



ASSOCIATION
LEADERSHIP ACADEMY

DAY 1

Time USBC Association Leadership Academy

10 to 10:30 AM Welcome & Introductions

10:30 to 11:00 AM Open Q&A

11:15 AM to 12:30 PM Board Roles & Onboarding

12:30 to 1:30 PM Lunch

1:30 to 3:00 PM Association Wheel of Life & SMART Planning

3:15 to 4:45 PM Growing & Utilizing Association Revenue

5 to 5:30 PM Key Takeaways

5:30 to 6:30 PM Dinner

DAY 2

Time USBC Association Leadership Academy

8 to 8:30 AM Breakfast & Networking

8:30 to 9:45 AM Email Marketing & Communication

10 to 11:30 AM Keys to a Powerful League Secretary Relationship

11:30 AM to 12:30 PM Lunch

12:30 to 1:45 PM "Why Should I Certify?"

2 to 2:45 PM Key Takeaways / Close

United States Bowling Congress

A **Future** FOR
THE **Sport**