

Volume 11, Issue 8

December 2007

BCSC Newsletter

Official Publication of the Bowling Centers of Southern California

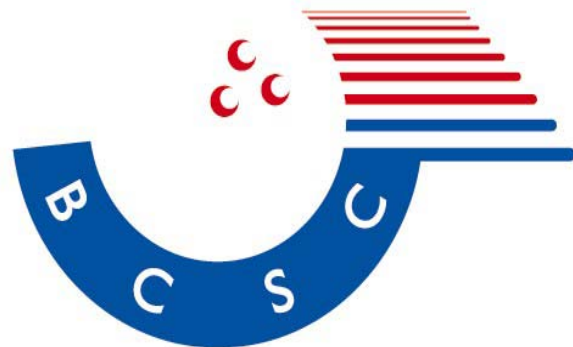
BCSC Partners. . . 2
President's Perspective. . . 3
Partyworks...Capturing Customers at the Speed of Today's Internet Business . . . 4
CleanSource . . . 5
BCSC Briefs . . .6
Happy Holidays! . . .6
BCSC Board of Directors. . . 7

Executive Director
Scott Frager

Office Administrator
Victoria Tahmizian

13245 Riverside Drive, Suite 501
Sherman Oaks, CA 91423
Phone: 818-789-0900
Toll Free: 1-800-TRY-BOWL
Fax: 818.783.2874
Email: bcsc@socalbowling.com

Check us out at www.socalbowling.com



BCSC PARTNERS

A Special 'Thank You' to Our Partners

The Bowling Centers of Southern California would like to thank the following businesses for their support and for being vital resources for our member centers. We encourage you to personally call and thank our sponsors for their contributions and continued support of our association.



PEPSI
Rosa Chacon
27717 Aliso Creek Road
Aliso Viejo, CA 92656
949-643-5793



Western Bowling Proprietors' Insurance
Larry Linder
1535 E. Shaw Street, Suite 100
Fresno, CA 93710
800-200-9998
Fax 559-227-4461



Miller Lite
Stephanie Bauder
2020 Main Street, Suite 850
Irvine, CA 92614
949-689-6480
bauder.stephanie@mbco.com



Herzog Insurance Agency
Bob Herzog
235 Main Street
Pleasanton, CA 94566
800-300-1303
info@herzogins.com



New Millennium Power
Robert Scott
27525 Puerta Real 100-611
Mission Viejo, CA 92691
949-293-6102
hd@newmillenniumpower.com



NOVA Information Systems
Alicia Umber
7300 Chapman Way
Knoxville, TN 37920
865-403-8857
Fax: 865-403-5857
Alicia.umber@novainfo.com



Ebonite
Paul Enright
55 Nellywood Ct.
Henderson, NV 89012
702-561-0269
penright@ebonite.com



**US Bowling Corporation/
US Steltronic**
Mark Marchido
5480 Schaefer Avenue
Chino, CA 913710
909-287-0712
Fax: 909-287-0718
mark@usbowling.com



Royal Alliance Associates, Inc.
Vayle Floria
752 Town and Country Road
Orange, CA 92868
714-750-3090 ext. 110
Fax: 714-750-3091
vfloria@royalaa.com



Western Pacific Bowling Supply
Chuck Sager / Lee Haxton
1216 W. Grove Avenue
Orange, CA 92865
714-974-1733
chuck@wpbowling.com



Party Wirks
Paul Kriete
760-468-0424
www.partywirks.com
paul@partywirks.com



Dippin' Dots
John & Cheryl Hiller
27530 Newhall Ranch Rd.
Valencia, CA 91390
661-510-8348
Ph2: 661-857-3274

BCSC PARTNERS, CONTINUED



American Consulting Group
Steven J. Ross
23361 Madero, Suite 220
Mission Viejo, CA 92691
800-747-8666
www.american-consulting.com



Murrey International, Inc.
Bill Snoberger
14150 South Figueroa Street
Los Angeles, CA 90061
310-532-6091 • 800-421-1022
Fax: 310-217-0504
www.murreyintl.com
sales@murreyintl.com



Mammoth Wholesale Brokers
Paul Rosenbaum
14405 North Scottsdale Rd. Suite C
Scottsdale, AZ 85254
888-219-8500
www.glowmachine.com



Mischel & Company
*Bowling & Entertainment Centers -
Full-Service Brokers, Appraisers
and Financial Advisors*
Ken Mischel
37 Tunapuna Lane
Coronado, CA 92118
619-423-2001
Fax: 619-423-7850



Clean Source
Tony Fogo
5580 E. Olympic Blvd.
Commerce, CA 90022
323-721-3800
Fax: 323-721-4142
www.cleansource.com
tfogo@cleansource.com

President's Perspective

Is it really December already? I'm always amazed at how quickly the years go by. How did 2007 treat you, your family and your bowling center?

I know for me it was a big year in many ways, more so personally than professionally. I turned 40, a milestone (happy to still be here). It's a milestone in so much that it makes me reflect on where I am in life.

Highlights: Celebrated my first anniversary with my beautiful wife. My son received his driver's permit (I have started to teach him and I'm still alive to tell you about it). My parents turned 65 and 62 and now are both eligible to collect Social Security (it's always good to get from the government rather than give).

As for the bowling business, 2007 was a mixed bag. For my center in California it has been an excellent year. My center in Arizona has...well, let's just say it's *deja vù* for me, thinking about the bowling business in California when the state government enacted the no-smoking law. All in all, 2007 has been a pretty good year.

With the economy in a state of flux, what effect will it have on the bowling business in Southern California? Typically when a recession occurs, the bowling business is somewhat immune, but I remember the last recession and bowling was hit hard. What do you think the outcome of 2008 will be?

I know regardless of how the economy performs, the BCSC will continue to provide helpful programs that are designed to make and save your center money. Our sole mission is to enhance your profitability. We take that mission very seriously.

As we embark on the 2007 holiday season, I wish you, your family and your family of employees all the best.

Jason Altman
BCSC President



Partywirks...Capturing Customers at the Speed of Today's Internet Business.



Bowling Center owners and operators are quickly becoming aware of the necessity to expand bowling's appeal to younger participants, update image, increase internet exposure, and extend marketing reach via the web to compete in today's family recreation-entertainment industry.

The fact is online sales are soaring as consumers shop online for travel, clothing, books, car insurance, their next spouse and thousands of other items. Millions are going online to shop, learn about products and services, and spend their money. It's no secret – online shopping is fast, easy and secure. And it's done 24 hours a day, 7 days a week.

Questions: "Where can I find a technology partner who can provide a team of online business specialists who understand my business and who will work with me? And do they offer fast solutions to the problems and challenges I face? How do I effectively tap into the invisible river of online browsers to increase sales?"

Answer: Partywirks! Partywirks is a party reservations and sales software platform that attaches to your website, transforming it from a static one-dimensional electronic brochure into a virtual cash register. Each Partywirks "storefront" is custom designed using your logo and colors to provide a seamless transition from your website to a turbo-charged, easy to navigate, booking engine.

Do you like the prospect of waking up in the morning to discover you've got hundreds of dollars of new business without having even picked up the phone?

Three years in development, the Partywirks Online Marketing System is an easy to use, exciting new product that delivers the customer convenience of the 24/7 online shopping experience for parties, events, gift certificates and much more. With Partywirks "Book Now" buttons added to your WebPages, online visitors can compare your party and group event options along with other items you want to sell, including food, gift certificates, merchandise and more. They can choose an available date and time and use their credit card to complete the party booking or purchase online. Additionally, a built-in forms generator can be used to send customer satisfaction surveys, employment applications, event planners, league sign-ups, etc.

Partywirks is a true order process, not merely a reservation request submittal form, and takes just minutes to complete. It is available to customers at home or work, during the day, evening or weekend, wherever Internet access exists. Finally! A welcome alternative to the phone, countless voice-mail messages, the frustrations of phone tag, lost sales, and incomplete customer information.

Partywirks is uniquely positioned to offer innovative Internet solutions and to help bowling center operators improve profitability, customer convenience, business efficiency and increase market share. While Partywirks can help with website design, search engine optimization, Google advertising, and e-newsletters, their major focus is "capturing the customer" and protecting those valued customer relationships.

"As the party and event market becomes more competitive, providing customers the ability to make an online decision will play a major role in winning future business," says Paul Kriete, Sales Director for Partywirks. "The time lag involved with the traditional telephone-phone tag-voicemail model of party booking just can't keep up now that Americans are online with web-connected cell phones, powerful laptops and high-speed Internet. Consumers ask, 'why wait?' when Google and Yahoo provide multiple alternative options. The fact is many consumers don't wait and simply click away to the next site in their search results. We provide the right tools to capture the interested browser instantly."

He continues, "Another topic we hear from our clients is the concern over the rising cost of labor. It's a constant challenge. That's why so many businesses are switching to online business tools. Over time, the cost of software goes down, while the cost of labor goes up. By turning to online software, full productivity of current staff is assured."

As a member of BCSC you are entitled to a no-obligation consultation and demonstration of the Partywirks software. Special price discounts are also extended through December.

How can Partywirks ebusiness solutions help you?

To contact PartyWirks:

Paul Kriete

760-468-0424

Paul@partywirks.com

www.partywirks.com

Partywirks is a member of the IALEI and The Bowling Centers Association of Southern California.

CleanSource



Maintaining safe, healthy environments for customers and employees
By Stacy Fisher

CleanSource is the fastest-growing cleaning supply distributor in California, applying its skills and expertise in working closely with customers looking for solutions for all their cleaning needs. The simple fact is, CleanSource is a leader in the field statewide and nationally. Even the toughest jobs can't stop the experts at CleanSource.

The company delivers exceptional value in laborsaving products and strategies, distributing a broad range of the highest quality products to address all facility needs, including floor care, industrial care, and carpet cleaning.

For over 50 years, CleanSource has cultivated a team of expert sales consultants who are experienced in developing customer-focused solutions based on the careful analysis of each customer's unique facility to identify opportunities for cost savings and optimal product/service packages. They carry products from only the industry's best vendors and manufacturers, such as 3M, Eureka, Kimberly-Clark, and Rubbermaid. CleanSource is also an authorized dealer for Tennant, Nobles, Betco, ProTeam and Sanitaire.

Tony Fogo, account manager, says CleanSource provides janitorial supplies and products for bowling centers, schools, property managers, universities, as well as big name stores like Trader Joes and Big 5 Sporting Goods. And the company includes onsite emergency maintenance and pick-up/delivery service to keep your business up and running.

"We offer not only chemicals and cleaning hardware, but also provide training and education on the proper use of cleaning chemicals," Fogo states. "We teach the cleaning staff the best techniques to use to clean any given area. Our training staff has the knowledge in dealing with any cleaning challenges. We know which products are best for any given job." All programs and materials are bilingual to capitalize on the abilities of a diverse workforce.

The family-owned company has a huge assortment of cleaning solutions, many of which include environmentally friendly products. In fact, CleanSource received the U.S. Green Building Council Member seal for offering so-called "green" products that are environmentally sound. These products have all been tested for effectiveness, he says.

"We also sell all the equipment needed to clean, such as floor machines, scrubbers, vacuums, mopping equipment, safety products, and utility carts, to name just a few. We also have a repair service to keep a client's machines running smoothly," Fogo says, adding that, "We're always looking forward as technology changes so our products are state-of-the-art."

CleanSource has online ordering available for fast customer service, too.

Fogo says their mission is dedicated to being the cleaning product distributor of choice. "We consider the service side of our company to be an important aspect of what we offer to our customers."

Contact information:

Tony Fogo, Account Manager, CleanSource
5580 East Olympic Boulevard, Commerce, CA 90022

Toll Free: 800-247-7826
Customer Service: 323-721-3800
Cell: 310-864-5920
Fax: 323-721-4142

Direct: 323-837-4128

Email: afogo@cleansource.com

www.cleansource.com

BCSC Briefs

Bowling Centers

such as The Bowling Barn and Concourse Anaheim have been hosting fundraising events for Firefighters, their families, and fire victims. These events are open to the public to watch and cheer on their teams and to participate in raffles and drawings.

Mountain Aid Project
"Neighbors helping Neighbors"

Presented by
The BOWLING BARN in Big Bear Lake
 40625 Lakeview Dr. (at Bonanza Rd.)
 909-878-BOWL
 Opens at 10:00 am Everyday

FIREFIGHTERS FUN Nights
 #1 - Thursday, November 8 #2 Sunday, November 11

The BOWLING BARN and ALLEY OOPS Lounge will stay open from 9 PM - 11:00 PM ONLY 2 Nights For Emergency Personnel ONLY. FREE BOWLING + Shoes

FAMILY FUN Days
 Tuesday, November 6 through Tuesday, November 13 (except Saturday 11/10)

All Firefighters & Emergency Personnel and their Families.
 ONE FREE BOWLING GAME + Shoes = per person each day
 Offer good anytime during the days noted above.

BOWL-ATHON SUNDAY
 Sunday, December 2 at 2:00 pm

Community Groups Competition
 Mountain Fire Neighbors Fundraiser - relief/recovery and assist with special needs (Fire Depts, U.S. Forest Service, Sheriff Depts, COPS, SAR, CAP, Public Agencies, etc)

DONATION CANS **SS Donations to the Mountain Aid Project**
 Donations accepted at The Bowling Barn and at First Mountain Bank (under the Mountain Aid Project account.) - 100% of the donations (\$) will assist local Slide & Grass Valley Fire Neighbors affected by fire damage.

ATTENTION:
 All Firefighters & Emergency Personnel
 must present identification at the Bowling Barn Door



Firefighter's Day
 AT THE **CONCOURSE**

A special day to thank SoCal Firefighters for their dedication and exceptional efforts during the California Wildfires

Saturday, November 24th
 2:00pm - 7:00pm

A raffle will be held and all proceeds go directly to the International Association of Firefighters

FREE Bowling & Pizza for all firefighters and their families!
 *CALL FOR DETAILS

All you need is to show your badge to get in. RESERVATIONS RECOMMENDED. No tickets will be sold.

CONCOURSE ENTERTAINMENT CENTER
 3364 E. LA PALMA AVE. ANAHEIM, CA 92606

CALL STEVE AT 714/666-2695 x225
 OR EMAIL ANTOINETTE CRESS AT antoinette@concoursebowling.com

The 2008 Avengers Rollout will be held on Tuesday, January 8, 2008 at 12 Noon at the Staples Center. Please join us for lunch and information on the new and exciting program for 2008. Please RSVP to BCSC at 818-789-0900 today!



Happy Holidays!

At the risk of seeming corny, I have to say this is my favorite time of the year, and for all the corny reasons: home, family, good tidings and good cheer.

And just as I have for my 15 years at *IBI* magazine, I am thinking once again about how appropriate our business is to this season, to these values.

What recreation is so right for families, from youngest to oldest? How many sports do you know that an entire family can enjoy at the same time? How many entertainments do you know that combine camaraderie and competition in just the right measure, the measure bowling does?

Well, swimming maybe. But we beat that, too. We're year-round.

I believe we should all feel a special pride at this season, because our business is as unique as the time of year. How many businesses do you know that stand for the value of family the way bowling does? How many can contribute as much to family life?

The list is very short.

This is a wonderful time of year to appreciate this business of ours, what we contribute to a better life and, yes, to congratulate one another that this is how we have chosen to make our livings.

Happy holidays to each of you from all of us at the Bowling Centers of Southern California office.



Scott Frager, Executive Director
 Bowling Centers of Southern California



BCSC BOARD OF DIRECTORS

JASON ALTMAN, President

Surf Bowl
1401 S. Coast Hwy
Oceanside, CA 92054
P: 760-722-1371
F: 760-722-8693
surf@surf Bowl.sdcoxmail.com

TOM CRISTI, Vice President

Santa Clarita Lanes
21615 W. Soledad Canyon Road
Santa Clarita, CA 91350
P: 661-254-0540
F: 661-254-7562
scl4usc@aol.com

**GARY FORMAN,
Secretary / Treasurer**

Fountain Bowl
17110 Brookhurst St.
Fountain Valley, CA 92708
P: 714-963-7888
F: 714-965-1158
gforman@fountainbowl.com

MICKEY COGAN

Gable House Bowl
22501 Hawthorne Blvd
Torrance, CA 90505
P: 310-378-6158
F: 310-378-6158
mcghb@aol.com

CHARLES KINSTLER

Del Rio Lanes
7502 Florence Ave
Downey, CA 90240
P: 562-927-3351
F: 562-928-5453
cvkljk@aol.com

BILL MOSSONTTE

Mission Hills Bowl
10430 Sepulveda Blvd
Mission Hills, CA 91345
P: 818-361-1221
F: 818-361-0321
missionbowl@verizon.net

DANIEL MUELLER

Buena Lanes
1788 S. Mesa Verde
Ventura, CA 93003
P: 805-656-0666
F: 805-656-0774
buenalanes1@earthlink.net

SCOTT PODDIG

Harley's Camarillo Bowl
305 Arneill Road
Camarillo, CA 93011
P: 805-482-0747
F: 805-987-5170
cambowlscott@yahoo.com

TED STALLINGS

Brunswick Premier Lanes
845 Lazo Ct.
Chula Vista, CA 91910
P: 619-421-4801
F: 619-421-5081
ted.stallings@brunbowl.com

DOUG SVELA

Gage Bowl
3477 E. Gage Ave
Huntington Park, CA 90255
P: 323-587-3211
F: 323-587-3531
gagebowl@sbcglobal.net

RONDA TELLYER

Empire Bowl
940 W. Colton Ave
Redlands, CA 92374
P: 909-793-2525
F: 909-792-4182
ldybos2@aol.com

BOB WALLACE

AMF Bowling Centers
12141 Valley View Street
Garden Grove, CA 92845
P: 714-837-7733
rwallace@amf.com

BCSC HEADQUARTERS

SCOTT FRAGER

Executive Director

VICTORIA TAHMIZIAN

Office Administrator

13245 Riverside Dr., Ste 501
Sherman Oaks, CA 91423
P: 818-789-0900
F: 818-783-2874
bcsc@socalbowling.com

WBPI

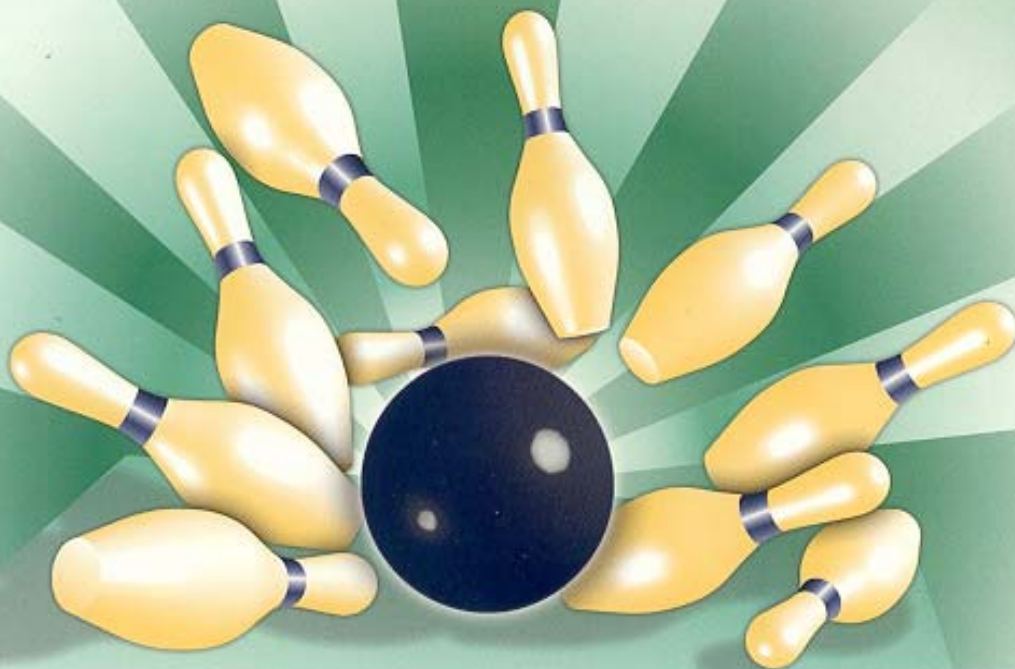


Western Bowling Proprietors Insurance

1-800-200-9998 • FAX (559) 227-4461

L.J. LINDER, Inc.
1535 Shaw #100
Fresno, CA 93710

The WBPI is Moving the Bowling Industry into the 21st Century by
“ E M P O W E R I N G T H E P R O P R I E T O R ”



Please Call 800-200-9998 for a Quote

Providing Bowling Proprietors with the breaks they need.

Let us prove that we are uniquely positioned to satisfy your insurance needs. We have knowledgeable, experienced staff ready to answer your questions. Please give us a call.