Bruce Strom Meritorious Service Inducted April 2006
Waterloo

Bruce is widely recognized around the state for his numerous acts of generosity and support of the game of bowling. He has been a longtime bowler (33 years) in the Waterloo Bowling Association. Bruce bowls weekly in three (3) leagues and has been a member of the two Waterloo leagues for over thirty years and the Cedar Falls league over fifteen years. Although he does not carry a high average or own a significant number of award scores, he is a champion in his own right.

In clear and concise words, it can be stated that Bruce Strom is the bowler's friend and a staunch advocate of the game. Never one to miss an opportunity to promote the sport at all levels, his support of the game is second to none and is desperately needed as bowling participation across America continues to decline.

Bruce believes in the future of the sport and has stepped forward to take a leadership role to help guide and shape its future. His energy is boundless. His enthusiasm for the game and its participants is sincere. Bruce not only assists on numerous committees, but has initiated programs designed to attract and retain young bowlers while establishing programs designed for the seniors of the Waterloo/Cedar Falls area to keep them active.

Here are 11 specific examples that we suggest demonstrate dedication, passion and commitment.

- Initiated the Grand Prix Scholarship Program for young bowlers in the state of Iowa. Enrolled youth bowlers accumulate points when participating in league bowling, tournaments, and related bowling activities. Currently there are over 1425 youth participating in the Grand Prix program at 27 bowling centers throughout Iowa. Over $200,300 in scholarship money belongs to these youth bowlers and over $82,000 in scholarships has been paid out of the program.
- Initiated a "Turn-Around Achievement Awards Program" for local and surrounding area students who once made poor decisions with their lives. Students who have made marked improvements in behavior, attitude, or academics were publicly recognized at a banquet held in their honor. The 2005 banquet, the Twelfth Annual, was held on the campus of Hawkeye Community College where 28 students were recognized.
- Takes bowling to a new level (or actually a new location). Provides the area youth the opportunity to bowl on "porta-bowl" lanes in their physical education classes. Bruce also supports the local high school bowling teams as they prepare for District and State competitions by providing free linage.
- Iowa Games Commissioner of Bowling since the 1987 inception of the Iowa Games and still serving in that capacity. Longtime proponent of Bowling as an Olympic sport.
- Started the Iowa Bowling Council in 1987 and continues to serve as its President. Initiated the Iowa Bowling Council's scholarship program which has distributed over $102,000 in scholarships to 350 deserving students.

- Member of the newly formed Cedar Valley Bowling Council which is continuing the Iowa Bowling Council's scholarship program at the local level.
- President of the Iowa Bowling Proprietors Association of America from 1986-1988. Bruce has also served as a Director for the State and National BPAA. Currently, Bruce is the President of the Iowa High School Bowling Federation; while serving as a Vice President of the Iowa Bowling Proprietors Association. During the 2005-06 school years, 45 bowling centers funded the Federation and 86 High Schools participated. The Federation's mission is the sanctioning of High School bowling by both the Boy's and Girl's Athletic Associations. It was announced by the Girl's Athletic Union on August 5, 2005 that they would sanction competition effective with the 2006-07 school year.
- Bruce is committed to developing the youth and provides the junior program with certified coaches. Te deliver on his pledge, he has personally paid for all YABA coaches at Maple Lanes to be certified. Training extends past just the basics as Bruce has supported the coaches desire to upgrade their skill levels. Five of his coaches have gone on to Bronze level, and two to Silver level training.
- Bowlers First Program. Even though the program was cancelled at a national level, Bruce has continued to support the program year-round, including the short summer sessions. At the 1999 Iowa omen's Boling Association State Convention, Bruce took the podium and challenged all the delegates to recruit a bowler ho had not bowled in three years. If the Bowlers First Program as not offered at their center, Bruce himself would present a gift certificate to the delegate at the convention in Dubuque in recognition of a bowler's recruitment.
- Sponsorship. One of the best, Bruce sponsors teams who have values similar to his own: high integrity, respectful of others, and practices good sportsmanship. Bruce provides paid entry fees for numerous teams so that they may participate in city, state, and national events as a means of introducing them to tournament bowling.
- Bruce is a benefactor to local service organizations; Big Brothers/Big Sisters can call Bruce a true friend. He has assisted with fund raising activities and initiated an appreciation tournament for the BB/BS fund raisers. In support of a local bowler seriously injured in an automobile accident, Bruce initiated a fund raiser to help the family with expenses.

Bruce Strom's connection with the community extends beyond the doors of Maple Lanes. He is a true ambassador of the game as he constantly seeks ways to interact with the community to promote the game of bowling.
Examples: free bowling was given away at these functions:

- Sr. Citizen's day and dance at the National Cattle Congress
- Bowling booth at Sturgis Falls celebration (Cedar Falls)
- College Square Mall (Cedar Falls) – Bowling in the USA Promotion
- Free Learn-To-Bowl classes – Offered all year long
- Student Identification cards allowing a free game and shoes, daily, throughout the 3 summer months

Bruce has made a commitment to start a UNI Bowling Club for the 2005-06 school years; the short term goal is NCAA competition for the women. The university has indicated that if there is student interest demonstrated over the next 3 to 4 years, NCAA participation is possible.

Bruce Strom does not seek recognition for his efforts. If asked, he would say that he prefers to work quietly behind the scenes. His rewards? Simple. The look of enjoyment on the bowler's faces tells the story. Do not be misled into believing that Bruce Strom has not been recognized for his efforts. The quantity and quality of his efforts have drawn the attention of several groups who have recognized the value of his dedication.

Major honors bestowed upon Bruce Strom:

- 2000 Waterloo Bowling Association Hall of Fame (Meritorious Service)
- 2001 Virg Van Dierendonck Friendship Award (Iowa St. Women's Bowling Association)
- 2001-2002 Proprietor of the Year Award (WIBC)
- 2003 Iowa Bowling Proprietors Association President's Award
- 2005 BPAA Bowling Proprietor of the Year (1 of 22 nationally recognized)

Nominated by the Waterloo USBC Bowling Association

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