



Cheryl Y. Younger

First City of Kansas USBC
Leavenworth, Kansas

Hall of Fame



Class of 2026
Meritorious Service



I've been part of the bowling community for more than 50 years, and I can honestly say this sport has shaped my life in ways I never could have imagined when I first joined USBC back in 1974. Bowling has always been more than a hobby for me — it's been my community, my passion, and one of the greatest sources of joy and connection in my life.

My volunteer journey began at the local level, serving on the Wy-Jon County USBC Board starting in 2010. I've always loved bringing people together, so supporting bowlers, leagues, and local tournament events felt like a natural fit. When I moved to Leavenworth, I expanded that service by joining the First City of Kansas USBC Board in 2025. It has been incredibly rewarding to support bowlers in the community I now call home and to bring my experience from Wy-Jon and the state association into a new local environment. That passion for service carried me to the Kansas State USBC Board, where I served as 1st & 2nd Vice President, Tournament Committee Co-Chair, and a member of the Finance and Bracket Committees. Each role gave me a deeper appreciation for the work that goes into keeping our sport strong, fair, and fun for everyone.

After retiring in 2021, I suddenly had something I hadn't had in decades — time. One day I came across the posting for the USBC National Director position on Bowl.com and thought, *What the heck, I'm retired... let's give this a shot!* I submitted my first application in June 2021, not knowing what to expect. To my surprise, I made the cut from the face-to-face interviews in January 2022 and was officially slated as one of five candidates for three positions to be voted on at the USBC Convention that April. I wasn't elected — but I had so much fun during the process that I applied again the next year. I ran two years in a row and lost...but barely. One year I missed it by just seven votes. Instead of feeling discouraged, I felt energized. I loved the people, the conversations, the learning, and the chance to grow.

Then something unexpected happened. In 2024, the USBC President invited me to serve as an Ex-Officio on the National Board so I could gain deeper insight into what it's like to serve on the governing body of a national sport. I was honored — and I soaked up every minute of that experience. Then came 2025. A vacancy opened on the National Board — ironically, the very seat held by the candidate who beat me by those seven votes. The new USBC President reached out and asked if I would accept an appointment to fill the vacancy. My answer was an immediate and enthusiastic YES. I completed the remainder of that term, and in 2026, I was elected to a full three-year term on the USBC Board of Directors. That journey — full of twists, setbacks, surprises, and second chances — made the honor even more meaningful.

My volunteer spirit extends far beyond bowling. I spent several years on the board of the Mustang Club of Greater Kansas City, eventually serving as Vice President. One of my favorite contributions was creating a Welcome Committee to help new members feel connected — a program that's still going strong today. I also collaborated with the Mustang Club of America's National Head Judge to develop a standardized judging form now used at all national and grand national shows. I love seeing ideas turn into tools that make a lasting difference. From 2011 to 2017, I served as Tournament Volunteer Co-Chair for Kansas City's PGA Web.com Tour event. During that time, our volunteer team grew from 200 to more than 500 people. I may not be a golfer, but I absolutely loved the challenge, the teamwork, and the chance to bring people together for a major community event.

Professionally, I spent more than 45 years in the travel and financial services industries, including 24 years with American Express. My career strengthened my skills in relationship management, compliance, strategic consulting, and problem-solving — all of which have served me well in my volunteer and board roles. I've always believed in building strong relationships, communicating clearly, and approaching challenges with integrity and creativity.

If there's one thread that runs through everything I've done — in bowling, in my career, and in my volunteer work — it's my love for people. My DiSC profile says I “enjoy relating to other people,” “create enthusiasm,” and “bring people together,” and I see those qualities reflected in the way I show up for the communities I care about. I'm at my best when I'm connecting, collaborating, and helping others feel welcome and valued.

Being inducted into the Kansas State USBC Hall of Fame for Meritorious Service is an incredible honor. It represents decades of friendships, teamwork, laughter, and shared passion. I'm grateful for every opportunity I've had to serve this sport, and I'm excited for the chapters still ahead.