



# 2013 Media and Publicity Luncheon

Keynote Speaker

**Len Nicholson**

on

## Behind The Scenes of the PBA

Sat. June 8, 11:30 am, Lake Arrowhead Room

DoubleTree by Hilton - Ontario Airport  
222 N. Vineyard Ave., Ontario, CA 91764

Sponsored by the National Bowling Stadium  
and the Eldorado Hotel Casino, Reno



**Phantom Radio**

Len Nicholson's career was devoted to the science of bowling lane maintenance and for more than 20 years was the PBA Tour's lane maintenance director. Nicholson has gained worldwide industry recognition as one of the foremost experts on the subject of lane maintenance. He was instrumental in developing the PBA Lane Maintenance Program in 1971 which

is still referred to today. He was a founding member of the Bowling Foundation which was created to finding solutions to scoring issues in bowling. An author of several bowling publications and host of the popular Phantom bowling Internet radio program, he also has served on the technical committee of the World Tenpin Bowling Association. He was a recipient of the bowling industry's Flowers for the Living Award, the John Davis Award in recognition for his contributions to the sport, the prestigious Laneman award and a 2011 inductee into the Professional Bowlers Association Hall of Fame for Meritorious Service. He was raised in California and recently relocated to the Sacramento area.

### Two Menu Choices!

\$29.00 Adult Reservation

\$25.00 for CBW members & youth

#### The Southwestern Salad

Mixed greens with Grilled Breast of Chicken, Roasted Golden Corn, Diced Tomatoes, Sliced Black Olives, Parmesan Cheese and Topped with Crispy Tortilla Strips. Served with Your Choice of Salad Dressing.

#### Chicken Caprese Sandwich

Thinly Sliced Breast of Chicken, with Pesto Aioli, Arugula, Heirloom Tomatoes, Fresh Buffalo Mozzarella Cheese on a French Baguette, Served with Chef's Choice of Accompaniments.

*All meals include fresh brewed regular or decaf coffee and specialty teas, rolls & butter along with cake celebrating CBW's 15th anniversary.*

Clip and return this reservation form **no later than May 31** to:

Mary Lynly, 403 Larkstone Ct., Roseville, CA 95661 | (916) 782-1321 | lynlymary@surewest.net

Please include your check(s) made payable to **CALIFORNIA BOWLING WRITERS**

Name \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

If sending more than one reservation please include all names and meal choice on back of form

Meal Choice: # \_\_\_ The Southwestern Salad # \_\_\_ Chicken Caprese Sandwich

# \_\_\_ Adult Reservations at \$29.00 # \_\_\_ CBW and Youth at \$25.00 **TOTAL #** \_\_\_\_\_ = \$ \_\_\_\_\_