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

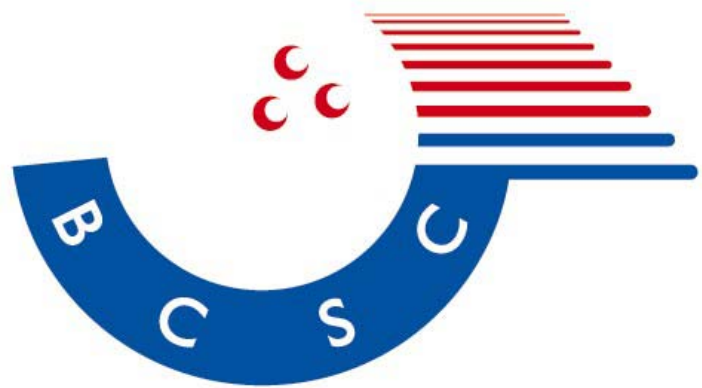
BCSC Newsletter

Official Publication of the Bowling Centers of Southern California

Executive Director
Scott Frager

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Check us out at www.socalbowling.com

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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 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.



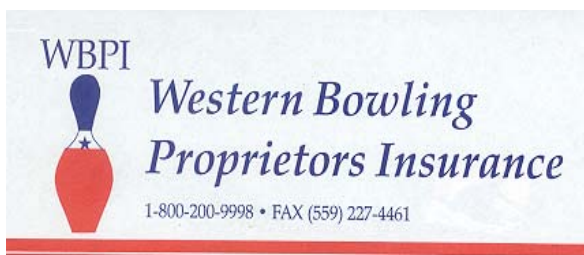
PEPSI

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27717 Aliso Creek Road
Aliso Viejo, CA 92656
714-231-4600
leeann.mudrock@pepsi.com



Miller Lite

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



Western Bowling Proprietors Insurance

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

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27525 Puerta Real 100-611
Mission Viejo, CA 92691
949-293-6102
hd@newmillenniumpower.com



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



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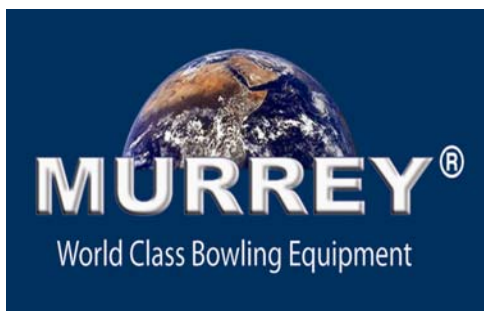


NOVA Information Systems
Director of Association Sales
Christine Jablonski
201-246-0534
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christine.jablonski@novainfo.com

BCSC PARTNERS



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



Murrey International, Inc.
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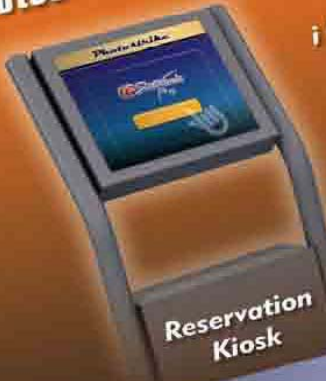
The Future of Scoring

The US Steltronic Advantage

The future of automatic scoring is lead by independence. High-end meets reliability and is supported by the best tech support and longest warranty available--everything you could ask for, from a single, independent source. As a fully owned subsidiary of US Bowling Corporation and Steltronic, S.p.A., the whole package comes with the experience and reputation that you've learned to trust and the industry has learned to respect.

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PhotoStrike IV



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i Pedestal



Y Pedestal



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Toll Free 800.942.5939
Within the USA
www.ussteltronic.com
www.usbowling.com

2006-2007 Grand Prix Point Events



June 2-3, 2007

Surf Bowl, 1401 S. Coast Hwy., Oceanside, CA 92054 (760) 722-1371
Saturday and Sunday: 10 a.m. & 2 p.m.

July 14-15, 2007

Canoga Park Bowl, 20122 Vanowen St., Winnetka, CA 91306 (818) 340-5190
Saturday: 12 noon & 3 p.m., Sunday: 10 am. & 1 p.m.

Mail-In Singles Tournament:

No traveling required. Two Mail-In Tournaments offered this year. Sign-up and pre-pay with the Grand Prix office or your Youth Director/Chairperson prior to bowling. Re-entries for the second week are allowed. Home bowling center league scores will be used with 100% of 200 handicap. Participation is NOT required for Perfect Attendance—see Grand Prix Singles Tournament Rules for details

June 10 – 23, 2007 —2nd Mail-In Singles Qualifying Tournament—two week period—all scores & entries should be turned in to Grand Prix office by July 7, 2007 from Youth Directors/Grand Prix Coordinators. Results made official by 7/14/07.

Last Chance Tournament

August 11, 2007: 11am, 1:30p.m. & 4p.m.
Keystone Lanes, 11459 Imperial Hwy., Norwalk, CA 90650 (562) 868-3261

State Finals Tournament

August 12, 2007: 10 a.m.
Keystone Lanes, 11459 Imperial Hwy., Norwalk, CA 90650 (562) 868-3261

Other Grand Prix Point Events:

***2007 California PEPSI USBC Youth Bowling Championships**

Nov 2006 & Jan 2007: League Qualifying**
March 2007: District Qualifying**
May 2007: State Finals**

California USBC Annual Youth Championship Tournament

June 2007 - August 2007**
Team Event: same as above
Doubles & Singles Event: same as above

(Contact Nancy Arvanitis (760) 726-5449; nancy@californiayouthbowling.com)

Grand Prix Annual Awards Banquet

**Saturday, August 25th, 2007 **SITE: Knott's Berry Farm, Buena Park, CA

*The California PEPSI USBC Youth Bowling Championships are run by the **California State USBC Youth Association** (formerly California State YABA).

**Subject to change

Progress Report



2007 has been a very exciting year so far. In November 2006, BCSC brought on board a new director, Scott Frager. With his team in place and much enthusiasm, Scott has hosted six sports team rollouts (Clippers, Ducks, Avengers, Angels, Padres, and Dodgers), finalized the Grand Prix year-end and attended the BCSC/Nor Cal Board of Directors joint retreat, moved the office from Riverside to Sherman Oaks; established a new relationship with Miller Brewing; and brought two new partners into the fold—Murrey International and US Bowling Corp. Not a bad start!

I would like to extend special thanks to our search committee members Tom Cristi, Gary Forman and Bill Mossontte for helping me in the hiring of Scott and his company.

In addition, I want to thank the entire Board of Directors for their unwavering support. I know we have had our challenges over the last year but I am confident that we will take BCSC to higher levels of overall achievement for the members and the industry.

Also, I would be remiss if I didn't personally thank Gary Forman for his unmatched dedication. I don't think anyone in this business can truly understand the amount of work he puts into the association. On behalf of all of us Gary... THANK YOU!

Lastly, I want to thank you, our members, for your support of our association. It is your participation, whether active or passive, that makes BCSC work. I appreciate your confidence in once again letting me lead your association. I know working together we will accomplish great things this year and in the years ahead.

Best wishes,

A handwritten signature in black ink, appearing to read "Jason Altman". The signature is fluid and cursive, with a long, sweeping tail that extends to the right.

Jason Altman, President
Bowling Centers of Southern California

Director's Report or The Newsletter that Almost Wasn't



It's not customary to open with an apology, but I owe you a huge one! It's May 2007 and only now have I completed this, our first, BCSC newsletter. But while we may be embarrassingly late with this piece, we have been anything but slow in the day-to-day business of the Bowling Centers of Southern California.

In fact, over the past few months, we have made tremendous strides nurturing and growing the association.

Since coming aboard November 3, 2006, we have successfully moved the BCSC office and incorporated it into B2B Media, Inc. headquarters is Sherman Oaks. We've hired a terrific office administrator—many of you have had the privilege of meeting Victoria in person and via phone—and we've visited more than a 15 centers, added a few centers to our membership rolls, and said a sad goodbye to a few centers, too.

We've worked with all of our BCSC Partners to add value to your membership, and added some new players to our Partners roster as well.

We've rolled out a half-dozen sports-themed bowling programs to help you build lineage by bringing in new bowlers and encouraging existing bowlers to bowl more often.

We've been spending a great deal of time and effort on the vital Grand Prix program. This program, as you may be aware, has been in need of much TLC. It is valued greatly by participating youth and their parents, and I can assure you that these are serious bowlers who, if taken care of, will continue to bowl throughout their lives. We are budding our own future with this program.

I'm proud to report that we are current and up-to-date on Grand Prix. For those centers who are participating in GP, your bowlers and your BCSC staff thank you. If your center does not embrace the Grand Prix Youth Program, you are missing out on one of the greatest tools BCSC has to offer!

We've been on a single-minded mission to provide excellent service to you, our members, and your customers. I hope you'll agree that (aside from the tardiness of this premier newsletter) we have been proactive and responsive to your needs.

As I continue on my project of visiting every center in Southern California, I will be spreading the BCSC gospel in order to foster a more active and relevant association. This is a great time to be in the bowling business. As such, this is *the* time to reinvest in our industry for the sake of our long-term success. I encourage every member center to be just a little more active in at least one more BCSC program. You'll find plenty of opportunities to participate in and profit from BCSC .

Your staff and I are at your service; please feel free to contact us at any time. We'll see you soon.

Sincerely,

A handwritten signature in black ink, appearing to read "Scott Frager". The signature is fluid and cursive, written over a light blue horizontal line.

Scott Frager, Executive Director
Bowling Centers of Southern California

Sports Club Rollout Successes!



This year we have had the golden opportunity to work with six major sports franchises! The rollouts were well attended and offered successful programs for all participating centers. The first rollout with the Clippers went well, with 10 center sign-ups. On April 15, our Clippers representative provided bowlers with a chance to go to center stage before the game and meet and greet the players.

The next program launched was with the Ducks. We had 17 center sign ups and a total of over 100 bowlers participating. The merchandise kit offered included a Ducks hat, autographed puck, a retro bowling shirt, Pepsi Twist 'N Go cup, Pepsi merchandise coupon and a Miller Lite antenna topper! We had Saddleback Lanes coming in with 59 bowler sign-ups for this years program. Way to go, Saddleback!

Indoor arena football is beginning to make its mark in the Los Angeles area with the Avengers. They hosted a wonderful rollout held in the Staples Center Grand Reserve Room—a real treat! The Avengers coach came and spoke about indoor football. Santa Clarita Lanes has already signed up 44 very excited bowlers. An additional 16 centers signed up, all eager to floor their leagues.

Baseball is a Southern California tradition and all three of our regional teams stepped forward to participate in rollouts. On January 31, we hosted the 3rd annual San Diego Padres Sports Club Rollout at PETCO Park. We had eight center signups for the program and were able to offer a limited edition retro shirt, a Padres bowling shirt and six staff shirts as part of the promotional kit. Talk about a great deal!

The 2007 Angels program was very successful. We had a total of 23 center signups. The Angels were able to offer two tickets to six home games. As you all know, the Angels logo is seen everywhere, and we are proud to say we had 23 centers in which to show them off as well.

Our last sports club was the Dodgers. 20 centers attended the rollout and 26 centers signed up for the program. Dodger snow globes were given to those who attended. We offered two tickets to five Sunday home games in this year's package with incentives to each game such as all-you-can-eat ballpark fare and kids' autograph day.

We are proud to say everything rolled smoothly. We are always looking for comments, concerns and suggestions to improve the program and more centers to participate. The success of your center is the success of the association.

2006-2007 Grand Prix

This year, we have 32 centers that are participating in the Grand Prix Scholarship Program. We urge your center to join them. You can use this program as a “golden handcuff” to keep your bowlers coming back. Please have your center’s Youth Director contact the BCSC offices for more information about the program. We are looking forward to a great year full of tournaments.

We are currently ending the 2005-2006 year, collecting all the tardy registrations, points, registration and fundraising money. We will mail the year-end letters this month. We will begin the 2006-2007 year by collecting all of the registrations, points, registration and fundraising money. Please have those ready as soon as possible so that we can move on target.

Action Lanes	10534 Lower Azusa Rd	El Monte	CA	91731	(626) 350-8831
AMF Rocket Lanes	9171 De Soto Ave	Chatsworth	CA	91311	(818) 341-0070
Brunswick Covina Bowl	1060 W. San Bernardino	Covina	CA	91722	(626) 339-1286
				91792	(626) 960-3636
				91604	(818) 769-7600
				91763	(909) 626-3528
Fountain Bowl	17110 S. Brookhurst St.	Fountain Valley	CA	92708	(714) 963-7888
Yorba Linda Bowl	18171 Imperial Highway	Yorba Linda	CA	92886	(714) 777-3818
Kearny Mesa Bowl	7585 Clairmont Mesa Blvd.	San Diego	CA	92111	(858) 279-1501
Parkway Bowl	1280 Fletcher Parkway	El Cajon	CA	92020	(619) 448-4111
Surf Bowl	1401 S. Coast Hwy	Oceanside	CA	92054	(760) 722-1371
Vista Entertainment Center	435 Vista Way	Vista	CA	92083	(760) 941-1032
AMF Woodlake Lanes	23130 Ventura Blvd.	Woodland Hills	CA	91364	(818) 225-7181
Canoga Park Bowl	20122 Vanowen St.	Canoga Park	CA	91306	(818) 340-5190
Harley's Camarillo Bowl	305 Arneill Rd.	Camarillo	CA	93011	(805) 482-0747
Harley's Simi Bowl	480 E. Los Angeles Ave.	Simi Valley	CA	93065	(805) 526-4212
AMF Riverside Lanes	10781 Indiana Ave.	Riverside	CA	92503	(909) 353-2695
Del Rosa Lanes	1499 E. Highland Ave.	San Bernardino	CA	92404	(909) 886-4675
Empire Bowl	940 W Colton Ave	Redlands	CA	92374	(909) 793-2525
Victor Bowl	P.O. Box 1716	Victorville	CA	92393	(760) 241-7396
AMF Beverly Lanes	1201 W. Beverly Blvd.	Montebello	CA	90640	(323) 728-9161
AMF Bowl-O-Drome	21915 S. Western Ave.	Torrance	CA	90501	(310) 328-3700
AMF El Dorado Lanes	8731 Lincoln Blvd.	Los Angeles	CA	90045	(310) 670-0688
AMF Midtown Lanes	4645 Venice Blvd.	Los Angeles	CA	90019	(323) 933-7171
Cal Bowl	2400 E. Carson St.	Lakewood	CA	90712	(562) 421-8448
Del Rio Lanes	7502 E. Florence	Downey	CA	90240	(562) 927-3351
Gable House Bowl	22501 Hawthorne Blvd.	Torrance	CA	90505	(310) 378-2265
Gage Bowl	3477 E. Gage Ave.	Huntington Park	CA	90255	(323) 587-3211
Gardena Bowling Center	15707 S. Vermont Ave.	Gardena	CA	90247	(310) 324-1244
Keystone Lanes	11459 Imperial Hwy	Norwalk	CA	90650	(562) 868-3261
Palos Verdes Bowl	24600 Crenshaw Blvd.	Torrance	CA	90505	(310) 326-5120
Chaparral Lanes	400 W. Bonita Ave.	San Dimas	CA	91773	(909) 592-2772

Event Updates

2007 Bowl Expo

Bowl Expo is just around the corner! This year's event will be held in Las Vegas, June 24-29. It is not too late to register and get a room at one of the host hotels— Mandalay Bay, Excalibur, or Luxor Resort and Casinos. Once again this year, *International Bowling Industry* magazine will be an exhibitor. If you plan on attending the event, please let us know in advance. We would like to meet you and your staff. See you all there!



Giving Legislators the Word

An estimated 375 California state legislators, their staff members and other government workers were treated to bowling, and a buffet dinner and won some fun certificates for their participation at the 19th annual legislative party sponsored by the two California proprietor associations. The event was held February 7

at Country Club Lanes in Sacramento, the state capital.

Sandi Thompson, Nor Cal Bowling Centers executive Director, reported a laid-back group of bowlers from the legislature. “We all think of our legislators as being somewhat prim and proper, but they come in with silly stuff on their shirts and they have the best time,” Thompson said.

“It’s a pleasure to do this with them every year.” Said Scott Frager, E.D. of BCSC. “It’s good to bring bowling business concerns to the capital in a fun, inviting, engaging way. It’s a way of showing our representatives that we are here.”

Attendance was down slightly this year from last because of a schedule conflict with a Democratic Party retreat.

Complaints Over BCSC Coffee

Due to the overwhelming number of complaints from Bill Mossontte and Tom Cristi about the coffee we serve at BCSC, we would like to personally offer a taste to all proprietors and let them be the judge. We proudly serve Starbucks coffee and invite you to come and have a drink for free sometime.



High School Athletic Association

On March 19, we had the opportunity to attend the Physical Education Vendors’ Fair for the California High School Athletic Association in Sacramento. The BCSC booth was manned by Scott Poddig from Harley’s Camarillo Bowl, who showed school reps attending how profitable and educational bowling can be for students.

E attracted many high schools across Southern California. Thanks to Scott, we now have a page full of high school athletic directors who are interested in starting a bowling program in their schools. If your center would like to contact high school director in your area, take a look at the list below and give them a call. Let’s start promoting *your* bowling center in high schools and get your local high school involved.

818-843-2466	Granada Hills Baptist School	949-830-1720	LA PAZ Intermediate
310-898-6060	Walton MS	949-830-1720	LaPaz Intermediate
951-371-0290	Fontana Unified (4 schools)	323-721-5111	Montebello Int
626-599-5728	Duarte HS	818-762-0691	REED MS
626-290-5354	LACOE	626-854-8599 ext 2860	Special Ed/ Adapted PE
626-715-2192	Cal Poly Pomona	619-222-9498	Ocean Beach Elem
323-232-2870 ext 1501	LAAMS	858-273-0201	Clairemont High
323-232-7820	LAAMS	619-851-5097	CPMA Middle School
310-476-6421 ext 225	Berkeley Hall School	714-717-3129	Dale JHS
562-997-0632	Long Beach Unified Sd	714-293-9693	John Muir MS
			Stephen S Wise Elem School
		310-889-2289	
		562-944-0135	Granes MS

Meeting of the Minds

On Thursday, February 15, 2007, we held the Board of Directors meeting at Western Pacific Bowling Supply, hosted by Lee Haxton and Chuck Sager. We would like to thank Lee and Chuck for their gracious hospitality, use and tour of their facility. We enjoyed a nice afternoon lunch provided for by WPBS.

We also had the pleasure of meeting our new Pepsi representatives Lee Ann Mudrock and Rosa Chacon.

Some of the business discussed at the meeting included issues and the handling of the following: the website (www.socalbowling.com), Grand Prix, Insurance, Western States Super Trade Show, Sports Clubs, Budget/Finance, upcoming events, and Pepsi.

We were able to get everyone's questions, thoughts, comments and concerns addressed at the meeting which went well successfully.



The next BCSC Board of Directors meeting is scheduled for June 7, 2007 at Murrey International. Should anyone like any issues or concerns to be addressed to the board, please do not hesitate

Ready For a *Foursome*?

Mark your calendar! Plan to attend the 2007 golf tournament on July 25 at the Black Gold Golf Club in Yorba Linda. This year's all-day event is sure to be fun for all members and vendors. Remember, you can bring your own foursome!!

We look forward to having a tremendous

amount of participation from all of our BCSC members. If you haven't golfed before, come on down and find out if you're a birdie golfer or a birdie golfer bogey golfer.

This is your chance to mingle with the vendors and proprietors from across Southern California.



We would like to thank Scott Poddig from Harley's Camarillo Bowl for helping contact the right people at Black Gold Golf Club and for giving us the 411 on planning the event.

BCSC BRIEFS

- **Welcoming a new partner.** We are proud to announce our newest partner, Miller Brewing Co. Our Miller representative is Stephanie Bauder with the world's best light beer—Miller Lite. Let's pour some today!
- **Start promoting the BCSC website today!** The address is www.socalbowling.com The easy-to-navigate website shows off our partners page, the Sports Club page listing all the participating centers and the newly added sign-up flyers under the sports club logos. We have also added some pictures in the gallery page. Let your Grand Prix bowlers know that the tournament results will be posted on the website for their viewing.
- **This year the Dodgers, Angels and Padres,** will be sending out *FREE* bowling game coupons to their respective birthday clubs, season ticket holders and fan club program members. BCSC will promote the centers honoring the coupons on our website at www.socalbowling.com and on our BCSC phone at 1-800-TRY-BOWL.



- **We have completed** the 2007 Sports Club rollouts with the Dodgers, Angels, Avengers, Ducks, Clippers and Padres. All promotional kits have been delivered to all the centers participating in the program. The merchandise kits are being distributed to centers and their bowlers.
- **The BCSC phone at 1-800-TRY-BOWL is up and running.** The phone line links to the six individual sports clubs, and provides contact information for centers participating in the program. It also directly links to the BCSC headquarter offices for further help.
- **Please welcome** two new centers to the BPAA, Trevi Zone and Fantasy Lanes. Trevi Zone is located in Lake Elsinore. The center offers 58 lanes. Fantasy Lanes, a 39-lane house, is located in Indio. If you're ever in the area, stop by and pay a visit to your fellow BPAA center.
- **We are excited to announce** Mammoth Wholesale Brokers as a partner this year. They provide glow machines that have had great success in Northern California and the company is expanding to Southern California. We urge your center to contact Mammoth Wholesale and order a glow machine to display. This is a great money-making opportunity for your center.

Meet the Staff



From the left, Publisher of IBI and Executive Director of BCSC Scott Frager, Administrative Assistant Victoria Tahmizian, Office Manager Patty Heath, Managing Editor of *IBI* Fred Groh, and Director of Advertising Peppe Smith.

Meet our BCSC and B2B Media Staff. As you all know, Scott Frager is our new Executive Director. Apart from those duties, he also publishes *International Bowling Industry* magazine, which he has owned since 1999, and tries with his wife, Jackie, to keep one step ahead of his three kids, Ellie, Joey and Sammy.

Patty has worked at *IBI* since the beginning of time! “I know where all the bodies are buried,” she smiles. Besides her role as office manager, she dabbles in theater and film and is a proud grandmother.

Fred holds the title of Managing Editor and has been with *IBI*, the second time, since 2005. He keeps his fingertips on the pulse of bowling. Don’t miss his sharp insight—read *IBI*.

Peppe, our advertising dynamo, was first a freelance writer for *IBI*. She has since come on board in sales and maintains her office in Ohio where she runs Camelot Lanes with her husband. Her energy is a boon to the office.

Victoria is the newest and youngest member of our staff. She brings enthusiasm and a work ethic that makes us all tired. She sees to the needs of the BCSC members along with working on the Grand Prix Scholarship Program.

We are a team, we support each other, and we are here for you. Don’t hesitate to call.

BCSC BOARD OF DIRECTORS

JASON ALTMAN

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WBPI

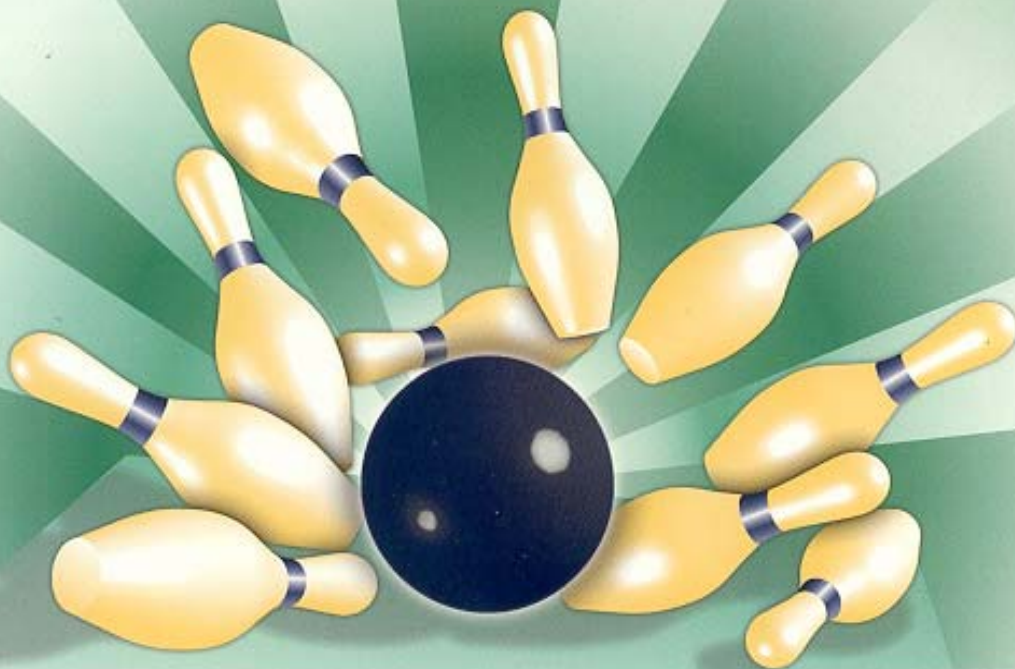


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