



ASSOCIATION
LEADERSHIP ACADEMY

DAY 1

Time USBC Association Leadership Academy

- 10 to 10:30 AM** Welcome & Introductions
- 10:45 AM to 12:15 PM** Board Roles & On-boarding
- 12:30 to 2:00 PM** Lunch and Building Tour
- 2:15 to 3:15 PM** Association Wheel of Life & SMART Planning
- 3:30 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** Transportation to Campus
- 8:30 to 9:30 AM** Email Marketing & Communication
- 9:45 to 10:45 AM** Keys to a Powerful League Secretary Relationship
- 11:00 AM to 12:00 PM** "Why Should I Certify?"
- 12:00 to 12:45 PM** Lunch
- 12:45 to 1:45 PM** Q&A With Executive Director Chad Murphy
- 1:45 to 2:15 PM** Key Takeaways / Close
- 2:30 to 3:15 PM** Transportation to Airport

United States Bowling Congress

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