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BCSC Newsletter

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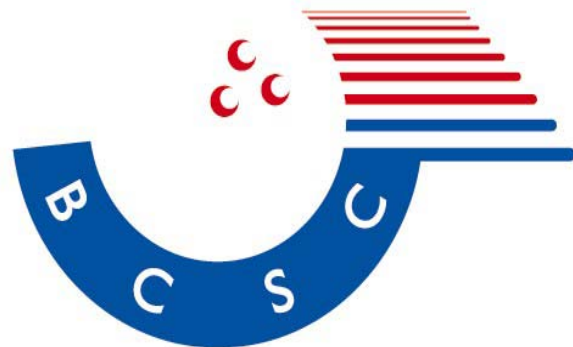
BCSC Partners . . . 2
Workplace Safety—Not Forgetting to Practice What You Preach . . . 3
Fall Over the Latest Partners . . . 4
Halloween Passes. . . 4
President's Perspective . . . 5
Bowling Club in Plans For New Anaheim Mall . . . 5
BCSC Briefs . . . 6
BCSC Board of Directors. . . 7

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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 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.



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Workplace Safety- Not Forgetting to Practice What You Preach...

Creating and Maintaining a Safe Work Environment for Small Businesses

*By Eric Martin, Senior Workplace Safety Consultant,
The American Consulting Group*

Simply ask any small business owner if they believe that having both a safe workplace and a quality safety program is good business, and their answer will inevitably be a resounding “yes” to both these concepts. However, the reality is that many business owners readily admit that their businesses are either “not in safety compliance” or that they simply “do not really know what exactly they need to do in terms of safety for their business”. The challenge therefore, is that many small business owners (or their senior management staff) really don’t understand how to properly develop, implement or consistently maintain a reliable workplace safety function.

Actually, creating and maintaining a quality small business safety program is not as daunting a task as perceived by most business owners or managers. First of all, workplace safety is extremely straight forward in terms of state or federal regulations. Additionally, there are many time- proven policies and procedures that owners can learn to implement that can assist them with making the administration of their workplace safety programs just a routine task.*

*If you would like to read more on this article, please contact BCSC at bsc@socalbowling.com for a complete copy.

Fall Over the Latest Partners



This month, we welcome more new and renewed BCSC Partners. Talk about a great sign that the bowling business in Southern California is growing and thriving!

In this issue you'll meet financial planner and advisor Vayle Floria; online party and lane reservation system Partiworks; and CleanSource cleaning supplies. And we have an exciting Exclusive Official Ice Cream Vendor Partnership with Dippin' Dots. You'll find information here about these companies and their products. We have included their key contacts, giving you a chance at your leisure to learn more.

Using the newsletter to introduce our Partners is part of our continuing effort to bring you services and products, usually at substantial savings, that can help you. Of course we don't mean to force-feed you on Partners' products and services. Our philosophy is much more easy-going and Southern California-like. We strive to bring you the means for making more money, running your business more efficiently, or just having more fun running it.

So take a quick look in these pages at these special companies who've made a financial commitment to BCSC members and our association. If you haven't done so, check out the tools we've created for you by clicking the BCSC Partner link on our member website, www.socalbowling.com.

Then give these companies and their principals a chance to learn about your business and see if their products and services are a good fit for your center.

That's what it means to be a true partner.

Regards,

Scott Frager, Executive Director
Bowling Centers of Southern California

Halloween Passes

During the Youth Idea Exchange at Bowl Expo, Tom Doud of Channahon Lanes in Channahon, Illinois had a great idea on Halloween bowling.

Sell bowling shoe rental passes to hand out when kids are trick-or-treating (instead of candy).

Passes are valid for kids 16 and under, one game per day, not valid during glow bowling.

Market the program with in-center flyers and ad screens.

Print 1,500 passes marked "Valid Nov. 1 to Dec. 15." Sell packs of 50 for \$5.

Usually, 300-400 passes are redeemed and the kids are excited to get bowling instead of candy. It builds awareness and gets new kids and families in the center.

The key to the program is to sell the passes to the adults to hand out.

Be sure to mark the coupon so as not to allow redemption before Halloween and to expire prior to Christmas break.



President's Perspective

I like to think about October as the true start of the fall bowling Season. Hopefully, everyone had a successful flooring of leagues in September, and now is the time to really gear up for the busy winter season ahead.

One of the best ways to do so is by attending Bowling's Fall Classic (formerly Western States Super Trade Show) in Reno. The BCSC Annual Meeting kicks off a great week of events. Given the ever-changing world of sports and entertainment, this show can provide you some much needed energy to take back to your center. Throughout the many years I attended WSSTS, I always found that it re-energized me for the months ahead.

2007 has been a great year for BCSC. Scott Frager and his team at B2B Media have done an excellent job taking over the reigns of administrating the association. I know with a year under their belt, 2008 will be a tremendous year for BCSC and its member centers.

Jason Altman, President
Bowling Centers of Southern California

Bowling Club in Plans For New Anaheim Mall

A center with an executive chef, private lanes and concierge will be part of the entertainment options at a new AMF center being built near Disneyland.

AMF chose the under-construction Anaheim GardenWalk for its first 300-branded center in California. Six other 300 locations are up in the United States. All but Anaheim's were converted from old bowling centers.

Merrell Wreden, AMF Bowling Centers vice president - marketing, described 300s to a local newspaper as more elaborate than the similar Lucky Strike locations, which has a location at The Block at Orange, offering more lanes and private areas.

"It's kind of like Lucky Strike Lanes on steroids," said Bill Stone, a principal in the GardenWalk project. "It's not too often that you can go bowling and have sushi."

Meeting planners and convention-goers are expected to use 300's private lanes, close to the Anaheim Convention Center, for parties and events. More than half of 300s' revenue comes from group events, Wreden said.

The 300 is expected to be part of the May 2008 grand opening of GaldwenWalk.

BCSC Briefs



Stanley Cup Champion Anaheim Ducks rollout will be held on October 3 at the Honda Center in Anaheim. Join us at noon for lunch and learn

about the exciting 2008 program. Please RSVP to BCSC no later than September 27.

Ever wonder how Matthew Perry from *Friends* got the scar on his right eyebrow? It was from running into a soda vending machine at a bowling center when he was six years old.

What do tour bands do on their day off?

The answer: they go bowling. The country rock band Dixie Chicks and their fully-loaded entourage go bowling at Square-Time Bowling in Albany, New York.

Quick question: What's the fastest-growing high school varsity sport? Believe it or not, it's neither football nor soccer. According to the National Federation of State High School Association, it's bowling. Nearly 40,000 girls and guys make up teams around the nation.

Please welcome a new partner to BCSC, **Dippin' Dots**. Our contact for Dippin' Dots will be John and Cheryl Hiller. Please contact Dippin' Dots for ice cream and vending-related business.



Coming soon is the 2008 Avengers Bowling Club. Please stay tuned for an exciting new program following the launch of the Anaheim Ducks rollout. Let's attract bowlers today!



Want to build a bowling center?

The City of Thousand Oaks is inviting sealed proposals for a family-oriented recreation project. A bowling center is among the qualified "recreational uses" specifically mentioned in the city's

RFP.

The facility will be constructed on 10 acres at the southeast corner of Newbury Rd. and East Kelley Rd.

Proposals must be received by the city's Community Development Department by 5 p.m., October 15. For more information, contact Russ Watson, (805) 449-2322 or rwatson@toaks.org.

READY...BOOK...PARTY WIRKS

Please welcome a new partner to BCSC, **Party Wirks**. Our contact will be

Paul Kriete. We encourage centers to contact Party Wirks for all their party supply needs.

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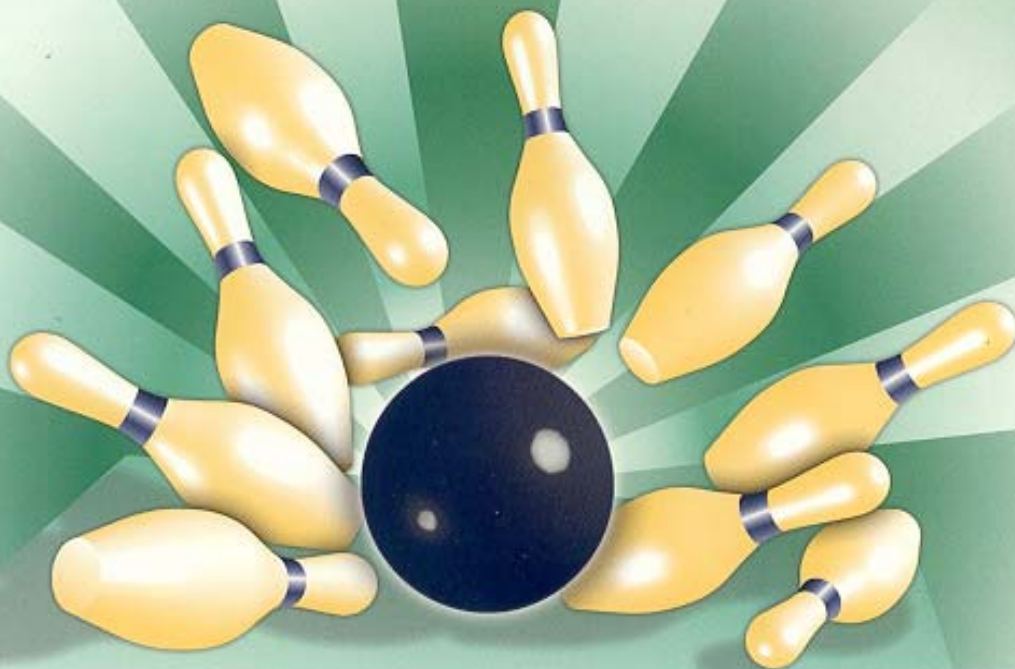


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