as they strive to reach new peaks.

The "E" is rounded around the edges to show that we strive to be better than we were yesterday but not perfect, as we climb our internal mountains and reach for our personal peaks.

The colors of the program were chosen to show two important values in the program. Bright yellow symbolizes optimism and happiness. Purple represents the future, ambition and wisdom. They are weaved together to show that you need both to reach your full potential.

The circle surrounding the E is left open to symbolize that all are welcome to join the program and that we are always growing. The arrow is pointing up to show that those who are in the program are always moving upward towards the peak.



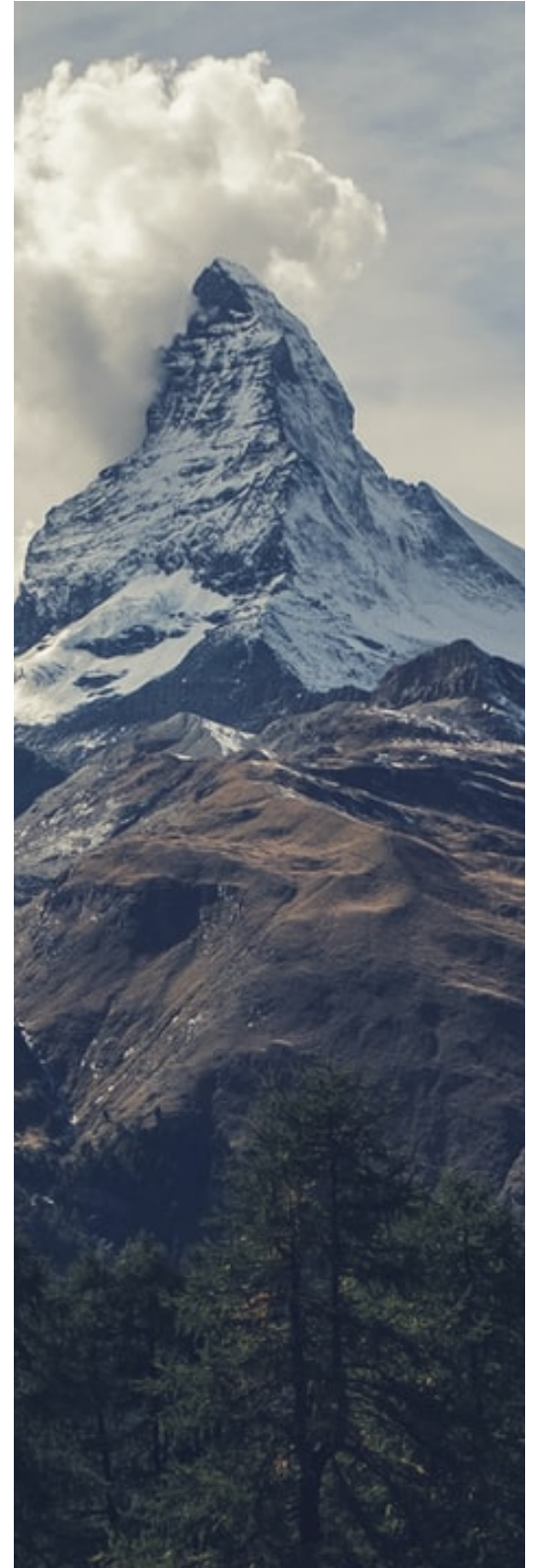
EVOLUTION



EVOLUTION

PROGRAM BELIEFS

- 1 We will always seek knowledge.
- 2 We view life as an opportunity to learn.
- 3 We will learn from each other.
- 4 We will help others, both in the bowling community and outside the bowling community.
- 5 We will treat everyone with respect.
- 6 We will build people up, not tear them down.
- 7 We will share encouraging thoughtful words.
- 8 We will share our love for the sport.



THE TIERS

A QUICK OVERVIEW OF EACH TIER IN THE EVOLUTION PROGRAM.

TIER 1

Reserved for the most advanced athletes refining their skills.

These athletes are exceptional on and off the lanes. Here are some areas where these players excel: lane play strategies, understanding of bowling ball technology, community service, and academics. These athletes are winning at the regional and national level and are highly recruited by colleges. In addition, they have their sights set on winning on the pro tours or a career in the industry after their college experience is wrapped up.

TIER 2

Designed to take athletes from a solid knowledge base to the knowledge needed for Tier 1.

Athletes can expect to spend the most time in Tier 2 as this is the group climbing the longest, steepest part of the journey. This group will learn to solve problems on the lanes by using science and technology within the sport. Off the lanes, this group will continue to improve academically, participate in community initiatives, and grow the sport.

TIER 3:

Designed to help players in their earlier developmental stages of their careers grasp the concepts and strategies that can improve their understanding of the sport.

The communication and lessons taught create a solid foundation for athletes to move up to Tier 2.

EVOLUTION STAFF OPPORTUNITY:

If an athlete has exceptional grades, are dedicated to community service initiatives, and consistently win on the local, state and national youth level, they may have the opportunity to join the Evolution Staff. This staff is reserved for a small number of exceptional youth players who represent the future of the sport.

THE MONTHLY LESSONS

Each tier of the Evolution Program will receive an email on the FIRST of every month to enhance and accelerate the learning process. This email will have a similar topic and goal but will be strategically communicated to each level of the program. This program does not replace a personal coach but will give you items to discuss with your team during training sessions.

Every athlete is required to complete weekly coursework which will be provided by email.



LEANNE'S LEADERSHIP TIP

Each month 27 time PWBA titlist, Leanne Hulsenberg, will share a tip with our Evolution Program members.



A MESSAGE FROM TEAM SPI

We will share an exclusive message from a member of Team SPI for our Evolution Program each month.



COMMUNICATION TIP

Our Communications Manager will share a tip. Some topics will include, writing, personal brand development, public speaking, presentations and how-to sessions on videos.



GOAL SETTING TIP

Goals are important and together we will learn about developing SMART goals. We will also include a Quarterly Assessment for you to examine your goals.



COMMUNITY TIP

Each month we will share tips on volunteer activities & opportunities to service your community. We also will invitations to participate in a service activity as a group.



A CHALLENGE

Learning is fun! You'll receive an assignment to complete throughout the month and submit. These challenges will be an activity that will help you on your journey.



PARENT/GUARDIAN TIP

Parents are included in every step of the journey. Each email will include a tip for those who are supporting the youth athlete reach their personal milestones.



A PHYSICAL GAME TIP

We'll be sharing tips & tricks from our group of coaches at Storm HQ that can give you another exercise to try on the lanes in your practice sessions.



ASSESSMENT & REQUIREMENTS

APPLICANTS

There is no financial commitment to enroll or participate in the program. We have removed all barriers of entry in the hopes to include and help as many youth athletes as possible with their journey. All applications are reviewed monthly. All applicants will be enrolled in the program and placed in the proper Tier based on our committee's recommendation. Athletes have the opportunity to be moved up in Tiers quarterly based on the committee's assessment of the athlete's coursework.



ENROLLED ATHLETES

In addition to athletes completing and submitting their weekly program coursework, athletes are expected to treat fellow athletes and program administrators with respect throughout the journey. Athletes who do not complete the coursework or do not treat others with respect may be asked to leave the program.

OUR TEAM



"You can't climb to the peak of a mountain by yourself. Our Team is dedicated to sharing the tools we've collected to help you conquer any obstacles placed in your way."

THE TEAM FACILITATING THE PROGRAM

The combined knowledge, expertise and experience of our team in all aspects of the bowling industry provide your athletes the ability to learn different perspectives and grow exponentially. All of our program administrators are RVP Certified and have completed SafeSport Training.



GARY HULSENBERG
Evolution Program Director
SPI VP Community Relations



LEANNE HULSENBERG
USBC & PWBA HALL OF FAME MEMBER
SPI Tournaments and Events Manager



BLAIR BLUMENSCHIED
SPI Communications Manager



MATT MCNIEL
SPI Global Ambassador



JIM CALLAHAN
SPI PBA Tour Manager

In addition, SPI Athletes and guest experts from Storm HQ will assist with the program throughout the year!



HOW TO APPLY

APPLICATION IS LIVE AND ONLINE!

Welcome to what's next for youth athletes pursuing their dreams in the sport of bowling.

We take great pride in selecting our team members and ask that you show the same level of pride by filling out this application accurately and completely before hitting the Apply Now button located at the bottom of the page. Incomplete applications will not be considered.
APPLY NOW: <https://bit.ly/SPIEvolutionProgram>



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