

Cosmic bowling new wave in sport



For bowling to remain a viable and healthy sport, it is necessary for the industry to create some new and more advanced ideas aimed at attracting more people to the sport.

There is more competition now than ever for the general public's leisure time activities such as movie rentals, travel, other sports and just staying home with cable TV.

One of the best new ideas has been the advent of Cosmic Bowling, developed and marketed by Brunswick.

Cosmic bowling has added a whole new fun aspect to the game. It is attracting more people into the bowling centers, not just kids, but a wide range of adults who do not have to be too serious about the bowling experience. It allows you to have a lot more fun while able to knock down the pins.

Cosmic bowling, if you are not familiar with it, has psychedelic lighting combined with black light, along with some high fidelity stereo sound tracks and lanes that glow in the dark, all to bring about a feeling of excitement on the lanes.

Ken Lauterbach of Lake Orion has been a Brunswick Corporation sales representative for 23 years and he considers Cosmic Bowling as a giant leap into the 21st century.

As of now, according to Lauterbach, there are about 50 such installations in the metro Detroit area.

The first versions came out about seven years ago, with several test markets. The objective was to make bowling fun again, to make it more entertaining as a form of recreation. It takes the demand of skill out of it and just makes it a lot of fun for the participants.

Since we have done that, we have picked up a lot of new bowling enthusiasts, having introduced them to the game in this manner without making it intimidating to bowl good or else.

It has really put a lot of people into the bowling centers again.

Now that people are into competitive and music today, it fits right in with the current generations of active people.

The special lighting effects help stimulate the senses and get the bowlers more into the rhythm of the entire scene. They just can have lots of fun without worrying about the score.

We have in excess of 1,000 bowling centers around the country that have Cosmic Bowling

now and it is still catching on more as we go. Some of the bowling centers do it a little better than others by maximizing the potential that this system brings.

There are the Saturday night top events, the kids rock & bowl during after school hours, birthday parties, corporate or company parties and cosmic camps for kids.

Mayflower Lanes in Redford has had success with their cosmic camp having the youngsters signing up on a one day a week for four weeks of fun, prizes and refreshments.

The music can be selected from any number of CDs or hooked up to the juke box. They can enjoy anything from Tony Bennett to the current rap music. It is a great outlet for family together, entertaining for the whole family, where mom, dad and the kids can get out and laugh and have fun together in a relatively inexpensive family activity.

The Brunswick people feel strongly that Cosmic Bowling will be around for a long time, it is good for the proprietors and good for the sport of bowling as more new people get introduced in this way.

It is also a good vehicle for fund raising charity events as a lot of people come out who are not good bowlers and would otherwise feel intimidated.

This makes the charity events much more effective and of course, more fun for all. If you have not tried Cosmic Bowling, get out to one of the many houses where it is being used and get a "glow on."

The Detroit Women's Bowling Association 73rd Annual City Tournament opened last week at Sunnyside Lanes at Van Dyke and 17 Mile Road.

It is open to all sanctioned ladies teams and individuals. After the first week, the individual leaders are:

Team event — The Country Side Kickers (Shore Lanes) Jo Roberts-Combs (captain) with 911 total pins. Team actual is the same team.

Doubles — Maratynne Jankiewicz and Tonya Gayda of Hideaway Lanes with 348.

Actual doubles — Eleanor Christie and Les Wexler from Astro Lanes (974), while singles is led by Karen Jones (180 average) from Astro Lanes with 224.

Actual singles — Sherry Kaczoraki from Astro Lanes with 235.

All events — Sherry Kaczoraki (182 average).

Actual all-events — Tina Mikolowski (207 average) with a 505 total.

There are likely to be some new leaders taking over some spots as this event runs through March 28.

BOWLING HONOR ROLL

COUNTRY LANES (Farmington)

Graveland Mixed: Betty Caza, 209-198-223/209; Sue Ash, 214-322-219/614; Debbie Van Meter, 215-203/602; Chris Engman, 215-201-256/672; Mike Stefan, 215-226-215/657.

Bowling Guild: Mark Silverstein, 243; Tony Aho, 210/602; Mike Forsyth, 215-207-235/557.

St. Paul's Men: Dutch Bost, 233; Steve Gauthier, 577.

University Men: Mike Piley, 265; Chris Smith, 257/678; Dave Cameron, 674.

Monday Men: Pat Agius, 260/772; Ron Miller, 279; Jim McPhail, 742.

Long, 203/240/844; Sherry Bell, 234. Wednesday: 220/510; Estelle Drabicki, 233/557.

Friday: A. Neighbors: Kathryn Telick, 222/509; Dolores Jacob, 201/525.

Afternoon 4: Bonnie Oshinsky, 213/684; Fonda Schwartz, 193/527.

All Over Midwest: Mark Tondreau, 257/670; Ron Wells, 248; Vicki Tondreau, 226/573. Tuesday Mixed: Jeff Eisenberg, 219/682; Al Bohn, 269; Chris Johnson, 671; Andy Rubin, 218/746; John Osborn, 256; Wendy Lord, 230/508.

Friday: Mike Ladies: Dona Lay, 224/576; Renee Muthard, 222/562. 4:30:44: Mike Ladies: Andy Rubin, 237/204-244/685; Alan Zupka, 200/277/200/677; Jerry Lay, 148/200/625; Bryan Layne, 201/224/622; Howie Layman, 201/255/621.

Wednesday: 241/240/258/708; Gary King, 244/234/207/685; Howard Kuczyk, 243/217/205/686; David Radner, 225/219/682; Mike Ladies: 205/212/659.

Sports Club: Dave Hayco, 247/650; Kevin Korte, 207/552.

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WOODLAND Lanes (Livonia)

Lynne Meadows: Cheryl Gill, 202/554; Kathy Danika, 202/645.

Red Fox: Brett Ford, 643; Mark Wenzel, 654; Ron Hanson, 680; Ron Hiller, 258/653; Rick Hiller, 655; Ron Hanson, 671.

Kidz: Kishore: Larry Novick, 235. Morning: Brian: Sherry Bell, 234.

Midnighters: Erika Brown, 225/608; Mike Zimbal, 242/602; Paul Fruchter, 229/632; Kelly Brothers, 223/638; Walt Zialinski, 221/645.

Midnighters: Kathy Brown, 205; Phil Long, 203/240/844; Sherry Bell, 234.

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Bowlers should make use of practice shots

It is a long commute for Howie Gerenreich from his Farmington Hills home to his Pro-Am II pro shop at Airway Lanes on M-69 in Waterford, located 3 1/2 miles west of Telegraph. It's worth the trip for Howie and some of his loyal clientele who come to him for equipment or lessons.

He has been a pro shop operator for 15 years and his own accomplishments on the lanes include four sanctioned 300 games and two 600s.

His highest was an 840 series in 1990.

Last week's Pro Tip was all about how and why the lanes are oiled.

Howie offers this advice on how to bowl on the lane conditions:

"I've always been an advocate of trusting what you see. A long time ago, I was taught that if you get four

practice shots on each lane the best way to utilize those four shots is to shoot at the corners, the seven pin first, then the 10.

"Shoot at a Brooklyn third and your favorite line fourth (lefties reverse II). You will get valuable feedback as you're rolling the ball to see if there is a well of oil with dry back ends which will make your ball skid then flip when you hit the dry area.

"Also, when you are first warming up your thumb may have shrunk or expanded from the last time you threw, so sometimes the first few shots are taken up with getting the right feel in your hand.

"Once you determine what kind of oil pattern exists, then you can kind of formulate your battle plan.

"A lot of the time as explained last week, the conditions depended upon who bowled before you and who shares your lanes now.

"For the lefties, it may be a little less difficult because there is less action on that side of the lane and it won't change as dramatically as when you have five or six others playing across your target area.

"I have noticed that in a lot of places, the third game is starting to suffer, as the shot changes radically over the first two, and it now

becomes necessary to make some adjustments in hand position, swing, targeting, speed or changing equipment.

"With the extreme power drillings we put on today's balls to make them hook more, the lane breakdown causes us to leave some ridiculous spaces.

"We see the ball breaking late leaving us with all kinds of washouts with bad counts, killing a possible good game.

"Spare shooting is harder than ever especially when trying to hook the ball across the lane to shoot at the opposite corner. That's mainly due to the oil patterns.

"A lot of bowlers are using a much heavier ball for their spare shooting, an older urethane or hard surface polyester which will not hook much regardless.

"Basically, there are several things that bowlers can do when they encounter changing oil patterns.

"First, you have to be brutally honest with yourself when analyzing your shot. Did you really hit what you were aiming at? Did you really follow through? Did your elbow weaken, did your wrist bend away?

"Then, if you are convinced that you made a quality shot and it didn't do what you wanted, you can then

make your adjustments based on the

"Another thing bowlers can do is work on a 'B' release and a 'C' release. These are where you do not try to go for the home run, just get the ball on target. There will be less power, but you are striving for more accuracy this way.

"Perhaps use a ball that is toned down, work on the weaker (B & C) releases, hold the ball a little higher to generate more speed which can be an asset to your game as well.

"Regardless, play the line of predictability. Try to find a line that will get you to the pocket and use whatever skills you have to try to get more carry.

"If you have any questions, you can phone Howie Gerenreich at 248-674-1161."

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