

Volume 12, Issue 7

August 2008

BCSC Newsletter

Official Publication of the Bowling Centers of Southern California

- BCSC Partners. . . 2
- All the Cool Kids Are Doing It. . . 3
- President's Perspective. . . 4
- Price Of Gas Have Customers Sitting On Their Hands? . . . 4
- BCSC Briefs. . . 5
- September & October Calendars. . . 6
- BCSC Board of Directors. . . 7

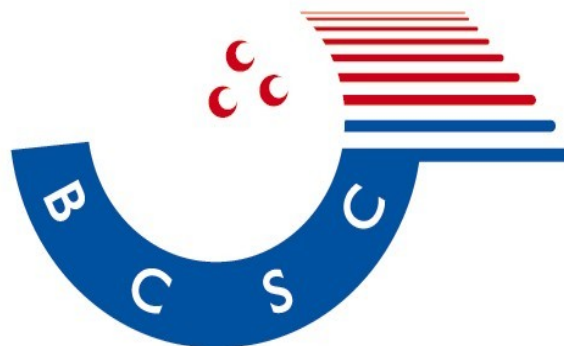
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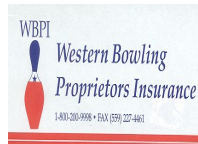
BCSC PARTNERS

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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All the Cool Kids Are Doing It

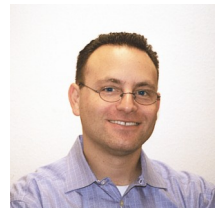
Can you think of any kind of active recreation or leisure that would draw four generations of participants all at the same time? It's not miniature golf and it's definitely not an amusement park. Does bowling come into mind? It's been known to happen. Kids, parents, grandparents, all bowling and having fun together.

The action at Vista Entertainment Center in Vista on Aug. 10 was something like that. A round 170 Grand Prix State Finalists filled up 40 lanes, crowding the center along with family, friends, and center staff. The young bowlers were so excited to get started, I got hyped up, too, just watching them.

I thought, as I often do, that we should all be proud we can offer a program like Grand Prix. It helps kids socially and economically, and the kids are our future. There is no other program anywhere that does quite the job Grand Prix does.

The day's events would not have been possible without the help of the generous staff at Vista Entertainment Center: Jay Robinson, Priscilla Rojo, Tyson Sylvester and Jessica Torres. Gary Forman helped, as he always does, by keeping the books and the integrity of the event. And the day would have been chaotic without the help of our matchless volunteers: Phyllis Bourque, Dana Fazio, Sue Mercer and Nancy Watkins.

If you weren't there, you missed an inspiring event. But there is still next year, and your opportunity to be a Grand Prix host. It's great for business, it's great for the kids, and it's great for bowling. Interested? Give us a call. We'll be happy to give you all the details.



Scott Frager, Executive Director
Bowling Centers of Southern California

Presidents Perspective

I always like to have one fun Presidents Perspective. So keeping with my reputation of being a little long winded I wanted to wish everyone a great fall season!



The End!



Jason Altman, President
Bowling Centers of Southern California

Price Of Gas Have Customers Sitting On Their Hands?

Larry McLean- Partywirks

It is tough out there. The economic news is not good and not getting better. As a reaction to high fuel prices, more consumers are parking their cars and shopping online. Why burn expensive gas when a few mouse clicks can get you the same, or better information?

Or can it?

Look at your website and your competitors (not just other bowling centers but any business that is competing for your customers entertainment dollar).

For many bowling centers the website is an after-thought, a box to check on the business to-do list. How important is your website anyway when people can drive over and talk to your friendly staff? That's why you have a phone, right?

With cars parked in driveways all over town your friendly staff will have less opportunity to talk with potential customers.

What to do?

Remember when you had to go "into" the bank to cash a check or make a withdrawal? Banks went through their own transition in response to changes in technology and today we have ATM's everywhere and online banking. No need to drive to the bank and stand in line. Today there are many options for banking customers.

What options are you giving your online customer?

The new strategy for bowling centers is to capture customers online when they are on your website. Give prospects complete information and the ability to book online before they click away to another entertainment option. Save customer's time and increase your competitive edge by giving interested prospects the tools and information they need to make decisions in real time. Today this means using the new online tools built specifically to close the sale online.

With high fuel prices, more competition and stressed out customers, the new frontier for winning business and standing apart from the crowd is to get more productivity from your online presence.

See these new ideas in action by visiting the websites of Buena Lanes, Parkway Bowl or Gable House Bowl. Save time, save gas, save customers.

BCSC Briefs

INVESTOR ♦ PARTNER OPPORTUNITY

Local Family Entertainment Center Developer seeks investor/partner funding participation. We will own the land and new building at this state-of-the-art facility located in Sacramento. Bowling/Sports Bar/Arcade/Upscale Club are components in a multi-revenue stream operation.

- Extremely Cooperative City Gov ●
- Industry and Greater ROI ●
- 85,000 sq ft Multi-Level ●
- Excellent Corporate Mkt ●
- Howard Ellman Design ●
- Intellectual Property ●
- New Technology ●
- and Much More ●

CONTACT JAMES CRAVEN
928-699-8095 928-699-9853
james@hotelmontevista.com



Bowling Is Back In Crestline

After being closed for over 2 years, Jody and Joseph Glaviano have brought bowling back to the Crestline area with 16 lanes. Rim Bowling is located at 23991 Lake Drive, Crestline, CA 92325. For more information, visit www.rimbowling.com or call 909-338-5550.



BCSC's Newest Partner

Let's welcome OpenPlay Marketing, Inc., to BCSC. Contact Kevin Malick at 863-709-1188 to find out how to increase sales and bowler traffic at your center.

PROST!

It's that time again! Samuel Adams Octoberfest is coming very soon. Enjoy this 2006 Gold Medal winner that's masterfully brewed and a malt lover's dream! Brewed with five different roasts of malted barley to create a delicious harmony of sweet flavors such as caramel and toffee. It's the #1 selling fall seasonal beer!

Please contact Stephanie Landis at Samuel Adams at 619-206-1349 if you would like any samples! (Detailed information on product is attached).

Sign-Up For Fantasy Football Program.

Fantasy Football this fall is a great program that is designed to drive volume and increase traffic on typically slow nights. The main details are as follows:

Cost to participate: \$250 per center

Items included in fee: promotional kit with membership cards, POS, coasters, free maintenance of website with account logo, monthly promotions

Details: servers will pass out membership cards to consumers who will then go home and sign up to be a part of "X account fantasy football league". There is no cost to the consumer to participate and they will have access to their individual scores from their home computer. However, to drive traffic back into the account, the results of their standings are only available by returning to their account to see their score.

Account Responsibilities: pay \$250 sign up fee, submit logos to website manager, ability to post daily, weekly and monthly specials on fantasy football website, must have internet or fax capabilities to print weekly results for consumers.

It is a great program and will be very successful in getting people to return to the account to check their scores, which opens up the opportunity to increase both traffic and volume! Please call Leigha Cornett at MillerCoors for more information, 949-307-2567. (See attached flyer for more information.)

September 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 Dodger Merchandise Delivery by date today!	2	3	4	5	6
7	8	9 Angels vs. NY Yankees Game today!	10	11	12	13
14	15	16	17	18	19	20
21 Dodgers vs. SF Giants Game today!	22	23	24	25	26	27
28	29	30				

October 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
Bowling's Fall Classic / BCSC Annual Membership Meeting in Reno, NV.						
19	20	21	22	23	24	25
26	27	28	29	30	31	

Mark Your Calendars:

- 2008 BCSC/NCBC Joint Board of Director's Retreat
November 17-19, Las Vegas, NV.
- BPAA's Bowling Summit 2009
January 18-22, 2009, Napa Valley, CA.

BCSC BOARD OF DIRECTORS

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WBPI

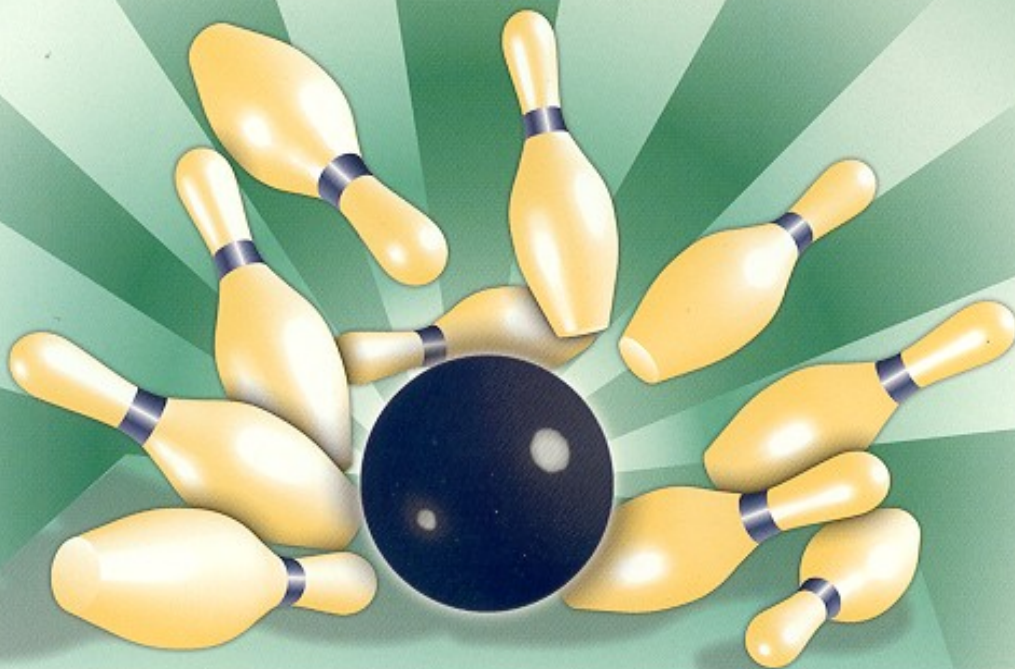


Western Bowling Proprietors Insurance

1-800-200-9998 • FAX (559) 227-4461

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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 ”



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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.