

Leanne Barrette

Aleta Sill

Carolyn Dorin-Ballard

Cara Honeychurch

Michelle Feldmann

Kim Terrell

Laura Lee Daniel

Seven very determined women.



The 2001 Ebonite Women's Touring Pro Staff



Their Destiny is a Dynasty.





THE TOUR

Being able to perform and succeed is what being a PWBA professional is all about. Bowling fans around the world watch PWBA telecasts each week to see which bowler will be the champion, but few realize what it takes to get to that championship match week after week.

Each tournament, held throughout the country and lasting about a week, is a grueling format where the athletes must bowl anywhere from 42 to 56 games. The start of competition is just for score, but after a cut, the competitors must also bowl head-to-head matches. The tournament culminates in the exciting televised modified stepladder finals to determine the champion.

The televised finals are broadcast on ESPN2 offering the nation the chance to see the nerves-of-steel athletes perform. Calling all the action will be Jan Schmidt for the PWBA.

Bowling is the largest participatory sport in the nation and the women professionals of the PWBA are repeatedly called the most gracious and accessible group of athletes in all of sports. The bowlers will fill autograph requests, snapshots, personal appearances, and even offer bowling tips to fans.

The experience of watching these remarkable bowlers up close and personal is one of the greatest gifts these bowlers give to their fans. You owe it to yourself to plan a trip to enjoy a professional tournament the next time one is scheduled near you.

2001 PWBA TOUR SCHEDULE

Date	Tournament	Location
May 7-11	WIBC Queens	Sunrise, Florida
May 12-17	St. Clair Classic	Fairview Heights, Illinois
May 20-24	Miller High Life Open	Omaha, Nebraska
May 27-31	Albuquerque Open	Albuquerque, N.M.
June 2-7	Wheel Chair Awareness Classic	Mesa, Arizona
June 9-14	Greater San Diego Open	San Diego, California
June 17-21	Ft. Worth Classic	Ft. Worth, Texas
June 24-28	Greater Memphis Open	Collierville, Tennessee
July 1-5	Southern Virginia Open	Danville, Virginia
July 8-12	TBA	TBA
July 15-19	Lady Ebonite Kentucky Classic	Lexington, Kentucky
July 22-26	Clabber Girl/Terre Haute Open	Terre Haute, Indiana
Sept. 1-6	Foundation Games IV	Sebring, Florida
Sept. 8-13	Paula Carter Classic	Davie, Florida
Sept. 15-20	Storm Southern Florida Open	Cape Coral, Florida
Sept. 22-27	Jacksonville Open	Jacksonville, Florida
Sept. 30-Oct. 4	Track North Myrtle Beach Classic	North Myrtle Beach, SC
Oct. 7-11	Columbia 300 Open	Lancaster, Ohio
Oct. 14-18	Three Rivers Open	Pittsburgh, Pennsylvania
Oct. 20-24	Hammer Players Championship	Rockford, Illinois
Oct. 28-Nov. 1	Las Cruces New Mexico Open	Las Cruces, New Mexico
Nov. 4-8	Brunswick Women's World Open	Las Vegas, Nevada
Nov. 11-15	Brunswick Shoot-Out	Las Vegas, Nevada
Dec. 1-9	U.S. Open	TBA

EBONITE PRO STAFF



As in other professional sports, companies interested in promoting their sport and fielding a Pro Staff focus much attention on the very best athletes. Ebonite, a leading manufacturer of bowling products is no different from other companies. The difference between Ebonite and the others is in the Pro Staff that Ebonite has.

What makes the Ebonite Pro Staff special? It is certainly more than the Ebonite products they use. It is, more importantly, their skill, their determination, their character, their intensity, and their loyalty. It is also their commitment to make a difference in their sport.

The 2001 Ebonite Pro Staff members are Carolyn Dorin-Ballard, Leanne Barrette, Aleta Sill, Cara Honeychurch, Michelle Feldman, Kim Terrell, and Laura Lee Daniel.

Ebonite players dominated the 2000 season when they claimed a total of 13 tournament victories, more victories than all other brands combined. Those victories were supported by nine second place finishes and six third places finishes. Some might describe the Ebonite Pro Staff as a force to be reckoned with. They have a combined total of 78 National titles, as well as several prestigious honors such as Bowler of the Year titles, Rookie of the Year titles, runner-up Player of the Year titles, Robby Award winners, a two-time triple Crown Winner and an inductee into the Salute of Champions by the Women's Professional Bowling Hall of Fame.

The successful pros all have a powerful mental game, combining the ability to clear their minds and focus their thoughts on just the one shot in front of them and the

ability to turn up...or down...their intensity a notch when it's needed. The entire bowling center is quiet, hundreds of spectators behind you, the bright TV lights are glaring, bowling fans watching nationwide, waiting for you to make your best shot worth thousands of dollars. The intense pressure of a championship match demands the athlete's undivided attention—mental preparation.

To make it as a pro, it takes a lot of solid and broad knowledge of the sport. Natural talent is only the start. Knowing how to read a lane and the best way to attack it, finding the subtle differences from lane to lane, pair to pair, game in and game out. The rigors of the tour and just one week of intense competition are strenuous beyond belief. From practice sessions, through the Pro/Ams, the qualifying rounds then match play and finally up to the moment of being in the bright TV lights, takes a well-conditioned athlete to endure it.

Hard work and dedication to the sport they love and a burning desire to be the best of the best. Honing their skills each game to create a delivery that can be repeated over and over and over. No matter where they are bowling or who they are bowling against. To make it as one of the elite, as the women of the PWBA have requires dedication drawn deep within.



LEANNE



LEANNE BARRETTE

"The bowler who best exemplifies the most positive image of women in professional bowling, both on the lanes and off". That phrase is the ideal description of Leanne Barrette, who was chosen by the PWBA membership to receive the Robby Professionalism Award in 1990, 1999 and was runner-up in 2000.

Leanne and Ebonite teammate Kim Terrell were tied for the award and had to have a tiebreaker vote to decide the winner. An example of Leanne's and Kim's sportsmanship was the fact that they both voted for one another on both occasions.

Leanne's numerous achievements during the 90's helped to qualify her as one of seven candidates for Bowler of the Decade. She has 21 professional titles during her 14-year career. She was named Bowler of the Year in 1991 and is also the first to win back-to-back PWBA Player of the Year Awards (90,91).

The huge hook that has given her the nickname "Boomer" has helped her bowl (32) 300 games during her career. She is in the top ten in earnings for 2000 and averages and ranks 5th in career earnings. She is an eight time Bowlers Journal International All-American.

The Fremont, CA native began bowling at the age of eight and credits her start to her grandfather who encouraged her to learn the sport. When she was twelve her grandfather took her on a trip to Reno to meet Ebonite's Pam Buckner which seems to have fueled Leanne's desire to compete professionally.

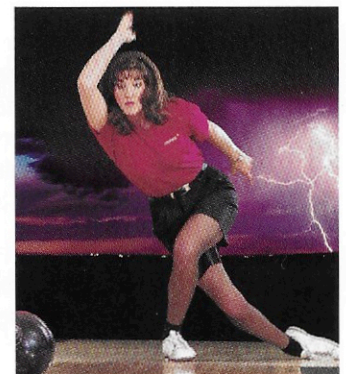
Leanne has a passion for her sport and for kids. Ebonite and Leanne teamed to develop a line of bowling bags for the young and the young at heart. The "Boomers" bag line is available in pro shops nationwide. When she is not on tour, Leanne dedicates much of her time bringing kids into the sport.

Leanne's hobbies include shopping, cooking, sports, music and spending time with family and friends. Her favorite part of being on tour is traveling. "I enjoy seeing different cities around the country and meeting new, interesting people," says Barrette

With a passion for her sport, a passion for kids, and a passion for flare, Leanne Barrette teamed with Ebonite this year to develop a vibrant line of bowling bags for the young and the young at heart. Appropriately labeled "Boomers," the new Ebonite bags are available in bowling pro shops nationwide. Off-season, Leanne dedicates most of her time bringing kids into the sport.



Bowls:	Right Handed
Resides:	Pleasanton, CA
Birthdate:	8/18/67
PWBA Perfect Games:	32
Career Earnings:	\$847,928
Years on Ebonite Pro Staff:	12



ALETA



Lady Millionaire

ALETA SILL

Hall of Famer, Aleta Sill is better known as "Lady Millionaire" since becoming the first PWBA player to reach the \$1 million mark in career earnings. Aleta's win at the Greater Atlanta Open gives her (31) professional titles in her 20-year career. Her numerous titles and honors are one reason she was inducted into the PWBA Hall of Fame in the performance category.

Aleta is the only bowler, male or female, to win the "Triple Crown" twice. Aleta also became the youngest-ever honoree at the International Bowling Hall of Fame, Salute to Champions in 2000. She also has been inducted into the Detroit WBA Hall of Fame, the WIBC Hall of Fame and the Michigan WBA Hall of Fame. She was PWBA Player of the Year in 1984 and Bowler of the Year in 1984 and 1985. The veteran is considered to be one of the best female bowlers of all time, especially with all these accomplishments.

Aleta hails from the suburbs of Detroit, Michigan and started bowling when she was five. Her grandparents were league bowlers who introduced her to the sport. "I was hooked after the first time they took me out on the lanes," says Sill. "I have always wanted to be a professional bowler," Sill added.

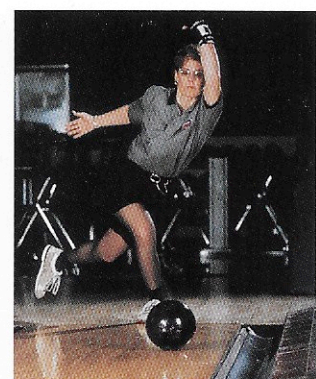
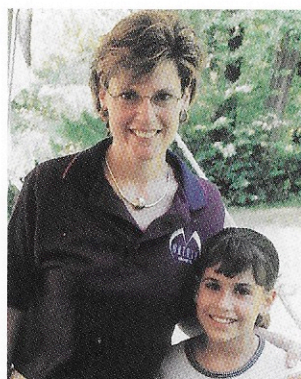
Most athletes have their "routines" or "superstitions" and as for Aleta, she has a thing for clothes. If she loses while playing in a televised match, she will not ever wear that same outfit again during a televised show. On the flip side, if she wins, she will continue to wear that outfit until she loses.

When Aleta is not bowling, she enjoys watching football, especially the Detroit Lions and watching tennis. She enjoys listening to music, going fishing and boating, playing golf and redecorating her house. While on tour, her dog A.J. and her two cats Paws and Lucky travel with her.

A life long pursuit on the PWBA tournament trail, Aleta became the first woman in professional bowling to cross the million dollar threshold in career earnings. Twice honored as "Bowler of the Year," Aleta was honored last year at the Salute to Champions ceremonies at the Bowling Hall of Fame in St. Louis, Missouri.



Bowls:	Left Handed
Resides:	Dearborn, MI
Birthdate:	9/9/62
PWBA Perfect Games:	26
Career Earnings:	\$1,057,112
Years on Ebonite Pro Staff:	12



CAROLYN



CAROLYN DORIN-BALLARD

Carolyn Dorin-Ballard begins her 11th year as a professional after being named runner-up player of the year for the fourth year in a row by the PWBA. Dorin-Ballard is passionate about bowling and has one of the best mental games around. Fellow bowlers describe her as intense, focused and the most consistent player on the PWBA Tour.

Carolyn topped 2000 with three tournament championships, the Bowl for Blindness Classic, Greater San Diego Open and Three Rivers Open, tying with Ebonite teammate Michelle Feldman for the most wins last season. These wins give her a total of ten national titles.

Her consistency shows since she has cashed in every tournament for the last two seasons and in the 2000 season made every top 24 cut, never falling below 15th position. Last season Carolyn was named to the Bowlers Journal International, All-American, first team for a second time and serves as President of the PWBA Players Association.

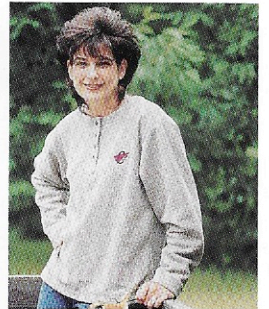
"My goals for the this year are to keep bowling well, stay consistent, and bowl better than the year before. I shoot for the TV show every week and that has been my focus every year," said Dorin-Ballard.

Bowling seems to be a family tradition since her husband, Del Ballard Jr., and sister Cathy Dorin-Lizzi are professional bowlers. Carolyn's father, George Dorin, introduced her to the sport at age six planting the seeds for success.

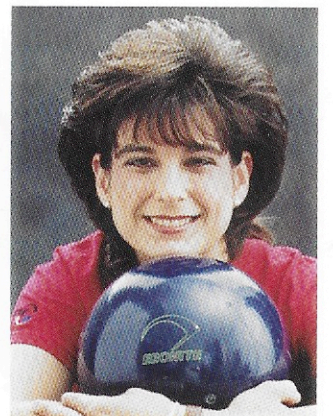
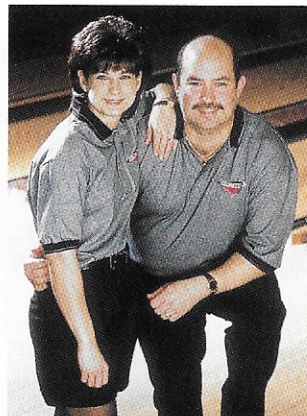
Carolyn teamed with Ebonite to introduce a line of women's bowling apparel called the "Carolyn Collection". This clothing line is the first of its kind designed especially for the woman bowler.

Carolyn loves being on tour and especially likes meeting new and interesting people. When she is not touring here hobbies include working out, reading, listening to music, karaoke singing and watching sports.

Professional bowler and busy business-woman. In addition to being on tour 22 weeks a year, Carolyn keeps busy with her "Carolyn Collection," women's' bowling attire line under the Ebonite label and is President of the PWBA Players' Association. Carolyn was also the first woman on the tour to have a fan club organized, appropriately named "Carolyn's Crew."



Bowls:	Right Handed
Resides:	North Richland Hills TX
Birthdate:	7/29/64
PWBA Perfect Games:	16
Career Earnings:	\$658,009
Years on Ebonite Pro Staff:	7



CARA



CARA HONEYCHURCH

Cara Honeychurch, the "Thunder from Down Under", rolled her way onto the PWBA Tour and was overwhelmingly voted Rookie of the Year for 2000.

"My goal at the beginning of the year was to be in the running," said Honeychurch. "But to actually be selected is wonderful. It's flattering to be voted by such a majority by my peers."

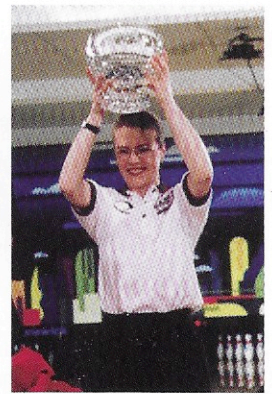
Winning the Brunswick World Open and the Greater Orlando Classic tournaments in your first year as a professional is an impressive feat as well as becoming a crowd favorite while on the Tour. The nickname for the left handed Aussie comes from her thunderous strike ball. Cara finished 2nd in earnings for 2000, 4th in ranking, and 1st overall scoring average.

In addition to her tournament wins, Cara became only the second woman in PWBA history to bowl a perfect game on television in the 1999 Gold Cup, winning a \$50,000 bonus in the process. In 1999, Cara became the youngest player to be inducted into the World Bowling Writers International Hall of Fame and in 2000 she was named to the Bowlers Journal International All-American team.

Cara has numerous International and Australian national titles to her credit including the wins in Indonesia, Korea and New Zealand. She also won the 1996 Atlanta Bowling Challenge, an exhibition tournament held prior to the Olympics. Cara even defeated many of the world's top male bowlers by winning the 1998 Manhattan Super Classic in Sydney, Australia.

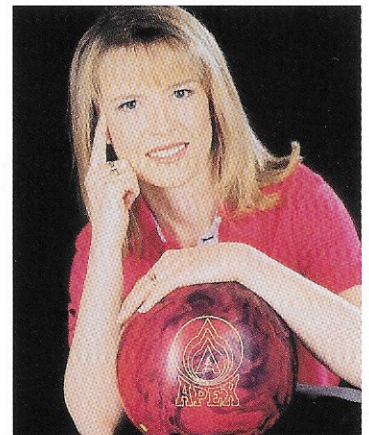
The former Quality Service Consultant with Hewlett-Packard enjoys golf, tennis, working out, reading and spending time with her husband, Jim.

The "Thunder from Down Under" captured two titles enroute to being named the 2000 Rookie of the Year. Cara's impressive season lead her to a fourth place player ranking with the PWBA



Courtesy Bowling Journal International

Bowls:	Left Handed
Hometown:	Eltham North, Victoria, Australia
Birthdate:	2/13/72
PWBA Perfect Games:	4
Career Earnings:	\$226,850
Years on Ebonite Pro Staff:	2



MICHELLE



Michelle Feldman

The 25-year old bowling dynamo aptly nicknamed "Twister Sister" claimed three titles last season tying teammate Carolyn Dorin-Ballard for most wins in the 2000 season. Michelle missed being named runner-up player of the year by only 4 votes. Beginning her eighth year as a professional, Michelle has six professional titles and finished the season in the top three in earnings, ranking and overall scoring average.

Although Michelle can unleash her devastating strike ball with a fury, leaving her opponents in awe, her friendly, spontaneous laugh keeps her one of the most popular bowlers on tour. Fans love to watch her scatter pins and it is not unusual for her to build tournament leads so large, she could just show up for the last block and still make the TV finals. Michelle is one of the most popular Pro/Am partners on tour and in 1997, Michelle made women's bowling history at the age of 21 by becoming the first women bowler to bowl a perfect game on television.

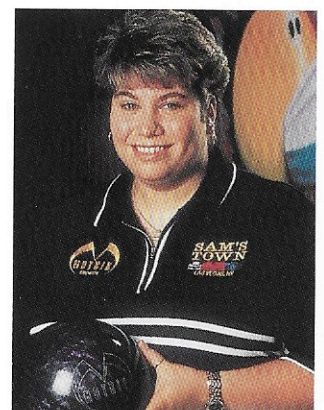
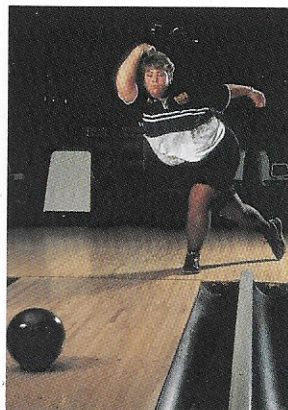
Michelle's dedication and professional attitude keep her focused on the match at hand no matter the standings. She always wants to give the crowd a good performance.

Michelle is from Skaneateles in upstate New York and her biggest fans are her grandparents, who run a bowling center and encouraged their granddaughter's love for the game. Her hobbies include shopping and shopping.

Michelle's nickname, "Twister Sister", comes from the powerful force she uses when throwing the bowling ball. Most women bowlers are not "Power Players" like Michelle. She can draw crowds of people just waiting to see how hard she hits the pins.



Bowls:	Right Handed
Resides:	Skaneateles, NY
Birthdate:	4/19/76
PWBA Perfect Games:	5
Career Earnings:	\$342,888
Years on Ebonite Pro Staff:	2





Special K

Kim Terrell

KIM

Classy, professional, respected by all are the words that best describe Kim Terrell, the Daly City, California native. Kim joins the Ebonite Pro Staff entering her 13th year as a professional.

Kim was recently voted by the PWBA as winner of the 2000 Robby Professionalism Award. This is the third time Kim has received the Robby Award, the most times any PWBA player has ever been named. She says it is truly an honor to win the award and that she strives to be professional on and off the lanes.

Kim's other career highlights include being a seven-time champion, PWBA Rookie of the Year in 1989, two-time Bowlers Journal All-American, two-time collegiate All-American and a member of the 1987 and 1988 Team USA.

She has consistently ranked in the PWBA top ten for the last five years. Consistency seems to be the key for Kim who has cashed in 21 of 23 events in 2000. She also had eight top ten finishes and qualified for three televised finals.

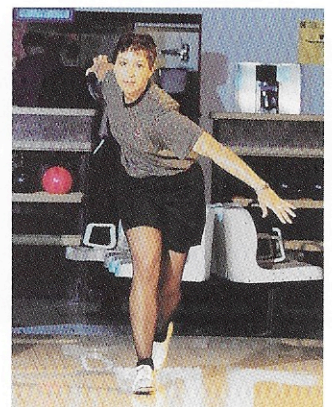
According to fellow PWBA players, Kim is a highly respected star with a great personality who's courtesy never goes unnoticed.

Kim graduated from San Jose State University and is the spokesperson for NCAA collegiate bowling. In her spare time, Kim enjoys reading, working out, running and watching movies.

Kim hopes to help athletes make the transition from collegiate ranks to the professional level. Kim's passion for bowling makes her a perfect choice to be a spokesperson for NCAA Collegiate Bowling.



Bowls:	Right Handed
Hometown:	Daly City, CA
Birthdate:	9/25/65
PWBA Perfect Games:	21
Career Earnings:	\$528,474
Years on Ebonite Pro Staff:	1



LAURA LEE



LAURA LEE DANIEL

Considering that she didn't pick up a bowling ball until she was 24, Laura Lee Daniel has come a long way in 12 years. She is in her third year as a professional on the PWBA tour and her second year on the Ebonite Pro Staff.

The Corona, California resident started out bowling in Friday night leagues in 1989, but quickly realized there was something more. Before she knew it, Laura was bowling seven days a week and being coached by Gip Lentine. Laura credits Gip in being her inspiration to become a professional bowler.

Ebonite saw Laura's potential after her win in 1999 at the Santa Maria Regional PWBA tournament. Laura Lee is described as a determined player who even practices with the intensity of being in a cash match. Laura has great respect and admiration for her fellow staff members, seeing them as role models as well as friends.

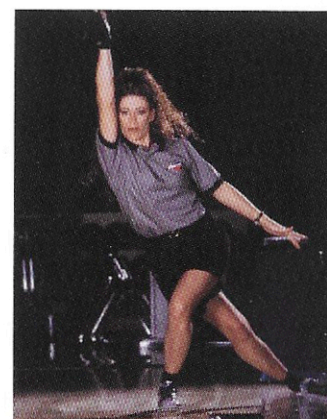
Laura Lee is a natural athlete and a proud mother with a special interest in the hearing impaired. She is partially hearing impaired from childhood and has two deaf children, Larry and Brian who bowl for their school team in Riverside County, California.

Meeting new people and seeing new places is Laura's favorite part of the tour. Her least favorite is the rigorous schedule that keeps her away from husband and family.

A natural athlete on a mission on the PWBA Tour, Laura Lee has a second very special interest; the hearing impaired. Being partially hearing impaired herself from childhood and with two deaf children, Laura has indicated that were she not on tour, she would be an interpreter. As it is, Laura is known to have a significant following among members of the deaf bowling community, particularly in her home state of California.



Bowls:	Right Handed
Resides:	Corona, CA
Birthdate:	9/22/65
PWBA Perfect	
Games:	2
Years on Ebonite	
Pro Staff:	2



BEHIND THE LANES



Behind the lanes is the technical support system that pro staff members and other touring pro who use Ebonite equipment rely on while out on tour. The tech support staff has expertise in several critical areas that help the pros "Bowl to Win" on the tour.

BRIAN PURSEL

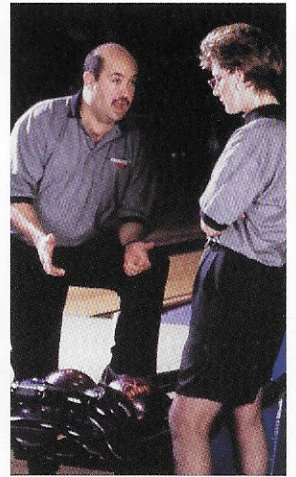
Brian Pursel is Ebonite's Product Manager and is an important part of the Ebonite Pro Staff team. He is a driving force behind the research and design of the Ebonite Product line. One of his responsibilities is to coordinate with the Pro Staff to make sure they are using the Ebonite products that best optimize their performance.

Pursel grew up in Hellertown, Pennsylvania and began bowling at the age of six. His family owned an eight-lane center where he learned to drill balls from his grandfather. His father taught him how to coach and Brian is currently a Silver Level Coach. He joined Ebonite ten years ago after operating three pro shops.



DEL BALLARD, JR.

Del Ballard, Jr., is the Pro Tour Coordinator for Ebonite. Ballard toured himself as a pro on the PBA Tour for 15 years. No longer a touring pro, Del is still a busy man. He assisted the women's tour last season achieve winning 13 of 22 events. Del also guided the PBA Pro Staff to a successful season as well.

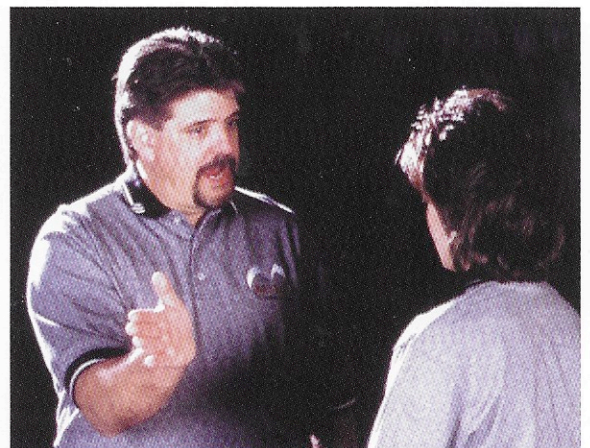


Ballard's achievements while on the PBA tour include winning the World Open in 1987, the ABC Masters in 1988, the Tournament of Champions in 1989 and the U.S. Open in both 1987 and 1993. Del Ballard, Jr. is described as a true "Hall of Famer".

RANDY STOUGHTON

As Ebonite's District Sales Manager for the Southeastern United States, Randy's passion for bowling is legendary. In addition to being one of Ebonite's coaches at many tour sites, Randy heads the Ebonite Pro Staff pre-season tune-up activities at the Kegel Training Facility in Sebring, Florida. As a part of Ebonite's Pro Staff performance development program, staff members work with Randy and the entire Kegel staff to improve their game from a scientific as well as physical and mental perspective.

Randy competed on the PBA Tour for seven years and worked for the PBA as a Player Services Representative. During that time, he was the PBA's Assistant Tournament Director.



ABOUT EBONITE

Ebonite was founded in 1905 and is a world leader in the bowling products business. Today, Ebonite International, Inc. bowling ball manufacturing facility is headquartered in Hopkinsville, Kentucky. A second manufacturing facility in Columbia, Tennessee houses the operations for production and distribution of both Ebonite and Robby bowling accessories. Total quality management and statistical process control are prevalent at both facilities. At Ebonite, employees live by the slogan "the bowler is our boss". Customer satisfaction is a top priority for Ebonite.

EBONITE BOWLING BALLS

Ebonite has a ball for everyone. From house balls to beginner to high performance balls, Ebonite has a product for any level of player. Ebonite pioneered the modern bowling ball in 1905. Ebonite was the first to develop urethane bowling balls in 1982. Today whether the balls are simple or complex, polyester, urethane, reactive resin, or particle veneer, you will find Ebonite bowling balls at the top of their class.

EBONITE BOWLING BAGS

From single-ball shoulder bags to massive six-ball wheeled bags, Ebonite is, today, the fastest growing bowling bag brand in North America. Cited by its customers as the highest quality brand in the market, Ebonite combines function and fashion in its product offerings.



EBONITE PRO SHOP SUPPLIES & EQUIPMENT

Selling bowling products is a specialized business requiring special equipment, delivered on time and right. Ebonite services its pro shops with a very extensive and sophisticated array of commercial products to make their jobs easier and customers happier.

BOWLING ON THE NET

Want more information on the great sport of bowling? Check out the following web sites.

- **About Ebonite**
Check out all the news from Ebonite's award winning web site at www.ebonite.com. Includes extensive information on products, pros, and tips on better bowling.
- **About the PWBA**
Want the latest news on the women's tour? Check out www.pwba.com. You can even follow tour finals live on this one.
- **About the PBA**
Men's tour info can be found at www.pba.com. Extensive. Up to date. Exciting.

EBONITE CLOTHING

Ebonite's logo'd apparel can be found on the lanes of virtually every bowling center in America. With a flair for both fashion and reasonable prices, its little wonder that consumers' most asked question is "Where can I get my Ebonite shirt?"



ROBBY PRODUCTS

Acquired by Ebonite in the early 80's, Robby is a line of premium bowling gloves and positioners, designed for the most serious of bowlers. Robby Products are sold worldwide and are known for innovation, quality, and unparalleled customer service.



EBONITE BOWLING ACCESSORIES

From gloves and positioners to ball care products, grip control enhancements, and clever bowlers' necessities, Ebonite bowling accessories have again been cited as the fastest growing brand in North America. With a focus on true innovation, quality and value, Ebonite bowling accessories can be found in virtually all bowling pro shops.



EBONITE
BOWL TO WIN™

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