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Foundation of BPASC  
13245 Riverside Dr. #501, Sherman Oaks , CA 91423

# BCSC Newsletter

Official Publication of the Bowling Centers of Southern California



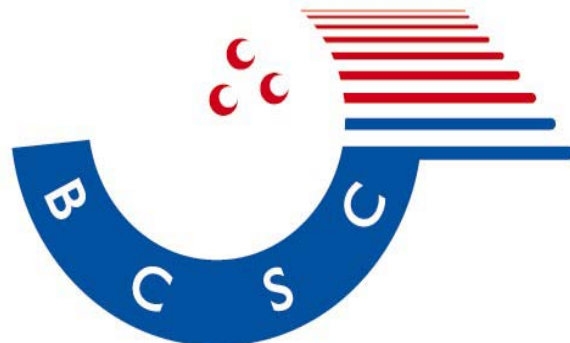
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The Bowling Centers of Southern California would like to thank the following businesses for their support and for being a vital resource for our member centers. We encourage you to personally call and thank our sponsors for their contributions and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



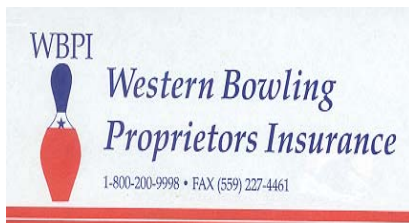
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## Some Words about Planning



In the midst of summer I always like to reflect on our business over the past year. It seems an opportune time to look at what programs and services worked and which ones didn't. With our fall season seven to eight weeks away, this gives me a foundation to strategically plan what my fall/winter lineup is going to look like.

If I were to give advice to my fellow proprietors, it would be: take time to reflect. Way too often (I'm as guilty as anyone) we *react to things instead of planning for them*.

Speaking of planning, it's time for you to plan to join us for the BCSC's annual golf tournament on July 25. This is the one opportunity our association gives you to network with many of our vendors in a non-sales-driven environment.

In addition to the golf, we have the ever-famous cocktail hour sponsored by our friends at Coast Casinos. The evening rounds off with our banquet, sponsored by Western Bowling Proprietors Insurance.

If you don't have time to join us for golf, I hope you can attend the cocktail hour and banquet. I can promise you it will be *fun!*

Jason Altman, President

## 'Pin Down a Win for Kids' Promotion Is Back!

It's a way to raise funds for kids that gives 100% of the proceeds to...the kids. How's that for a selling point? What youth organization wouldn't love to raise money by selling bowling and bowling 'bennies' when their charity gets 100% of the money?

Here's how this exclusive program for Pepsi program members works:

- The back of each 'Pin Down a Win for Kids' card contains nine peel-off stickers for four free games of bowling, three free small fountain beverages, two free bags of chips, and two "buy one/get one free" games of bowling. The stickers are redeemable at local participating bowling centers.

- Participating centers *give* the cards to youth organizations. (Centers can only provide the cards to adults. Faculty advisors or adult leaders should speak to the center on behalf of student organizations.)

- Faculty or adult leaders distribute the cards to the youth members of their organization. It is the organization's responsibility to determine the selling price of the card, but \$5-\$15 per card is a good rule-of-thumb price. The kids sell the cards in the community.

- Individuals who purchase the card redeem the offers at their local participating bowling center. The location of the center is stamped on the back of the card.

Simple and sweet, and the kids have long summer days in which to sell. The promotion starts August 1.

## BCSC BRIEFS

- **Board of Directors Meeting.**  
The next meeting will be held on August 9. Location is yet to be announced. The meeting is open to the public, but please let us know in advance you are planning to attend so we can be sure to be able to accommodate you.
- **2007 Golf Tournament** is coming up on July 25. Don't forget to sponsor a tee! Find your team and sign up today.
- **Timely Ticket Orders.** Please put in your sports club ticket orders early along with payment to ensure timely delivery of your tickets. If we do not receive any ticket or merchandise orders from your center, we will assume there will be no bowler sign-ups.
- **Miller Chill Promotion** We have centers signed up for the Miller Chill promotion. Promote the new light beer with the Chill models at your center and have a chance to win a Miller Chill neon light to display at your center!! Contact Stephanie Bauder with Miller for more information.





## Married to the Business

Bowl Expo this year was my thirteenth and the tenth time in 13 years I was away from my wife, Jackie, on our wedding anniversary. No one warned me not to get married in the last week of June!

I tied the knot on June 25, 1995, a hot Sunday, kissed my bride and left for my first Bowl Expo bright and early the Tuesday morning, less than 36 hours later.

I always hope Jackie can join me for the convention, but with three kidlettes at home, she feels she really needs to be there for them. She's probably right. With my schedule, there would be very little together-time anyway.

This year was for me an especially busy convention. Besides taking care of my responsibilities with *IBI*, I wanted to make certain I was covering all the bases as BCSC executive director. I put in so much time (all of it worthwhile) at meetings for BPAA E.D.s, planning sessions for Bowlings' Fall Classic, and educational seminars that I began to feel I could have used Superman's speed to go along with my two identities.

I ran into quite a few BCSC members and want to thank some of them who especially helped make the convention a diamond-studded event for me.

First, my thanks to Gary Forman for being the only person who was everywhere I wasn't! Gary would buzz my cell phone with an important new member lead at the exact time I had a meeting at the far side of the show floor.

I can't forget Tom Cristi, who helped introduce to me to a few members I had not had the pleasure of meeting and who sat in on some meetings I could not.

I also want to thank our dedicated BCSC/*IBI* staff for successfully wearing the many hats necessary and for always being there to cover for me. Victoria, Patty, Peppe and Fred were always where they had to be to take notes, capture images, shake hands, and represent *IBI* and BCSC with the utmost professionalism and enthusiasm.

If I happened to miss you at the show, please forgive me. I hope to see you soon at one of our many upcoming meetings and networking events.

By the way, I'm not the only one who missed the memo about not getting hitched the last week in June. I'll leave that story for my unnamed comrade to share, if he wishes. But in the meantime, I am hereby opening a contest for all BCSC members. E-mail me with the wackiest bowling-related reason you've forgotten or missed your wedding anniversary. You could win a terrific prize. And it won't be a stale anniversary cake, I promise.

Ciao—

A handwritten signature in black ink, appearing to read 'Scott Frager'. The signature is stylized and cursive.

Scott Frager, Executive Director



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## Top Reasons to Add Kids' Meals to Your Menu

- Families with kids spend 40% of all U.S. dining-out dollars.
- Families with children spend 39% more per year on foodservice than the national average.
- Kids influence 83% of family decisions about eating out.
- Families with children spend an average \$6.60 *more* per check than other diners.

## Advertising Tip

Are you having problems thinking of relevant PR items to send to your local paper? The following might help:

Find any reason to gain publicity. Things to promote:

- Charitable parties.
- Renovation.
- New league schedule, open play times, specials.
- New manager, mechanic, counter person.
- Food or beverage addition.
- Security enhancements.
- Community involvement.
- Exceptional league or open play bowlers.
- Non-bowling-related customer accomplishments.
- Parties and banquets.

## Give 'Thanks'

The words are easy to write: "Thank you." But in today's fast-paced business world, finding time to write them can seem impossible.

Still, a handwritten thank-you note is an essential tool for building and maintaining relationships. That's why you should write thank-you notes to employees and customers. Each note needs to contain only a few sentences. Don't strive for formality; be yourself and be genuine.

Note: If you're writing to a customer or business contact, include your business card in your letter. It will clear up any confusion about who you are.

## Morongo Tribe Opens Canyon Lanes

Thirty thousand feet of former casino at Morongo Casino Resort and Spa near Palm Springs, CA reopened in June as a 24-lane center.

The split house designed by Scheirman Associates Architects of Dallas includes retro touches such as an aluminum ceiling. The menu (cafe area in photo) includes Monte Cristo sandwiches with maple and raspberry sauces, popcorn shrimp, Greek salads, and breakfast paninis, among other items.

Morongo tribal chair Robert Martin said the \$3.4 million project will further diversify the casino resort. “We are helping to ensure continued economic growth and stability for the community as a whole,” he said.



## Commit to Service

Your staffers take their customer service cues from you. If you want to improve their attitudes — and delight your customers — take these tips:

### **Hit the deck.**

Put on an apron or pick up the phone and serve customers without identifying yourself as “the boss.” You will send an important signal to front-line staffers about the importance of their jobs, and you might learn something too.

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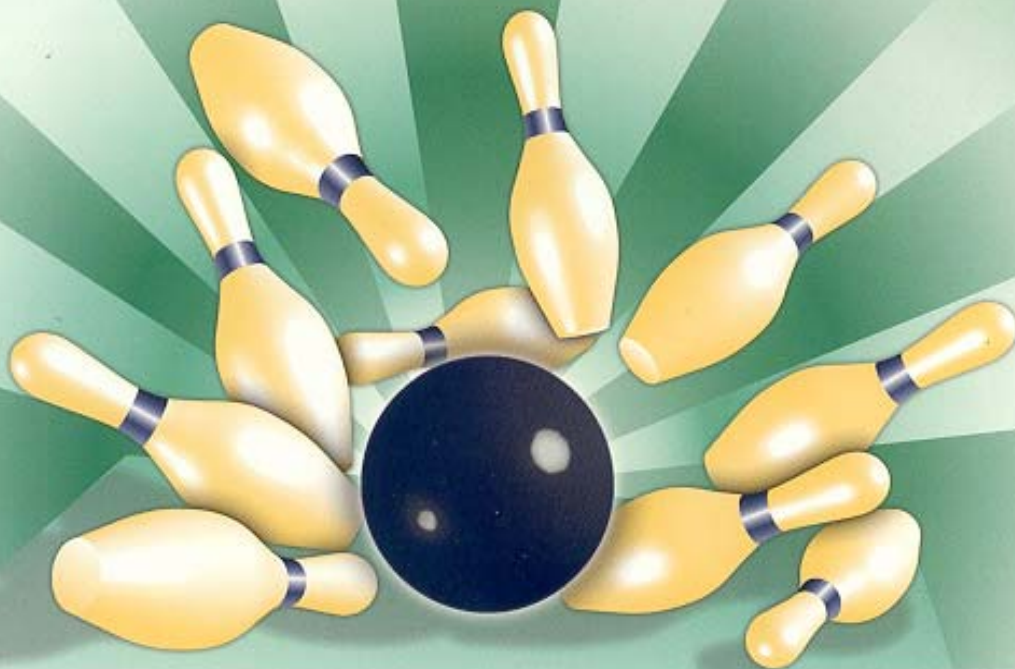


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