



My Bowling Diary

Strike out with information... don't spare the details!

October 2004

October is Here!

(This newsletter is designed to help keep you informed of current developments with MyBowlingDiary. If you have any questions, please send email to info@mybowlingdiary.com.)

October is here. The nights are getting cooler, and here in New England the leaves are starting to change. Fall is one of the most beautiful and scenic times in New England. If you do not live in the area, I urge you to try and visit during the fall "foliage" season.

Fall leagues are in full swing now. The summer is traditionally a slow time for bowling, and while we were also a bit slow in September (sales wise), we see that things are starting to pick up a bit. We here at MyBowlingDiary hope that you had a great summer. Thank you to my current customers for all of your support

Last month I pledged to give 10% of all proceeds from MyBowlingDiary sales to charities that assist our military, firefighters and police officers. I will be making that donation within the next few days. I am also still seeking names of people who serve. Please take a minute and browse to www.mybowlingdiary.com/tribute.htm.

October is "Breast Cancer Awareness Month". According to statistics from the Susan G. Komen website (<http://www.komen.org>), **40,000 women** die of breast cancer in the United States annually. Think of it – **a single disease can eradicate the entire population of an average town in New England**. Another 200,000 women will be diagnosed with breast cancer. I was shocked when I did this research. But there is good news - with early detection, there is a 95% survival rate. So what can we do to help fight this killer?

- Become informed – Visit www.komen.org and the "National Breast Cancer Awareness Month" site (<http://www.mbcam.org>) for a wealth of information from detection to treatment. Please follow the advice of your doctor or medical provider for regular checkups and treatment.
- Become involved – Both of these websites have information on many areas in which you can become involved.

MyBowlingDiary will donate 10% of all gross sales during the month of October to the Susan G. Komen Breast Cancer Foundation.

Upcoming Releases and Enhancements

Current Version

The current shipping version is version 1.2. In addition, we have released version 1.2.1, which is a maintenance release. Current customers should have received information on downloading and installing this release. Please send an email to support@mybowlingdiary.com if you need to download this maintenance release. There is no charge for this update.

Future Versions

MyBowlingDiary 1.3

We are still targeting the release of MyBowlingDiary 1.3 for early November. Some of the enhancements will include:

- Editing / Deleting games directly from the database
- Improved frame handling
- Improved game screen with the ability to enter a starting lane
- Pull down menu to select the ball used in a particular frames
- Statistics on single pin attempts / conversions

Details on this release will be made available soon.

MyBowlingDiary 2.0

We are also working on MyBowlingDiary 2.0 (see our August 04 newsletter – available at www.mybowlingdiary.com/newsletter.htm). We did have our first internal release ready for testing, and are working on improvements. We are targeting April 2005 for our initial launch of this product.

Enhancements

Demo Enhancement

We improved our demo version of MyBowlingDiary by giving it the same functionality as the current version (1.2) with the only limitations being a maximum of 10 events, and being valid for 14 days. The response has been excellent. If you are interested in downloading a demo version, visit www.mybowlingdiary.com/demo_notify.htm.

Support Information

- Registration - If you are a current customer and have not yet registered your product, we request that you do so as soon as possible. Registration is easy and takes only a few minutes. Please see our [support](#) page for instructions.
- Tips, tricks and help – If you need help getting started with MyBowlingDiary, please drop an email to us. Also, if you have some tips, tricks or advice drop us an email on that as well.

Other News

Referral Program

Remember that current customers are eligible for our referral program. Word-of-mouth is the best form of advertising. You get **\$5** for each qualified referral. Go to www.mybowlingdiary.com/referral_program.htm and sign up today! We also get referrals from other bowling-related web sites. One such site is www.bowling-biz.com which is an excellent site with all kinds of bowling resources, tips, forums etc. Membership is free.

Do you have ideas to make MyBowlingDiary better? We would welcome your suggestions and comments. Send your suggestions to info@mybowlingdiary.com. We are also looking for people to potentially help us beta test future versions of MyBowlingDiary. If you are interested, drop us an email. Compensation will be in the form of free or discounted versions and possibly other consideration.

I would also like to take an opportunity to introduce you to a new web browser that I have absolutely fallen for. The browser is called "Firefox" which is a free browser from Mozilla. This browser prevents pop-up ads, provides a better interface and is an all around excellent browser. Visit our website and follow the link to download the browser and give it a try. Did I mention that it is a free download?