



COLUMBIA
300

Columbia bowls the world over.®

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2010 PBA TOUR SCHEDULE:

- Chris Paul PBA Celebrity Invitational** • Feb. 7, 2010, Belle Chasse, La.
- USBC Masters** • Feb. 9-Feb. 14, 2010, Reno, Nev.
- Bayer Don & Paula Carter Mixed Doubles** • Feb. 15- Feb. 21, 2010, Wheat Ridge, Colo.
- 67th Lumber Liquidators U.S. Open** • Feb. 21- Feb. 28, 2010, Indianapolis.
- Etonic Don Johnson Eliminator** • March 1-March 7, 2010, Columbus, Ohio
- Go RVing Match Play Championship** • March 17-March 21, 2010, Norwich, Conn.
- GEICO Mark Roth Plastic Ball Championship** • March 24-March 28, 2010, West Babylon, N.Y.
- Lumber Liquidators Marathon Open** • March 29-April 4, 2010, Baltimore, Md.
- Japan Cup 2010** • April 22-April 25, 2010, Tokyo, Japan.

AT AGE 27, CLARA GUERRERO IS ALREADY CONQUERING THE WORLD

Columbia 300 professional staffer has a phenomenal 2009 season

Basketball legend Michael Jordan collected six national championship titles — the first at age 23 and his last at 36 — and an Olympic gold medal during his 16-year career in the National Basketball Association.

During a very tumultuous 21-year career in baseball, Babe Ruth set the record for most home runs during a single season; at the time of his retirement in 1935 he held the most lifetime home runs — records that may or may not have been broken depending upon whom you ask. In 1915 at the age of 20, he won his first World Series; 17 years later at 37 years old, the Great Bambino won his fourth and final World Series in 1932.

Described as one of the most prolific quarterbacks of all-time despite not having a Super Bowl ring, the longtime Miami Dolphins' Dan Marino set nearly every passing record during his 17 seasons in the NFL, many of which he still holds.

Titles, championships and records tend to compile during the course of athletic careers that span more than a decade.

An athlete with five championship titles isn't a rarity. Winning five gold medals, four silver medals and a bronze medal is impressive. So is setting two world records, but lots of athletes can lay claim to career stats like that.

Not many can lay claim to adding such a dossier in a year's time, but Columbia 300's Clara Guerrero managed that and more during 2009.

SEE CLARA, PAGE 2



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Clara

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Yet, the native Colombian didn't realize that she had garnered such accolades and while she is proud of what she has done, she has plans to accomplish more.

While the Columbia 300 pro staff bowler may have been unaware of her conquests, others were not.

Guerrero was named 2009 National Athlete of the Year by *El Espectador*, a national newspaper in Colombia, similar to the USA Today.

According to Guerrero, a list of Colombian athletes that have made great strides in their sports is compiled by the paper's staff and then released for the public to vote for its athlete of the year.

In addition to Guerrero, nominees included NASCAR driver Juan Pablo Montoya, who finished 14th in the Daytona 500; and Camilo Villegas, a member of the Professional Golfers Association and the European Tour.

Clara said she did not know she had won the title until it was announced during a ceremony hosted by the paper in early December.

"It was a really exciting moment," Clara said. "I really felt honored and happy to be there."

Hearing her name called was thrilling, she said, and a bit strange, considering bowling is not a mainstream sport in Colombia.

"Going up to accept the award, I thought about how crazy it was that a bowler was just named the national athlete of the year," she said. "Colombia is a country where soccer, boxing, cycling and other sports are way more important and popular than bowling."

It all still feels like a dream, Clara said.

But for the girl who started bowling at 9 years old at a place



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Columbia 300 pro staff member Clara Guerrero lines up her shot during the United States Bowling Congress Women's World Championships in 2009.

called the Bolo Club in her hometown of Armenia, population 300,000-plus, the dream just keeps getting better.

On Feb. 1, Clara was inducted into the World Bowling Writers Hall of Fame.

Nominees are selected on a point system based on medals won in world events. Gold medals count for five points, silver for three and bronze for one.

A committee comprised of members of the World Bowling Writers Association then vote on the inductees, according to Keith Hale, of the World Bowling Writers.

Clara was selected out of six other women nominated, he said.

In addition to the two gold medals she won for all events and the master's event during the Women's World Championships, she netted three more gold medals in November during the 2009 Juegos Bolivarianos.

She also has four silver medals to her credit — two at

the Bolivarianos events in the singles and the masters and two from the Pan American tournament for all events and team. She also collected a bronze during PABCON.

The wins are what will get her name etched on plaques honoring her accomplishments, but the bowling balls she used to get those wins didn't hurt, either.

"I really use all of the Columbia 300 line," she said. "The Bolivian tournament was done in two different conditions, a long and a short pattern. You can only bring six balls, so I mainly used my Bedlam, Resurgence and the Momentum during that tournament."

Clara learned in December that she had been named to the hall of fame and said that it is the highest distinction she has received in her 18 years on the approach.

"I am honored to be elected to the (World Bowling Writers)

hall of fame and to have been included on a list of the best bowlers in the world," she said. "This is definitely the most important accomplishment in my career and, I believe, it will be the highest title I will ever get."

Growing up, bowling was a big part of Clara's life. Her grandfather represented Armenia in national tournaments while her parents represented their state of Quindío, she said.

"My mother even bowled when she was pregnant with me," Clara said. "My brother also bowled and helped me when we were younger and we would go practice together. He was a big motivation and kept me company."

Bowling remains a family affair for Clara. Although she now lives in Austin, Texas with her husband, Joshua Kubiak, the couple met at Wichita State University where they were on the bowling team together.

SEE CLARA, PAGE 3

Clara

CONTINUED FROM PAGE 2

In addition to accumulating a shiny collection of medals, Clara has also taken championship titles at the Team Colombia Trials, for all events at the Women's World, the women's masters and the doubles Title at the Columbia 300 Vienna Open and national championship title at the Women's United States Bowling Congress tournament in the doubles event.

She placed seventh at the annual Don and Paula Carter Mixed Doubles Championship Women's Series and fifth at the Women's World Championship in the singles event.

Clara also set the world records for posting the highest three game series and the highest all events series in the history of the World Championships and became a pioneer when she became the first woman to win the women's all-events and the masters titles at the World Championships.

None of it could have happened without a lot of hard work and a lot of faith.

"I believe that the discipline I have had during the last 18 years has gotten me to this point," she said. "The unending hours of training and the desire to get better every day are the key to success."

Her 12 years on the Colombian national team and her time on the Columbia 300 staff have allowed her to broaden her horizons and travel to compete in international tournaments. It has also have pitted her against the likes of fellow Columbia 300 staff member Lynda Barnes, who is considered one of the most successful female bowlers in the history of the sport. But mostly, being on Team Colombia has given her experience and offered a wealth of education, Clara said.

"I think that my last three years on tour with some of the greatest women bowlers in the world and the company of the greatest coaches in the United States has given me the knowledge and learning experiences that I needed to be successful; the same things I will need to continue to be successful."

But, she said, you can't look at last week's tournament and nit pick it to death or worry about the tournament two weeks from now, regardless of how important it may be. Agonizing over the past and worrying about the future is fruitless especially since you can't change the past and without



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Columbia 300 pro staff member Clara Guerrero lines up her shot during the United States Bowling Congress Women's World Championships in 2009.

the present there may not be a tomorrow.

"During my bowling career I have tried to focus on this moment and the present tournament in which I am competing. I don't look at the past and I don't live in the past," she said. "I take each tournament as if it were the most important tournament I will ever bowl in. I think that is why I did not realize how important my accomplishments were (in 2009)."

So, what goal do you set for yourself after setting two world records, winning five gold medals, five championship titles, are honored by a country with a population of more than 45 billion as its best athlete and inducted into

a hall of fame all at the age of 27?

"From here ... I really want to get better and I have gotten better," she said. "I have a lot more that I can accomplish and that I want to accomplish. I have not won any of the professional tour stops in the United States and I am hoping to compete for many more years on the Colombian team. I want to win more medals for my country."

And, it is something Columbia 300 Brand Manager Chad Murphy believes she will accomplish without a doubt.

"Clara is an extremely talented bowler as her stats clearly indicate. She is young and she has an incredible future ahead of her."

Pure Swing spells 'pure' success

Columbia 300 staffers face-off for Red, White and Blue title

The Professional Bowlers Association has put the proposed new league lane condition standard to the test and it passed with flying colors.

The record of 24 300s games in a single event was blown to smithereens when the pros were let loose on three new lane conditions the United States Bowling Congress will introduce — on an optional basis — with the 2010-2011 league season.

PBA bowlers threw a total of 31 perfect games during the Pepsi Red, White and Blue tournament held Dec. 7 through Dec. 13 at Northrock Lanes in Wichita, Kan.

And the one ball that stood out, although it won't be released to the public until Jan. 7, 2010, was the Columbia 300 Pure Swing. The Pure Swing is powered with the Full Swing core and is surrounded in the Full Tilt 5.0 Pearl veneer, which makes it more responsive to friction and goes longer and moves stronger on medium lane conditions.

Using the Pure Swing, Mike Scroggins, of Amarillo, Texas, defeated Team Columbia 300 staffer Wayne Garber, 278-229, to take home the Pepsi Red, White and Blue Open title and a \$25,000 for the title win on the Blue pattern.

According to Columbia 300 Brand Manager Chad Murphy the Scroggins-Garber face off was the first time in many years that bowlers using a Columbia 300 branded ball have competed against one another for a PBA title.

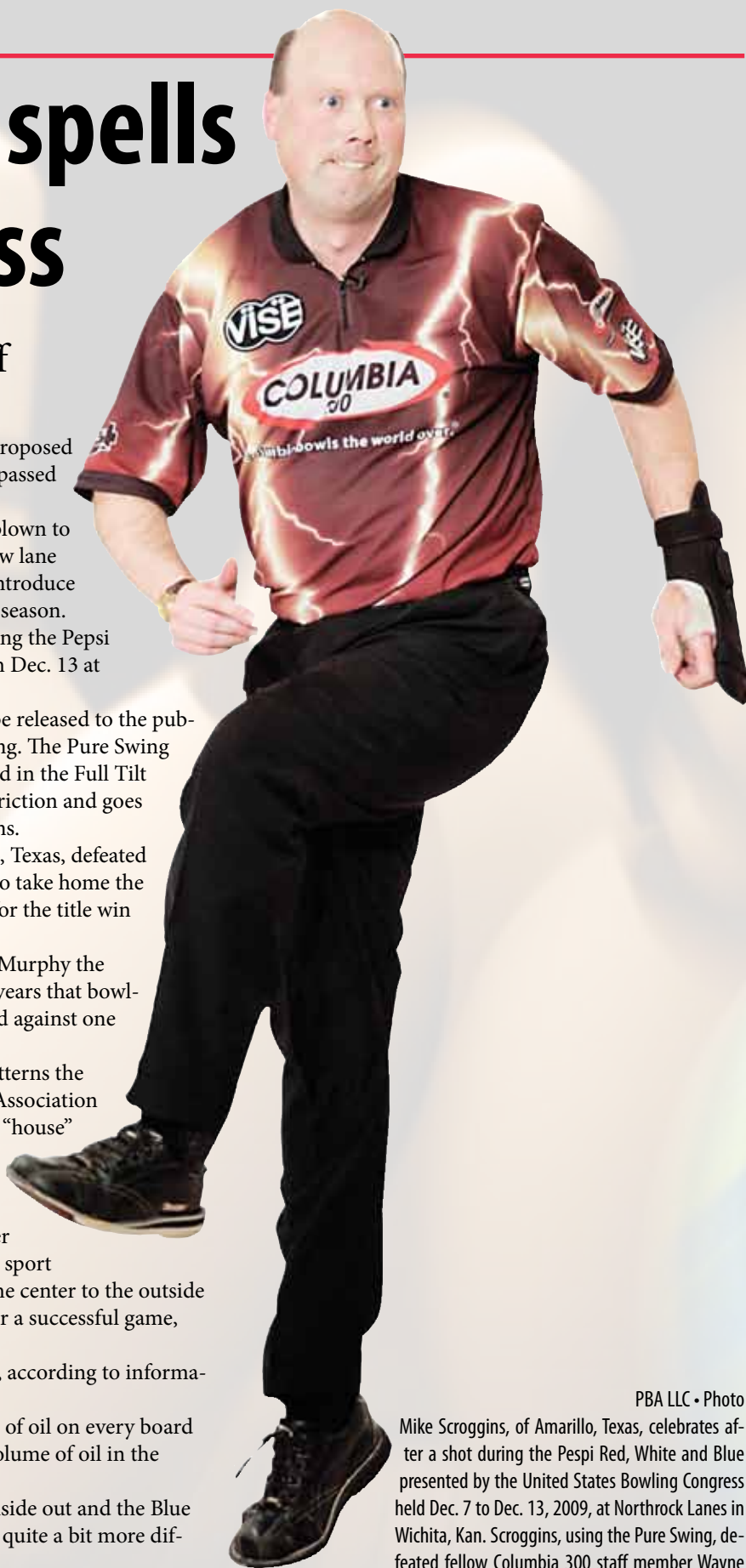
The tournament was a test of three types of lane patterns the USBC, in conjunction with the Bowling Proprietors Association of America, have developed to fill a void between the "house" conditions used in league play and the sport lane conditions found in the PBA and the upper echelon leagues.

The typical "house shot" lane condition has a higher concentration of oil in the center of the lane, whereas sport patterns tend to have a gradual tapering of oil from the center to the outside of the lanes, which require repetition and accuracy for a successful game, according to the USBC.

The Red patterns mirror the traditional house shot, according to information provided by USBC.

"It is USBC compliant with a minimum three units of oil on every board at the end of the pattern, but there is a much larger volume of oil in the middle of the lane," the organization explains.

The White pattern has a smaller ratio of oil from inside out and the Blue pattern, while slightly easier than sport conditions, is quite a bit more difficult than the Red or the White patterns.



PBA LLC • Photo Mike Scroggins, of Amarillo, Texas, celebrates after a shot during the Pepsi Red, White and Blue presented by the United States Bowling Congress held Dec. 7 to Dec. 13, 2009, at Northrock Lanes in Wichita, Kan. Scroggins, using the Pure Swing, defeated fellow Columbia 300 staff member Wayne Garber 278-229.

SEE SUCCESS, PAGE 5

Success

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When combined the goal is for the Red, White and Blue patterns to help league bowlers wing their way into sport leagues.

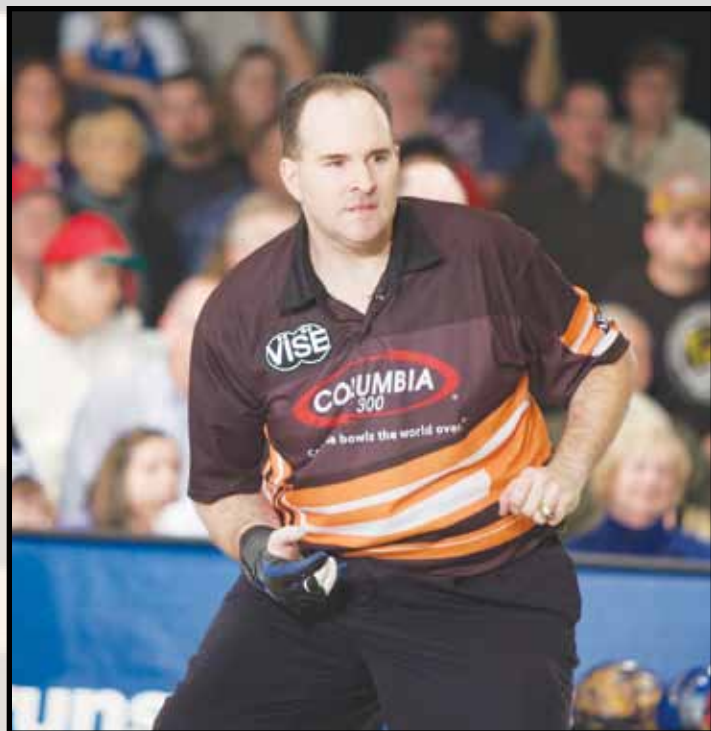
“The new finish of the Pure Swing is why this ball was such a good match for these lane conditions,” Columbia 300 Brand Manager Chad Murphy said. “On the lighter volume pattern, the shine on the ball allowed it to skid to the backend and make a nice arc. On the heavier oil patterns all we did was take the shine off. Because the ball is finished with 1000 grit Abralon® under the shine, the ball was strong enough to roll off the breakpoint and still allow the bowler to control the ball into the pocket. This ball was great on

all three patterns, either right out of the box or with a little surface depending on the style of bowler or the volume of oil.”

Garber, of Modesto, Calif., used the Full Swing and made it into the championship after defeating Walter Ray Williams Jr., 10-8 in the second of two one-ball sudden-death roll-offs. Garber and Williams ended Round 2 match play at 237-all and then both struck in the first sudden-death roll-off.

Scroggins defeated Patrick Allen, of Wesley Chapel, Fla., 227-215, in Round 2 and Mike Fagan, of Patchogue, N.Y., 218-197 in Round 1. Fagan was also using the Pure Swing.

“I’d have to say all-in-all, we had a pretty good day,” Murphy said. “The guys did a great job show casing the balls and I’m really excited about the Pure Swing; it is shaping up to be one of the best balls in Columbia 300 history.”



PBA LLC • Photo

Columbia 300’s Wayne Garber watches a shot go down lane during the Pepsi Red, White and Blue presented by the United States Bowling Congress. The Modesto, Calif. resident defeated hall of fame member Walter Ray Williams Jr., to make it into the championship round where he fell to fellow Columbia 300 staff member Mike Scroggins.

Columbia 300, Backhaul Direct team up

Event to offer record \$31,000 prize fund

BY BACKHAUL DIRECT

INDIANAPOLIS — Backhaul Direct announced today that the 41st Annual Backhaul Direct Hoosier Classic presented by Columbia 300 will offer a record prize fund of \$31,000 based on a full field of 80 men’s teams and 56 women’s teams. This is a \$10,000 increase over last year’s record prize fund.

The tournament, held from February 19-21, 2010 at Western Bowl in Indianapolis, is the most sought-after regular season title of the collegiate season. A \$5,500 men’s first place check and \$3,500 women’s first place check will be awarded to the teams who can handle three

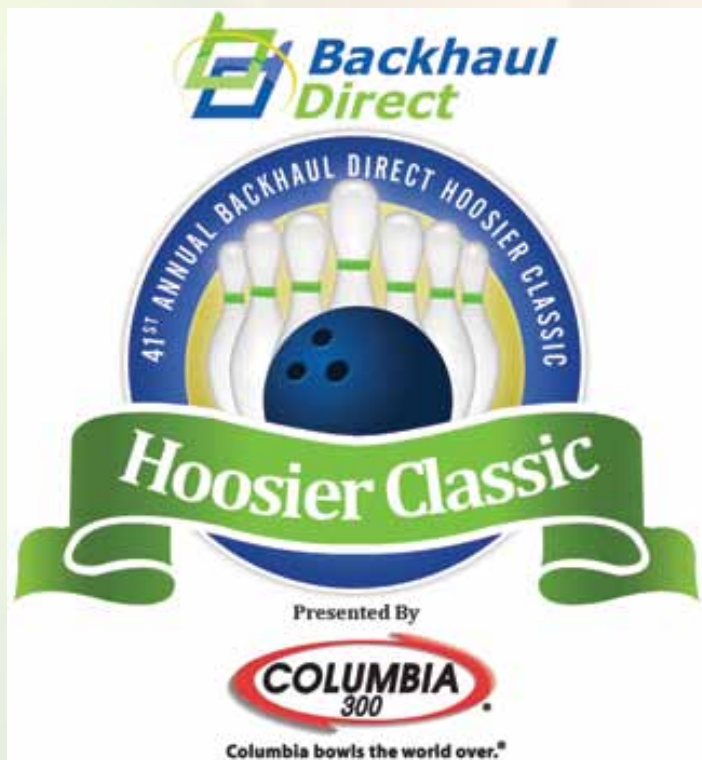
(3) difficult lane patterns during the event.

“When you think of the Backhaul Direct Hoosier Classic, you think of excellence”, says Greg Harris, President and CEO of Indianapolis based Backhaul Direct.

“This is most competitive field of the year as we only allow one team from each school in each division...bring your best and compete against the rest!”

New this year is the Columbia 300 Friday Night Eliminator open to USBC Collegiate and USBC Youth bowlers. The \$25.00 entry fee guarantees a shot at a \$500 first place prize for any bowler and is contested on the demanding U.S. Open lane condition.

During the Eliminator, **SEE HOOSIER, PAGE 8**



Unlikely Champion

Pure Swing assists unemployed assembly line worker in becoming world champion bowler, symbol of hope

Just a few weeks ago, even the most die-hard bowling fanatic would more than likely not have been able to tell you who Tom Smallwood is.

No one could have quoted you his win/loss record, or any of the other statistics that sports enthusiasts spout about, that to the untrained ear sounds like a foreign language.

Using the yet-to-be-released Columbia 300 Pure Swing, Smallwood narrowly defeated Wes Malott, of Pflugerville, Texas, 244-228, to win the Professional Bowlers Association World Championship title on Dec. 13, at Northrock Lanes in Wichita, Kan. Taking home his first major title; he also earned a \$50,000 purse, a two year exemption to the PBA and a chance to bowl in January's PBA Tournament of Champions.

"Wes really walled them up for me; he burned them up to the right and once I got far enough left I was pretty comfortable. I got fortunate today that the pattern matched up, the ball was awesome and I threw some good shots," Smallwood said. "When he threw the bad shot in the ninth and struck, I thought it was over but I was just fortunate that he left something and luckily I was on my good lane, too."

Smallwood chose to use the Pure Swing, which will hit the market for consumer consumption Jan. 7, 2010, because it has an uncanny ability to read the lane.

"It's a simple drill for Tom because he's a full roller. He changes surfaces more than he drills and will switch back forth between different covers a lot, but it was pretty obvious the Pure Swing stood out from the beginning," according to Columbia 300 Brand Manager Chad Murphy.

Smallwood also had with him the Sharp NoiZe and his usual go-to ball, the Power Swing, but in this instance the Pure Swing was the cincher, Murphy said.

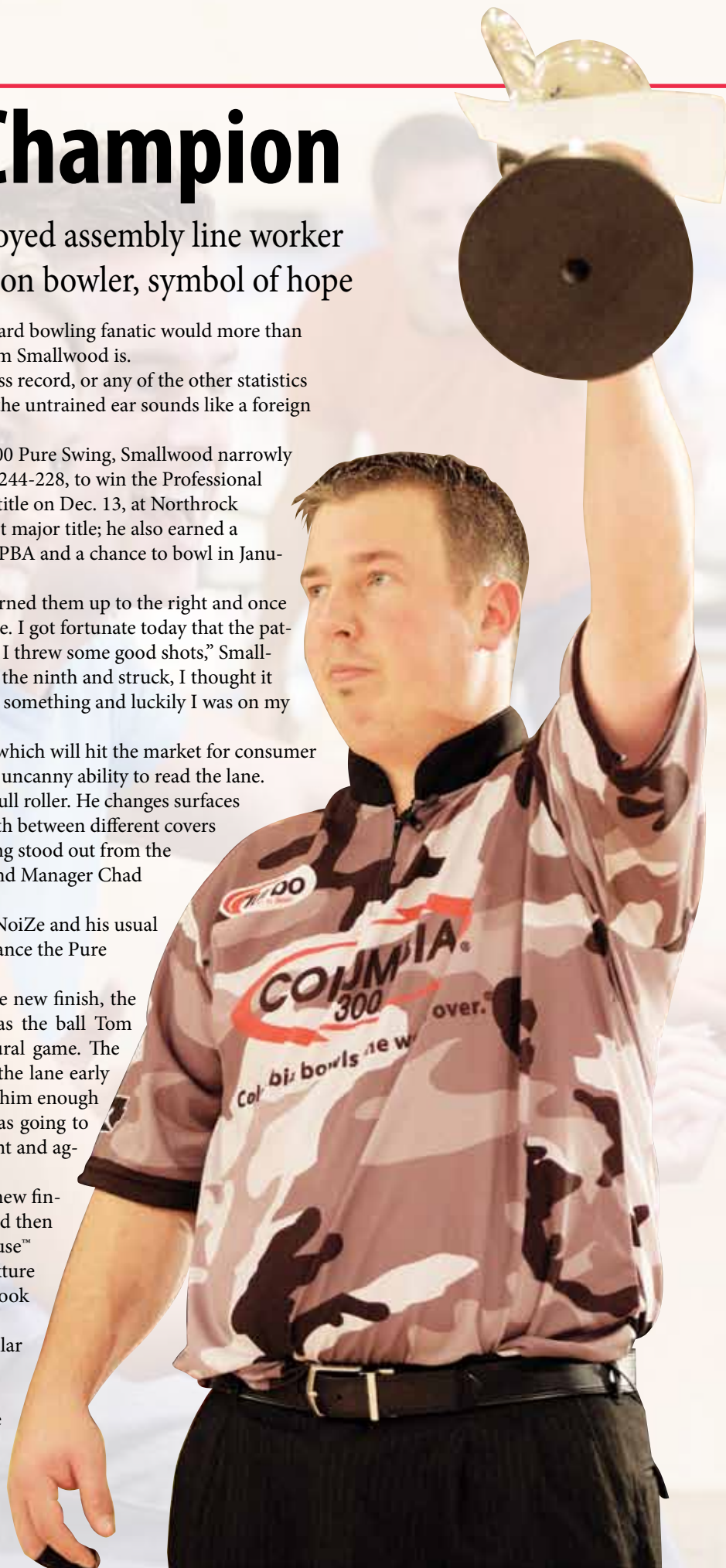
"Because of the new construction and the new finish, the Pure Swing really stood out because it was the ball Tom didn't have to change much to fit his natural game. The Pure Swing showed itself in the middle of the lane early on," the brand manager said. "The ball gave him enough movement to let him know that the ball was going to stand up and therefore he could be confident and aggressive."

The Pure Swing features a revolutionary new finish that uses 800 then 1000 grit Abralon® and then is immediately polished using the Powerhouse™ Factory Finish Polish, giving the ball the texture and performance of a sanded ball with the look of a shiny ball.

"Tom's issues during the last year are similar to what our brand has gone through for the last couple of years," added Chad Murphy

Last Dec. 13, Smallwood was working the assembly line at General Motors, mulling

SEE UNLIKELY, PAGE 5



Unlikely

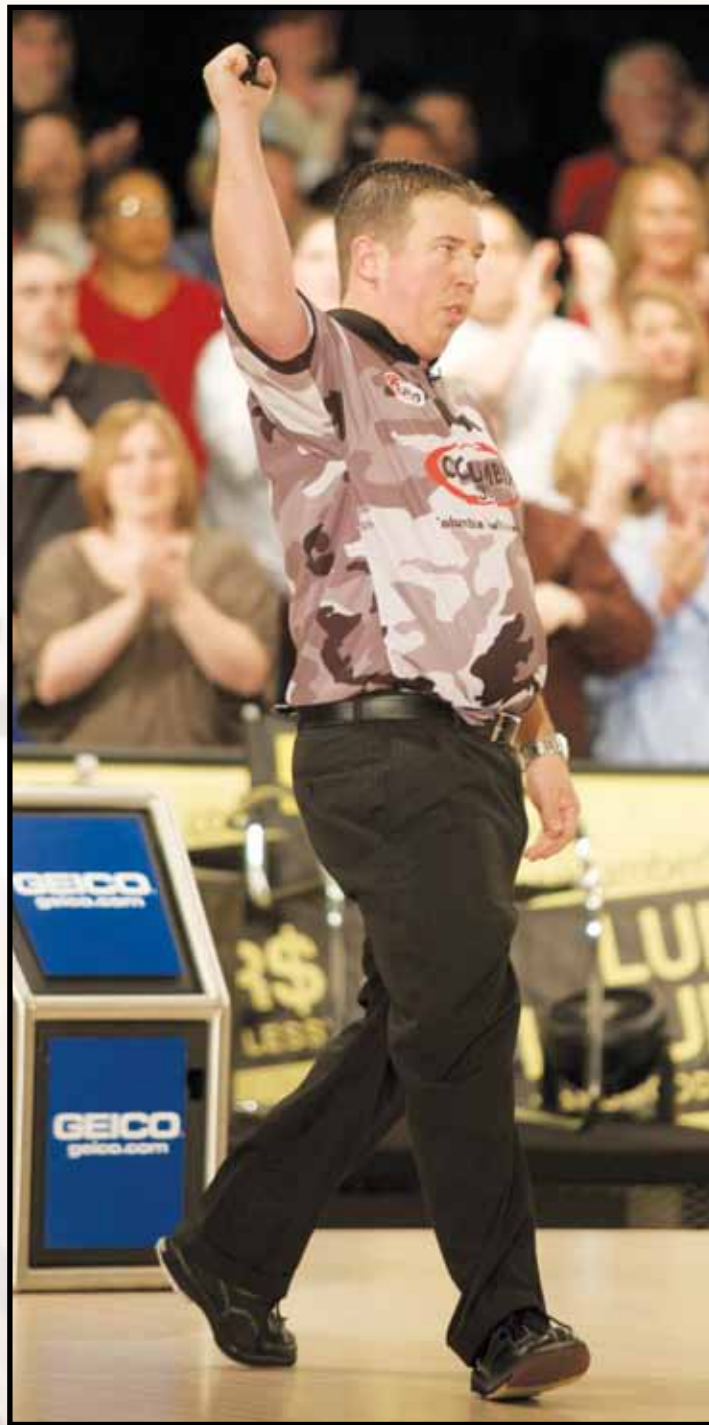
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over when he should schedule some vacation days so he could bowl in a few of the PBA tournaments, some of which were being held at Thunderbowl in Allen Park, Mich., just a little more than 100 miles from his home.

Just before Thanksgiving 2008, the 100-year-old General Motors Co. announced that it had posted a \$4.2 billion loss on the year and that it expected to run out of money before the end of the year. On Nov. 25, 2008, the company's stocks closed at \$2.92, the lowest the stock had been since April 1943.

Little less than a month later, on Dec. 23, 2008, Smallwood and many other auto workers were handed pink and a don't-call-us-we'll-call-you fashion in a mass layoff that left 10.6 percent of Michigan unemployed — the highest rate since 1984.

In 2006, Columbia 300, then based in San Antonio, Texas, was purchased by Ebonite International, Inc., and moved to Hopkinsville, Ky., where it has regenerated itself to its former glory after being out of the performance ball market for some time.

"Tommy's story is such an amazing one; it's similar to what we've been through here with the Columbia 300 brand. We were pretty much down and out for awhile and I think people somewhat look at us as the underdog and lately we have made some big strides," Murphy said. "Tommy has again helped put us back in the spotlight with this win. He made some great shots down the stretch that I'll remember for a long time and it's a nice perk that the Pure Swing matched up so well the first



PBA LLC • Photo

Columbia 300's Tom Smallwood celebrates after winning the World Championship of Bowling match. Smallwood, who earned his exemption by placing third in the tour trials, defeated Wes Malott 244-228.

time out. He's a great talent and I'm looking forward to watching him the next few years."

So how did the now 32-year-old Saginaw native go from the unemployment line to being ranked fourth on the PBA points listing and tied for first

with Bill O'Neill for the 2009-2010 player of the year point ranking?

While Smallwood considered himself a good bowler, he had never considered being a professional bowler full-time until the lay off, he said. With the encouragement of his wife

he started to practice, and all that practice led to a Cinderella-like fairy tale involving bowling shoes instead of glass slippers.

Smallwood earned his exemption for this season by finishing third in the tour trials, which were held in June; from there it's been one thing after another including making the television finals for the Scorpion Championship, which he dropped to O'Neill.

And quite frankly this is a position he never thought he'd be in, Smallwood said.

"It's been a wild ride," Tom added. "I want to thank Columbia 300 for making the best balls in the world. I thought I could have bowled on tour but if I hadn't gotten to this point and if it weren't for the layoff I probably wouldn't have chased it in Detroit."

Just like when he was competing in Detroit, which is about 100 miles from his home in Saginaw, Smallwood had a packed house of friends and family.

"My two brothers, two sisters and a brother-in-law were there," he said, "my parents and my wife, too."

The downside was that his little girl couldn't get to come and watch, he said.

Next, Smallwood will spend the holidays at home with his family before heading to California, which he said he "never thought would happen," for the Tournament of Champions in mid-January.

In a twist of irony, GM called Smallwood to come back to work. However, it was an offer he turned down, much to the amazement of the human resource representative's shock.

"I told her I was a professional bowler now and she was just silent," Smallwood said. "She finally asked someone; now they are all following me closely."

Hoosier

CONTINUED FROM PAGE 5
Columbia 300 will be presenting its popular Demo Days program on 8 adjacent lanes to the tournament. Competitors, family, friends, and spectators will be able to test the Columbia 300 Pure Swing and Columbia 300 Total Bedlam with expert advice from Columbia 300's technical staff.

"We are extremely excited to partner with Backhaul Direct for the Hoosier Classic," stated Columbia 300 Brand Manager Chad Murphy. "I've been watching collegiate bowling since I was a kid and I believe it's the most fun and exciting segment

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www.backhauldirect.com
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...

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of our great game."

Based in Hopkinsville, Ky., Columbia 300 is a long-time power brand servicing the bowling world with quality and professional products. Its parent company, Ebonite International, Inc., is a privately-owned company that services bowling centers, distributors and retail outlets both domestically and

internationally. The company's other consumer product brands include Ebonite, Hammer, Robby's, Columbia 300 and Track. Its commercial product brands are Ebonite VanTech Capital Equipment, Ebonite Bowling Center Direct and Powerhouse™. For more information, please visit www.columbia300.com.

Based in Indianapolis, Backhaul Direct, LLC is a privately-owned freight brokerage managing both domestic and international freight and distribution. The company currently employs 60 team members with two offices servicing over 30,000 shipments per year. For more information about Backhaul Direct's bowling initiatives, visit www.backhauldirect.com/bowling.



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