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# BCSC Newsletter

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BCSC Partners. . . 2
President's Perspective. . . 3
The Road Show . . . 4
USBC Releases Museum Deed of Trust . . . 4
26th Annual BCSC Golf Tournament . . .5
Dodgers and Angels Sports Club Ticket / Merchandise Orders . . .5
BCSC Regions . . .5
Tech Tip 1: The Internet—King of Business. . .6
USBC Board Postpones Changes in Awards Program ... 6
Providing Expertise for Your Retirement Needs and More . . .7
Calendar for May and June 2008 . . .8
BCSC Board of Directors. . . 9

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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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## President's Perspective

Last month, I mentioned doing a self-examination on the value of BCSC and BPAA, in keeping with that theme, let's look at one of the major programs the association offers. PEPSI-COLA

Do you look at your invoices to make sure that you're getting the proper discounts? Are your rebates coming in a timely fashion? If there are things (donations, menu boards, glass front vending machines, etc.) Pepsi can do for you, it's important to let Scott know what you are looking for in the way of products & services that Pepsi offers that you might not have received.

As with all businesses, Pepsi is not perfect, and one of the true benefits of our relationship with them is that you can go to the association when things do not go well. If you ever have problems with getting proper service or you have other issues with local Pepsi reps/bottler, I encourage you to call Scott at BCSC and make him aware of the problems. He is there to help you if you can't solve the problem yourself.

Along the same line, I think it's important that you call BPAA before the next time they negotiate a contract with Pepsi. The Pepsi program rebates should be based on a sliding scale in order to retain the value of the Pepsi program. We have all experienced such cost increases since the program began. Yet our rebate rate has not increased. I would encourage you to make a call to BPAA E.D. John Berglund (1-800-343-1329) and let him know if you feel that the next Pepsi contract should include rebates that keep step with rising business costs. It is only through your voice that BPAA will understand how you feel about each and every program—good, bad or indifferent. And just as we do in BCSC, I know BPAA strives to provide value to its members.

On a different note, I wish everyone a great summer season!

Jason Altman, President
Bowling Centers of Southern California

## The Road Show

I'm very excited to announce the rebirth of BCSC Regional Membership Meetings. As you may be aware the BCSC is divided into 9 different regions. We understand how difficult it can be for center owners, managers and other key personnel to take a half-day off (especially when traffic is a factor) and join Board of Directors meetings as well as other membership gatherings.

So, we're bringing the meetings to you this year, beginning on April 10th with Region 5 (San Bernardino/ Riverside). See page 5 for a full list of regions.

We'll be contacting you soon to let you know when we're coming to your region. The BCSC office staff along with your regional Board of Director representative will look forward to meeting with you.
We'd like to discuss some key membership benefits and special programs that you may want to consider implementing. Our main agenda item, however, will be to give you the opportunity to meet with other proprietors in your area.

By participating in meetings like this, we'll all have an equal opportunity share in BCSC's success as the best membership-driven proprietor association in the nation. We encourage everyone to personally invite non-member centers as well. A classic definition of Team: **T**ogether, **E**ach **A**chieves **M**ore.

Scott Frager, Executive Director
Bowling Centers of Southern California

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## USBC Releases Museum Deed of Trust

The United States Bowling Congress Board of Directors voted unanimously to release the deed of trust on the property owned by the International Bowling Museum and Hall of Fame, giving the Hall of Fame the right to move to a new location.

Over the past year, the IBM/HF has been in discussions with developers in St. Louis regarding redeveloping the Bowling Museum and Hall of Fame within the proposed entertainment complex of Ball Park Village, a project of the Cordish Group and the St. Louis Cardinals. Just this week, the USBC and BPAA submitted a formal proposal for the Hall of Fame to move to Arlington into a facility being purchased by USBC and BPAA. This new alternative, which is being analyzed and clarified, is also near a developing entertainment complex, as well as numerous sports and entertainment venues.

"I believe moving the all of Fame to Arlington would be a great addition to our efforts to bring numerous integers under one roof" said Jeff Boje, President of the USBC. "We certainly hope the Museum's Board agrees, but we will respect any decision that it makes." IBM/HF President, Pat Ciniello, was relieved to receive the release of the deed of trust. "Now the real work begins as the Museum's Board of Trustees weighs its options for the Hall of Fame. We are fortunate to have two great new locations from which to choose." A decision by the IBM/HF Board regarding the facility's location is expected in about 60 days.

*The International Bowling Museum and Hall of Fame collects and preserves the rich history of bowling, and uses that information to help promote the sport worldwide.*

**The International Bowling Museum and Hall of Fame**
**Contact Susan C. Ryan**
**314-304-6800 • susan.c.ryan@att.net**

## 26th Annual BCSC Golf Tournament

It's that time again! The 26th Annual Golf Tournament is scheduled for Wednesday, July 30. This year's event will be held at: The Black Gold Golf Club, 17681 Lakeview Avenue, Yorba Linda, CA 92886, (714) 961-0253.

The format is a four-person scramble, with the cost of $160 per person or $580 for a foursome (A savings of $60 for bringing in a complete foursome).

Invitations will go out the second week of April.

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## Dodgers and Angels Sports Club Ticket/Merchandise Orders

If you are participating in the Dodgers or Angels Bowling Club programs, please refer to your Deadlines page from your How-to Manual for game ticket order dates and deadlines.

The Dodgers ticket orders for the first game on May 11 vs. Houston Astros will be due on Monday, April 28.

The Angels ticket orders for the first game on May 18 vs. LA Dodgers will be due on Thursday, May 1.

Please submit your ticket orders early. The due dates are given in advance to allow your centers to collect and submit payment at the time of the due dates. Fax forms to BCSC at 818-783-2874.

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## BCSC Regions

**Region 1: Northern Los Angeles County**

**Region 2: Orange County**

**Region 3: San Diego/Imperial Counties**

**Region 4: Ventura/Santa Barbara Counties**

**Region 5: Riverside/San Bernardino Counties**

**Region 6: Southern Los Angeles County**

**Region 7: Outlying Areas– Nevada/Arizona**

**Region 8: Hawaii**

**Region 9: Kern County**

## Tech Tip 1

**The Internet - King of Business**

It took the
Telephone 38 years to reach 50 million users
Television 13 years to reach 50 million users
Internet 4 years to reach 50 million users

This is the fastest spread of any "technology" the world has ever seen.

However, the Internet is not just a collection of websites anymore. The website is also the fastest growing Business Tool for Buying, Selling and Customer Service.

### Here are three ways your bowling center can benefit from the Internet:

1. Make it easier for people to Buy. For example, if you sell gift cards sell them online. Gas prices and traffic are sales barriers that hold sales down. Being easier to buy from is a competitive advantage.
2. Be easier to be “found”. With millions of websites available Google and Yahoo help consumers find what they are looking for fast. Make sure your website is easy to find. If you are not “found” the race is over before you get started.
3. Be easier to “Book”. Internet users are quick-fingered and unlikely to remain on “hold” or use voice-menus and voicemail to get information. Time is money and people have less of both. Close the deal online when you have their attention.

Bottom line, the Internet is King of Business because it is fast, available 24/7 and lets your customers do on their schedule what you have paid people to do on yours.

**Article by Paul Kriete**
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## USBC Board Postpones Changes in Awards Program

The United States Bowling Congress Board of Directors has decided to postpone any changes in the awards program for one year, and has promised to review the previously-announced "once-in-a-lifetime" proposal during that time.

That means the awards program currently in place for the 2007-08 season will remain in place for 2008-09 while the entire program is once again reviewed.

# Royal Alliance Associates, Inc.
# Providing Expertise for Your Retirement Needs and More
## By Stacy Fisher

Finding a competent and knowledgeable financial advisor is of paramount importance when you need the best advice possible in planning your retirement. After all, when you're investing in your future, the wrong move could be disastrous.

Vayle Floria is a top-notch financial advisor with Royal Alliance Associates, Inc. of Orange, California. He's worked for the company for the past six and a half years. His approach involves a collaborative process that offers a broad range of financial needs through detailed consultations, including retirement and 401K planning, life insurance, estate planning, and health insurance plans for those who are self-employed and small business owners with under 50 employees.

Floria also gives advice related to mutual funds or securities investments. Royal Alliance Associates, which has been around since the early 60s and is affiliated with Elite Financial, is the broker-dealer that oversees and clears all of Floria's securities business.

Floria earned his Masters in Business from Cal State, Fullerton, specializing in small business planning, he says. "My expertise is primarily with the small business owner," which presently also includes bowling facilities.

"I have a couple of bowling centers as clients now," he shares.

He's been a bowler all his life, "both on a personal level and with a business interest within the bowling industry." It's a relationship based on trust, which is the most important thing, Floria asserts.

There are a lot of people in the industry he's known for a long time, he says.

*"I'm a bowler myself and I love the bowling industry," Floria enthuses. "I love the people. They're good salt-of-the-earth folks." It's more than just friends, he insists, it's a partnership. "I'm there for my clients over the long haul because I need to know what's going on in their lives so I can help guide them to the best decisions possible…*

*"I'm really in the business of leveraging assets," he says. "So whenever someone is trying to make a major financial decision, say someone who's trying to decide whether or not to purchase a bowling center, I will show them what kind of impact that will make on their current retirement fund." People's retirement dollars is in many cases one of their most important assets, he says, along with their home and business.*

"What I can do if someone is looking to buy a bowling center -- or looking to sell their center -- if they're presented a number of options, I can let them know which option is best based on leveraging their money."

Floria never charges his clients to sit down with them for an initial consultation. "A lot of times when I sit down with someone it's like an interview: they're interviewing me, and I'm interviewing them. For example, if someone came into my office and said they want to know how to double their money within a year, that's unrealistic, and I would tell them so. I'm a long-term financial planner. My job is not to make somebody rich, it's to preserve your standard of living; to make sure you never outlive your income."

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# May 2008

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---|---|---|---|---|---|---|
| | | | | 1 **Angels: Game 1 Tix Deadline Today!** | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 **Dodgers vs, Houston Astros Game Today!** | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 **Angels vs. LA Dodgers Game Today!** | 19 | 20 | 21 **Dodgers: Game 2 Tix Deadline Today!** | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

# June 2008

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---|---|---|---|---|---|---|
| 1 | 2 Angels game 2 & 3 ticket orders due today! | 3 | 4 | 5 | 6 | 7 Dodgers vs. Cubs game today! |
| 8 | 9 | 10 | 11 | 12 Angels bowler merchandise orders due today! | 13 | 14 |
| 15 | 16 | 17 Angels vs. Mets game today! | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 Dodgers Game 3, 4, 5 ticket orders due today! | 28 |
| 29 | 30 | | | | | |

# BCSC BOARD OF DIRECTORS

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