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# BCSC Newsletter

Official Publication of the Bowling Centers of Southern California

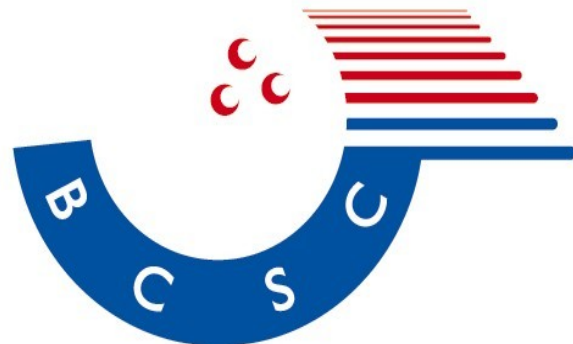
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*Executive Director*  
*Scott Frager*

*Office Administrator*  
*Victoria Tahmizian*

13245 Riverside Drive, Suite 501  
Sherman Oaks, CA 91423  
Phone: 818-789-0900  
Toll Free: 1-800-TRY-BOWL  
Fax: 818.783.2874  
Email: [bcsc@socalbowling.com](mailto:bcsc@socalbowling.com)

Check us out at [www.socalbowling.com](http://www.socalbowling.com)



# 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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Lakeland, FL 33807  
863-709-1188  
bigk2u@yahoo.com



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kristen.snider@pepsi.com



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Orange, CA 92868  
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Fax: 714-750-3091  
vfloria@royalaa.com



**Ebonite**  
Shawn Morris  
8022 S. Rainbow Blvd. #359  
Las Vegas, NV 89139  
443-466-3546  
smorris@ebonite.com



**Switch Bowling and Billiards LLC**  
James Borin  
1025A Avenue M  
Grand Prairie, TX 75050  
972-679-4824  
james@switchbowling.com



**Elavon**  
Alicia Umber  
7300 Chapman Way  
Knoxville, TN 37920  
865-403-8857  
Fax: 865-403-5857  
alicia.umber@elavon.com



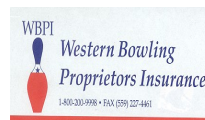
**US Bowling Corporation/  
US Steltronic**  
Mark Marchido  
5480 Schaefer Avenue  
Chino, CA 91710  
909-287-0712  
Fax: 909-287-0718  
mark@usbowling.com



**Herzog Insurance Agency**  
Bob Herzog  
235 Main Street  
Pleasanton, CA 94566  
800-300-1303  
info@herzogins.com



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Scott Frager  
13245 Riverside Drive, Suite 501  
Sherman Oaks, CA 91423  
818-789-2695  
frager@bowlingindustry.com



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

## BCSC PARTNERS, CONTINUED



**MillerCoors**  
Leigha Cornett  
2020 Main Street, Suite 850  
Irvine, CA 92614  
949-307-2567  
cornett.L Leigha@millercoors.com

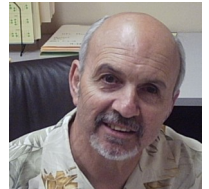


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Chuck Sager / Lee Haxton  
1216 W. Grove Avenue  
Orange, CA 92865  
714-974-1733  
chuck@wpbowling.com



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37 Tunapuna Lane  
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mischelco@msn.com

### President's Perspective



During the month of November, the new BCSC Board of Directors had their first meetings. The meetings were designed to plan our program for 2009, to enlist partners for special pricing to our members on a variety of products and services, and to make sure that centers are being helped wherever they need it.

One of the things that I noticed during the meetings was that there are centers not in membership that should be. Being a member of our association provides a center with substantial savings on purchases, including insurance, and in rebates from vendors. Our association also provides you with a monthly flyer with many ideas for flooring leagues. I would be more than happy to meet with any center to show that the values offered will totally outweigh your cost of membership.

Another big topic discussed was the Registered Volunteer Program that is being recommended for all centers. This program is designed to make sure that all centers have people working in their youth programs with a clean bill of health. We feel that this will send the right message to parents that we are watching over their kids. The program will run through our sanctioning body, USBC, at a cost of \$25 for any adult working with kids at your center. We ask you to take a good look at the program.

During the month of December, we are planning to hold regional meetings in Orange County and San Diego County. We will present programs and we want to hear about how the association can help you. Please plan to attend your area meetings. I look forward to meeting you all.

Sports Clubs are always a hot topic for centers and we are currently working on the Anaheim Ducks, LA Avengers, and Los Angeles Angels of Anaheim programs. Look for information to be sent to you about these programs and their rollouts.

As we approach the holiday season, the association would like to send its warmest wishes to all of you.

Tom Cristi, President  
Bowling Centers of Southern California

## New Year's Resolution



As the year turns, with no immediate improvement of the nation's financial condition in sight, is there a ray of light anywhere for our businesses? I believe there is—and that bowling might even come through the situation more visible and sounder than ever before.

The reason for my optimism: bowling can be a refuge in the storm. How likely will the average American now pay \$15 to see a movie? How likely will he choose instead to go to the local bowling center and pay \$10 to bowl a game or two with some high-fiving friends?

But to make it happen, we need to concentrate on the basics of our businesses as never before. We have to stay upgraded as much as we can and keep the restrooms clean, sure, but even more, we need to focus on making real human contact with our bowlers. We need to talk to them. We need to give them a chance to vent to us. We should make them feel at home when they step inside a bowling center. And that will create our centers, in their minds' eyes, as *the* places where they can get away from worries and financial pressure. Think they won't look forward to coming in? And the longer the downturn persists, the more valuable our centers can become to them.

The best part of it all: it doesn't cost a cent. All it takes is a little of our time and the dedication we already have to our businesses.

For our part here at the BCSC office, we're going to bear down on providing even better service and support to members in the year ahead. As I often say here, if there is anything we can do to help, give us a call. In these times, that's worth some italics: If the thought even crosses your mind that maybe one of our programs could help your business, *give us a call*.

Happy holidays to each of you from the Bowling Centers of Southern California!



Scott Frager, Executive Director  
Bowling Centers of Southern California

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## Regional Meetings

If you are a center in the Orange County or San Diego County, please join us for the upcoming regional meetings listed below. These meetings are held once a year and we encourage you to take a couple hours out of the office to participate and get involved. This is your perfect opportunity to see what other centers are doing, discuss current issues and goals and even meet with some of our partners. Call BCSC at 818-789-0900 or email [besc@socalbowling.com](mailto:besc@socalbowling.com) to R.S.V.P.

### **Orange County Meeting**

Wednesday, December 3  
11 a.m. – 1 p.m.  
Fountain Bowl  
17110 Brookhurst St.  
Fountain Valley, CA 92374  
Lunch will be hosted by Fountain Bowl.

### **San Diego County Meeting**

Thursday, December 11  
11 a.m. – 2 p.m.  
Kearny Mesa Bowl  
7585 Clairmont Mesa Blvd.  
San Diego, CA 92111  
Lunch will be hosted by Kearny Mesa Bowl.



## Attend the LA Avengers Bowling Club Rollout

Join us for lunch on Jan. 8 at the Culver City Training Facility (West LA College) 12-2 p.m. for the 3rd annual bowling club rollout!

West LA College  
9000 Overland Ave.  
Culver City, CA 90230

Don't forget! R.S.V.P to BCSC at 818-789-0900 or [bcsc@socalbowling.com](mailto:bcsc@socalbowling.com) by Dec. 30.



## Registered Volunteer Program

The BCSC Board of Directors met in Las Vegas for the annual retreat in mid-November and discussed USBC's Registered Volunteer Program. Because this is such a valuable service a center can provide to its customers, USBC and BCSC encourage every bowling center to participate. **However, bowling center participation is optional.**

Forms and information are attached for you in this newsletter. You can also enroll in the program by visiting [bowl.com](http://bowl.com), and get complete manuals for your center.

## U.S. Supreme Court Allows Molski Ruling to Stand

For those of you that don't know who Jarek Molski is, he's the infamous 38-year-old disabled Los Angeles man who has sued nearly 400 businesses since early 2003 claiming they don't meet laws to benefit the handicapped. The cases involved bowling centers, as well as restaurants, wineries, gas stations and coffee shops, all here on the Central Coast.

In 2004, a federal judge ruled Molski had to get permission of the court before suing more businesses. Molski appealed that ruling. But on Monday, Nov. 17, the U.S. Supreme Court rejected Molski's case, allowing the 2004 ruling to stand.

And the Winner is . . .

**Blackberry  
Witbier**

Thank you to all 15 centers that participated in the Sam Adams taste test promotion this past summer and those centers that turned tap!

The taste-test results are in! By a vote of 30,957 (60%) to 21,007 (40%) please join Boston Beery Company in welcoming Blackberry Witbier to their family of beers! There were 1,108 promotions executed and 52,034 ballots collected.

Stay tuned for more promotions coming your way this summer!



## BCSC Briefs



### Ice Cream Money

Looking for the next money-making vending item? Dippin' Dots ice cream is a great pick! Make \$1 for every ice cream you vend. Call BCSC to find out how!



### Quack! Quack!

Have you had any bowlers sign up for the Ducks bowling club? If so, don't forget to send in your commitment orders to BCSC by December 18.

Hurry up! Honda Center is mostly sold out, and seats for walk-ins and groups are extremely limited. This package is your bowlers' chance to make sure they catch some exciting Ducks action in person. Place your orders early!



### VH1 Classic Rock Autism Celebrity Bowl-Off

Rock Stars, actors and other celebrities joined hosts actress Holly Robinson Peete and NFL legend Rodney Peete at a fundraiser for autism at Lucky Strike Hollywood on Thursday, November 14.

This was the first money-raising event for autism by VH1's Classic Rock, and guests took part in a live bowl-off with their favorite stars. In addition, a silent auction was held where winning bidders took home jam sessions with their favorite stars on the "Rock Band" video game.

Entertainment was provided by celebrity guest DJ Casey Connor. Guests danced the night away and enjoyed open bar service and heavy hor d'oeuvres.

The event will be tied into the upcoming VH1 special, *100 Greatest Songs of Hard Rock*, with proceeds shared among three autism organizations: ACT Today!, HollyRod4Kids, and Doug Flutie, Jr. Foundation for Autism.



### Bowl to the Races

Turn your bowlers on to the February 22 race! Get the most bowlers signed up and receive special access passes and incentives. Don't forget, place your merchandise and race ticket orders by January 7. Call 818-789-0900 or email [bcsc@socalbowling.com](mailto:bcsc@socalbowling.com) to find out more.

**Bowlopolis** is an imaginary bowling center where everyone, young and old,



looks to bowling for happiness, livelihood, identity and love of the sport. It's a place where fun,

adventure and play help develop lifetime skills.

Bowlopolis is also a major branding initiative to turn kids 14 and under into regular bowlers.

Call the BPAA for more information at 800-343-1329.

### 2009 Proprietor of the Year Award

Have you made an outstanding contribution to the industry or sport of bowling? Do you know another proprietor who has? Nominate yourself or your fellow proprietor for the prestigious BPAA Proprietor of the Year award.

For a copy of the nomination form, please email [bcsc@socalbowling.com](mailto:bcsc@socalbowling.com).

Submission deadline is February 2.

## 2008 BCSC & NCBC Joint Board of Director's Retreat

This year's BCSC & NCBC joint board of director's retreat was held at the South Point Hotel and Casino in Las Vegas, NV the week of November 17.

Thank you to all the directors who took the time off their busy schedules to meet. And a big thanks to the BCSC partners who were able to stop in and make a quick presentation.

There will be many updates, changes and new programs coming at the start of the new year. The goal of these meetings is to bring value to our association members. In our efforts to do so, we are looking for any ideas or suggestions that you might have. We are always looking to get your feedback.

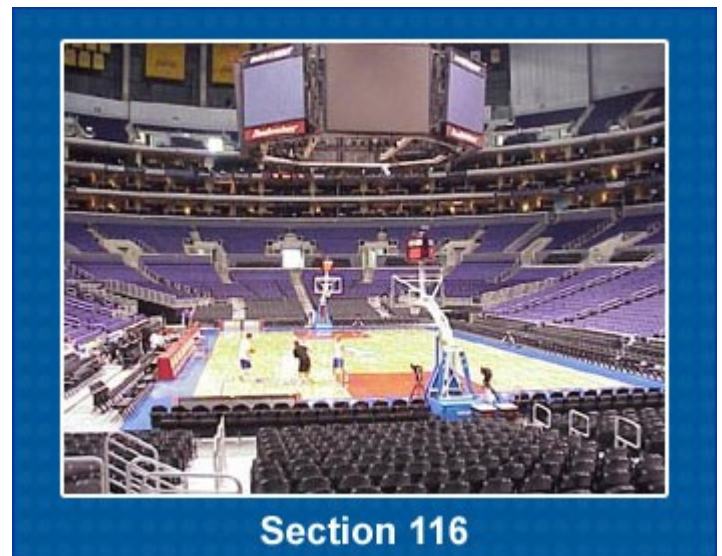
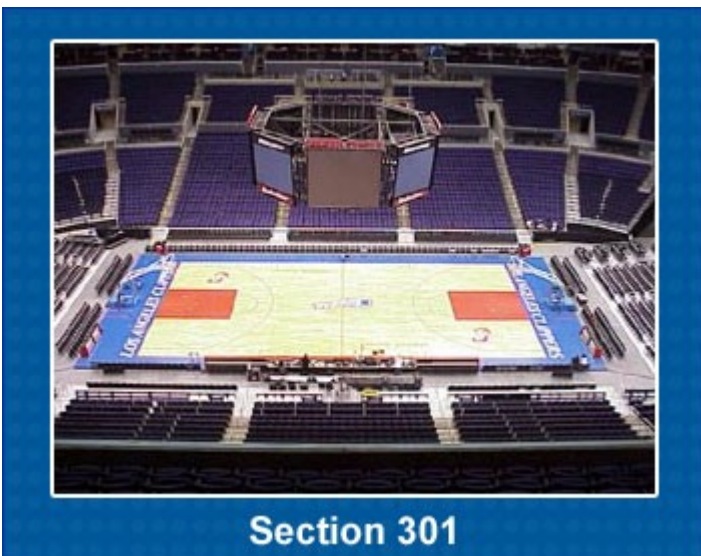


## 2009 LA Clippers Bowling Club Program

Better seats! Join the 2009 LA Clippers Bowling Club program. There is no fee to sign up! This year, we're offering tickets to 3 home games. Below are a couple pictures of the view your bowlers will have for two of the games, which are in the upper center low 300 section and 100 level sections for one of the games at the STAPLES Center.

Plus, we're mindful of your bowler's budget, so there'll be no merchandise in addition to the game ticket orders.

Call BCSC today to get your bowler program started.



## December 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3 BCSC Orange County regional meeting. Fountain Bowl 11am-1pm	4	5	6
7	8	9	10	11 BCSC San Diego regional meeting Kearny Mesa Bowl 11am-2 pm	12	13
14	15	16	17	18 Ducks ticket commitment orders due today.	19	20
21	22	23	24	25	26	27
28	29	30	31			

## January 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7 Auto Club Speedway bowling league package orders due	8 LA Avengers Bowling Club Rollout Today! 12-2 p.m.	9	10
11	12 Ducks Game 2 & 3 ticket orders due today	13	14	15	16	17
18	BPAA's Bowling Summit, Napa Valley, CA.			22	23	24
		Auto Club Speedway package delivery				
25	26	27	28	29	30	31



## BCSC BOARD OF DIRECTORS

**TOM CRISTI, President**

Santa Clarita Lanes  
21615 W. Soledad Canyon Rd.  
Santa Clarita, CA 91350  
P: 661-254-0540  
F: 661-254-7562  
scl4usc@aol.com

**NICOLE ELLISON**

Del Rosa Lanes  
1499 E. Highland Ave  
San Bernardino, CA 92404  
P: 909-886-4675  
F: 909-883-4665  
nicole@delrosabowl.com

**DOUG SVELA**

Gage Bowl  
3477 E. Gage Ave  
Huntington Park, CA 90255  
P: 323-587-3211  
F: 323-587-3531  
gagebowl@sbcglobal.net

**DANIEL MUELLER, Vice President**

Buena Lanes  
1788 S. Mesa Verde  
Ventura, CA 93003  
P: 805-656-0666  
F: 805-656-0774  
buenalanes1@earthlink.net

**CRAIG GOODMAN**

Santa Clarita Lanes  
21615 W. Soledad Canyon Rd.  
Santa Clarita, CA 91350  
P: 661-254-0540  
F: 661-254-7562  
craiggnla@dslextrême.com

**BOB WALLACE**

AMF Bowling Centers  
12141 Valley View Street  
Garden Grove, CA 92845  
P: 714-837-7733  
rwallace@amf.com

**GARY FORMAN**

**Secretary / Treasurer**  
Fountain Bowl  
17110 Brookhurst St.  
Fountain Valley, CA 92708  
P: 714-963-7888  
F: 714-965-1158  
gcf@fountainbowl.com

**JOHNNY HUMBLE**

Kearny Mesa Bowl  
7585 Clairmont Mesa Blvd.  
San Diego, CA 92111  
P: 858-279-1501  
F: 858-279-8693  
johnnyhumble@hotmail.com

**BCSC HEADQUARTERS**

**SCOTT FRAGER**

Executive Director  
scottf@socalbowling.com

**VICTORIA TAHMIZIAN**

Office Administrator

13245 Riverside Dr., Ste 501  
Sherman Oaks, CA 91423  
P: 818-789-0900  
F: 818-783-2874  
besc@socalbowling.com

**BRYAN ALPERT**

Pickwick Bowl  
921 W. Riverside Drive.  
Burbank, CA 91506  
P: 818-842-7188  
F: 818-845-5082  
balpert@pickwickgardens.com

**BILL MOSSONTTE**

Empire Bowl  
940 W. Colton Ave.  
Redlands, CA 92374  
P: 909-793-2525  
F: 909-792-4183  
empirebowl@rocketmail.com

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Gable House Bowl  
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Torrance, CA 90505  
P: 310-378-2265  
F: 310-378-6158  
mcghb@aol.com

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Harley's Camarillo Bowl  
305 Arneill Road  
Camarillo, CA 93011  
P: 805-482-0747  
F: 805-987-5170  
cambowlscott@yahoo.com

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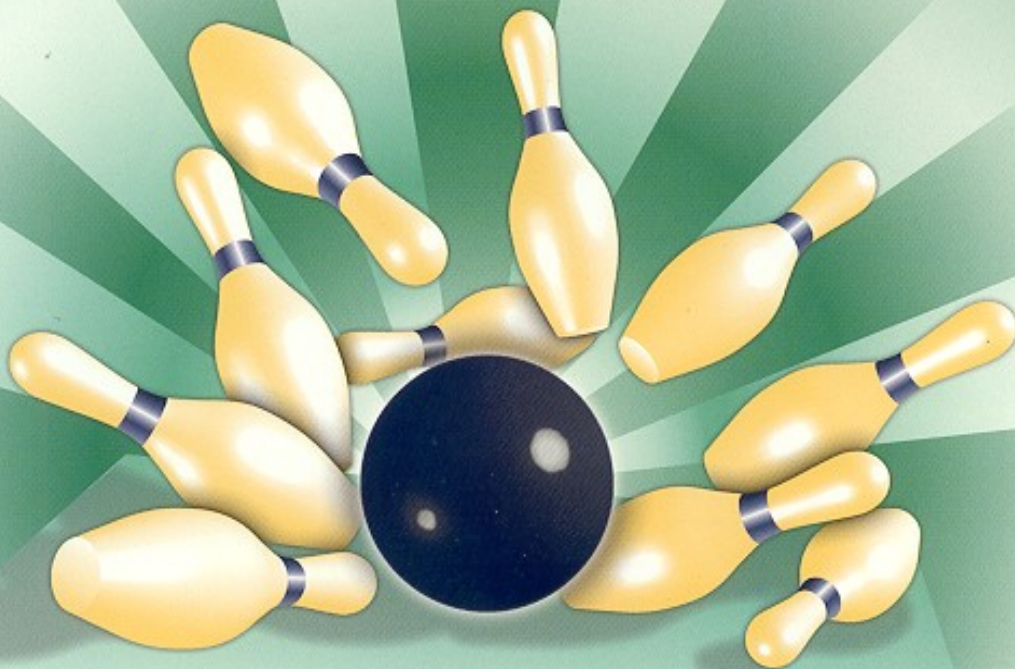


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