



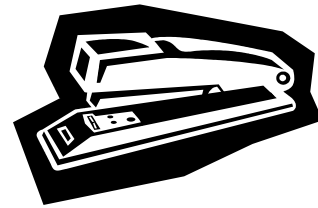
A Stapler's Tale

Ann E. Powell, TWBW Publicity

Although United States Bowling Congress (USBC) is now sanctioned bowling's governing body, there still may be some degree of uncertainty about local organizational issues. Whether your local associations are merged or unmerged, there's no doubt that your publicity chair will have an important job keeping current and prospective bowlers informed.

The successful publicity chair needs to have many skills at her command. It helps to be able to write well, but that is not something the chair herself has to do. Being able to create effective posters is a prized skill, but again is not essential. The publicity chair needs to be a listener and a learner, and the good chairs are always on the lookout for reliable sources for information and distribution.

To pass information along, which is publicity's goal, the chair's essential skill is the ability to communicate, and to be effective at that she needs someone who can get ideas across. The chair may be expert at all these things, or she may not. The very best publicity chair is someone who can assemble all these skills in a package-- her committee. In short, she's a stapler—the tool that puts it all together. With the anticipated changes in sanctioned bowling, we'll need lots of reliable staplers to ease the transition and ensure the continuing success of our sport.



Update: TWBW's second annual Santa's Secret Stash Mailographic Tournament had 84 entries this year, lots more than the 48 we had last year. Also helping heal our precarious financial situation was the sale of "Texas Supports Our Troops" magnets. Thanks to your help, we'll soon have our replacement computer and printer paid off.

Do you know someone with a successful promotional tool from which others can benefit? If so, please email or write me with that information so I can spread the word in

upcoming articles. I'm available at aep11@yahoo.com or 2707 Jacques Lane;
McKinney, TX 75070.