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# BCSC Newsletter

Official Publication of the Bowling Centers of Southern California

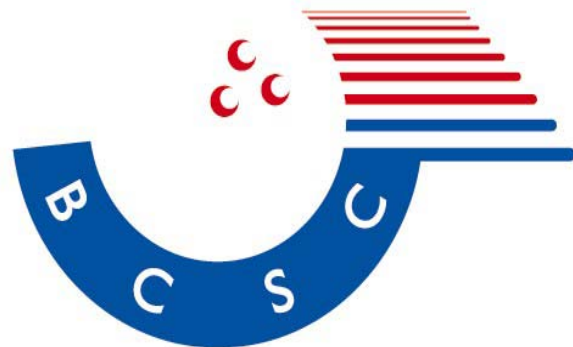
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## A Special 'Thank You' to Our Partners

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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### Self Examination

Every so often I feel it's good for the members to look at the association and examine the benefits that we offer. Every year, throughout the year, the board of directors monitors the progress of the association and the goals it has set for the association office. Being a member of the BOD and having been E.D. for 8+ years, I am obviously very partial to the association. But I feel it's incumbent upon the members to look at the association with their own eyes to see if we are providing the services and benefits that are important to you.

With this in mind, over the next few months as we march toward our annual meeting in October, I will examine what BCSC offers to its members and what BPAA offers. Sometimes it's the little programs that are offered, such as American Consulting, that make a huge difference in what a member considers the real value of the association.

On a different note, as our winter season comes to a conclusion, I'd like to wish everybody a very prosperous summer season. I hope you are using the sports club programs as part of your summer schedule. Also this summer, we will have a few association get-togethers, where I hope I will have the opportunity to talk to you about your center and how we can better serve you as a member of BCSC.

Sincerely,

Jason Altman, President  
Bowling Centers of Southern California



## Pepsi Travel & Leisure Contact List

San Fernando– Anthony Darby  
818-838-1241

Torrance– Jeanne Sutcliff  
310-527-7632

Ventura– Chip Van Riper  
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Baldwin Park– Martha Moran  
626-856-3213

Buena/Laguna– Vivian Rodriguez  
714-522-9715

Riverside– Michelle Gibson  
951-697-3229

San Diego– Jennifer Wood  
858-637-4388

### Tips

FREE! Schools love coupons offering something free to their students. They often use the coupons as rewards for perfect attendance, reaching reading goals, exceptional behavior and great grades. Often restaurants provide schools with free kids' meals coupons but PE teachers are ecstatic to hand out reward coupons for physical activities—bowling fits the bill! This is a great way to introduce yourself to the school and specifically the PE teachers!

### If the Price is Right...

40 lanes of 2000 Brunswick Seating for sale!  
20 Brunswick 2000 ball returns (hood and racks).  
14 ball racks with 2 eats on the side  
Available for sale only if the price is right!  
If you are interested, please contact Bill Harmatz at  
760-806-4303 or email at gpadots@aol.com.

### Quote of the Month:

“People say nothing is impossible, but I do nothing every day.” - Winnie the Pooh

## Www.KidsBowlFree.com

Check out [www.KidsBowlFree.com](http://www.KidsBowlFree.com) for the newest way to increase your summer business! No hassles and worry free, this Kids Bowl Free program will not only BUILD your SUMMER business but will BUILD your DATABASE for you at the same time.

You order and EXCLUSIVELY distribute the Kids Bowl Free cards (See samples attached) to your local schools, Parks & Rec., churches/synagogues and other organizations. The kids sign up for their FREE bowling. Each week, they receive, by e-mail, coupons for the upcoming week.

Families will also have a chance to purchase a FAMILY PASS online for \$19.95 each. Each center receives \$12 per family pass. You get paid, earn new bowlers and [www.KidsBowlFree.com](http://www.KidsBowlFree.com) does all the work!

SPECIAL OFFER: BCSC Members receive a special 10% BONUS on all cards ordered through April 4th!

All you need to do is to print the order form attached and fax it back. Or, click <[www.KidsBowlFree.com](http://www.KidsBowlFree.com)> and download the order form.

This is another benefit brought to you by the BCSC office.

**Only one center per school will be allowed. All online coupons will be customized to your center.**

### A Sample On-Duty Meal Period Agreement

The Employee and the Employer agree that the nature of the Employee's work prevents the Employee from being relieved of all duty during the Employee's meal period and that the Employee shall work an on-duty meal period that shall be paid for by the Employer. I understand that I or the Employer may revoke this agreement at any time by providing written notice of the decision to do so. This agreement will remain in effect until I exercise, or the Employer exercises, the option to revoke it.

I acknowledge that I have read this agreement, understand it, and freely and voluntarily enter into it this \_\_\_\_\_ day of \_\_\_\_\_, 2008 at \_\_\_\_\_, California.

\_\_\_\_\_  
Employee

\_\_\_\_\_  
Employer

**Thanks to Tedd Hoffman, Dublin Bowl.**

## **BWAA Chuck Pezzano Scholarship Call for Submissions**

The Bowling Writers Association of America annually awards the Chuck Pezzano scholarship to eligible candidates who are high school seniors, vocational school seniors or college students. Candidates must meet the following requirement.

The applicants must have a minimum 2.5/4.0 GPA or equivalent, perform community service and participate in the sport of bowling, although bowling skills are not a requisite. The application must also include at least one reference letter and school transcript. (Do not send separately.) Feel free to attach additional information that will support your application. The award winner (s) will receive a \$1,000 scholarship.

For more information and to obtain an application form, log on to [BowlingWriters.com](http://BowlingWriters.com). Complete the form and return it to the address at the end of the application postmarked not later than May 15, 2008.

The Chuck Pezzano Scholarship is named in honor of BWAA, American Bowling Congress and Professional Bowlers Association Hall of Fame journalist Chuck Pezzano of Clifton, N.J.

**Please note:**

**The deadline for applications has been extended to May 15, 2008.**

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## **BPAA Co-Endorses Integration with USBC**

Arlington, Texas– The Board of Directors of the Bowling Proprietors Association of America (BPAA), at its Board meeting on January 24, 2008 at the Bowling Summit, unanimously endorsed the proposal for purchase of a building and land in Arlington, Texas for an integration of facilities with the United States Bowling Congress (USBC).

USBC's Board of Directors had met days earlier at the Summit and voted to pursue these negotiations. The building and land is adjacent to BPAA's current offices which would become a part of the proposed International Bowling Campus.

BPAA President Joe Schumacker commented, "The timing and common location of the USBC Board and the BPAA Board allowed for unprecedented coordination of efforts to improve the ability of the organizations to work together. Sharing facilities with USBC should allow for increased communication and economies of scale that will benefit the entire bowling industry.

Schumaker further stated, "While the integration of operating functions of the USBC and the BPAA entities, wherever their diverse missions allow, will save a significant amount of money, the primary purpose of integration is to establish a unified effort to protect and then grow Competitive Bowling.

### **United States Bowling Congress**

The United States Bowling Congress, as the national governing body, ensures the integrity and protects the future of the sport, provides programs and services to more than 2.6 million adult and youth members and enhances the bowling experience.

Bowling Proprietors Association of America Founded in 1932 and headquartered in the Dallas suburb of Arlington, Texas, BPAA is a trade organization that represents the business interests of more than 3,400 bowling center owners worldwide.

## News from the Summit



Even though there are no mountains in Myrtle Beach, South Carolina, the weather at BPAA's Bowling Summit felt as if we were on top of one. Cold, wet and breezy. Not that it mattered so much to me, as most of my time was spent inside dry (if still cold) meeting rooms.

The first of three major topics of discussion among the attendees this year dealt with the USBC and the BPAA. In the continuing effort to work together and achieve a more mutually beneficial relationship, the USBC board of directors voted at Summit to start negotiations with all parties involved to move headquarters from Greendale, Wisconsin to Arlington, Texas.

If the proposed plan goes through, an existing office building on the same block as current BPAA headquarters will be purchased and jointly occupied. The purchase under consideration includes a piece of land between the two buildings, under different ownership, where a USBC training facility would be built.

In a separate, somewhat controversial vote, the USBC board of directors declined to turn over a deed of trust for the International Bowling Museum and Hall of Fame to the museum's board of trustees. The trustees need the deed of trust in order to accept an offer for commercial condominium space in the Ball Park Village development soon to be built on the museum's present location. The offer includes \$8.9 million in tax credits toward a build-out of the museum shell and exhibits at the proposed location.

Another major development was the overwhelming oral approval at the Town Hall Forum of BPAA's proposed amendment to by-law section 3.01. This by-law change has some potential for far-reaching consequences for the BCSC, other state associations and the BPAA.

Over the next few months, we will be calling general membership meetings and encourage your participation. If our goals are to continually grow and reach for the mountaintop's summit, we all must pool our talents and resources. Your voice matters.

Regards,



Scott Frager, Executive Director  
Bowling Centers of Southern California

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## Dippin' Dots Vending Machine Giveaway!

Summer is just around the corner! Your bowlers will need to cool off from bowling a hot game this summer and Dippin' Dots ice cream has 10 vending machines available at no cost to you! Call today to have a vending machine placed at your center.



This is a great chance to earn another \$400/month in ice cream sales and watch your dollars double through this summer.

This is just another benefit of being a BCSC member. Sign up and secure your machine today before they're gone! Please call Victoria at 818-789-0900 or email at [bcsc@socalbowling.com](mailto:bcsc@socalbowling.com).

## Mischel & Company



Bowling Industry's Only Full Service Brokers, Appraisers and Financial Advisers  
By Stacy Fisher

Mischel & Company is a one-stop business brokerage firm that specializes in the bowling industry. They provide a wide range of financial, consulting and brokerage services for your bowling center organization.

"We provide brokerage and financial services to current and prospective bowling center operators throughout the Western US" and beyond, says President and Founder Ken Mischel. His expertise developed over many years, starting with his family bowling business. Later, he purchased, operated, renovated and sold several bowling centers and motels in Colorado and New Mexico, directing all phases of the operation.

"For 25 years we have been at the epicenter of the bowling industry with our eyes focused on the latest trends in the business," Mischel continues. Buying, selling and valuing bowling centers have been their only business. "No other company provides these services exclusively, and our track record proves we're the very best at what we do."

*Customer service is paramount at Mischel & Company. That's part of the reason why the brokerage firm and affiliates have sold well over 350 centers and valued over 500 additional centers throughout the United States and Canada.*

"We know all the nuances, danger areas and potential pitfalls which are unique to this business," Mischel assures. "Our team of professionals has earned a reputation for honesty, straight talk and handling our client's most important affairs with complete and total confidentiality." Mischel says they also manage foreclosure proceedings and receiverships for troubled centers as well as provide feasibility studies for prospective new centers.

Their website says it best: "No one matches buyers and sellers as well as we do. For sellers, we know how to analyze and market a center, find the right buyer, set the right price, structure the best terms and even soften the tax bite. For buyers, we make sure purchasing that center is the right move at the right time."

As part of a nationwide network of business brokerage professionals dedicated to providing specialized services, Mischel & Company is affiliated with Hansell & Associates, Inc. whose expertise covers the Eastern and Central US. Together with their Northeast affiliate, Marcel Fournier Bowling Services, and their Southeast affiliate, David Driscoll & Associates, Inc. and Pat Bosco of Chicago, the company is able to cover the entire nation with unparalleled service and expertise in the bowling business. Nowhere else will you find a group of professionals dedicated solely to the bowling industry.

"Our business philosophy is to generate repeat business by providing professional service that's unmatched in the industry."

Contact: Ken Mischel  
37 Tunapuna Lane. Coronado, CA. 92118  
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FAX: 619-423-7850  
[www.Mischelcompany.com](http://www.Mischelcompany.com)  
[mischelco@msn.com](mailto:mischelco@msn.com)



## ‘Reality’ and a Ventura Center

A reality show with a difference. That’s *Five Hot Blondes*, a concept from Magical Elves, who also created *The Simple Life* (as in Paris Hilton) and *Last Comic Standing*, among other shows.

The difference can be very nice, thank you, if you’re a business owner visited by the eponymous quintet. Cupcake, Danuska, Quinn (they’re the ladies), Bart and Perk (the men) put their golden tresses together to help local businesses.

Late last summer, it was the turn of Ventura Bowling Center, a venerable 12-laner in the Southern California seaside town. So laid back is Ventura that the old-town heart of the city doesn’t have parking meters. Proprietor John Higgins thinks the center opened in 1957, but no one seems to have the records to know for sure.

In the three days the five blondes were on the premises, the snack bar seats were fixed, a new sign was painted on the side of the building, the lounge was cleaned up, and the office of Mrs. Higgins (Kathy) was spruced up.

The last thing they did was to present a petition that would start the Higginses along the road of having the center declared an historical landmark, sealing it against development. The owner wants to tear down the center and put in 30 condos.

“We have not instigated anything,” says Higgins, who is taking a wait-and-see position. “Nothing is going to happen to this place for at least two years; all the permits would take that long. I don’t want to get kicked out [but] if we do, fine, we’ll go back East.”

## BOWLING HALL OF FAME TRUSTEES SUPPORT BOWLING DEVELOPMENTS IN ST. LOUIS AND TEXAS

*Two big developments could be the best things to happen to the industry in years*

Bowling enthusiasts across the country are abuzz about two major real estate developments that could have significant impact on the game of bowling. The United States Bowling Congress (USBC) announced recently that it will move its headquarters to Arlington, Texas to form a major bowling complex. The International Bowling Museum & Hall of Fame trustees voted to move forward on a proposed new Bowling Hall of Fame cited for development in St. Louis.

"I believe that these two major developments could be the best things to happen to the bowling industry in years," said Pat Ciniello, Chairman of the Hall of Fame Board. "Our trustees fully support the USBC's decision to move to Texas and create a centralized administrative facility for the sport. We are also excited about the potential of 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."

Ball Park Village is a development to be built adjacent to the new Busch Stadium, home of the St. Louis Cardinals baseball team. The Village will be showcased as an entertainment area, complete with retail shops, restaurants, hotels and condominiums. Its projected annual attendance of nine million people will give the game of bowling tremendous exposure through the Museum/Hall to young and old alike. Ball Park Village hopes to break ground this year.

### **The St. Louis deal includes:**

- Demolition of the current facility.
- A new Museum/Hall of Fame, constructed within Ball Park Village entertainment facility.
- Interactive exhibits, theater, grand staircase and gift shop.
- \$8.9 million in project costs fully funded by sources other than the International Bowling Museum and Hall of Fame and the bowling industry.
- Ownership of the facility (other project entities will be tenants).
- Projected attendance that is more than double that of the present location and exposure to potential new players.
- Tremendous exposure for the industry that compliments the proposed Texas facility

A snag that is complicating the Museum/Hall move is a January 21 decision to deny the request of the Hall of Fame Board to transfer the "Deed of Trust," stemming from a long-term note USBC has with the Hall of Fame to pursue the project with Ball Park Village. The USBC has indicated that they would like the Museum/Hall to be moved to the new Arlington, Texas complex.

"While we were disappointed with the initial decision by the USBC to deny our request, we are optimistic about future discussions of various options," explains Ciniello. "We have offered to build a satellite Hall of Fame in the Arlington facility that we think would be a great compliment to the complex." Ciniello added that he is interested in pursuing additional conversations with the USBC board of directors, and he is optimistic that they will reconsider its decision. "We invite anyone who is interested in the Hall to contact us and learn more about the project in St. Louis. We believe the idea of receiving outside money, rather than using industry dollars to build a state-of-the-art new facility within such an exciting project, is very satisfying and a real boost for the future of the bowling business."

Ciniello and the Museum/Hall trustees are committed to staying in St. Louis and realizing the amazing opportunity they have to be a part of such an exciting development. "St. Louis is experiencing a significant social and economic renaissance and is poised to become a powerhouse in the Midwest and an important tourist destination. With an impressive facility in Arlington and one in St. Louis, the bowling industry is making a strong stand that we are a growing force in the sports world."

*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.*

# April 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	19
20	21	22	23	24	25	26
27	28 Dodgers: Game 1 Tix Deadline Today!	29	30			

# 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

## BCSC BOARD OF DIRECTORS

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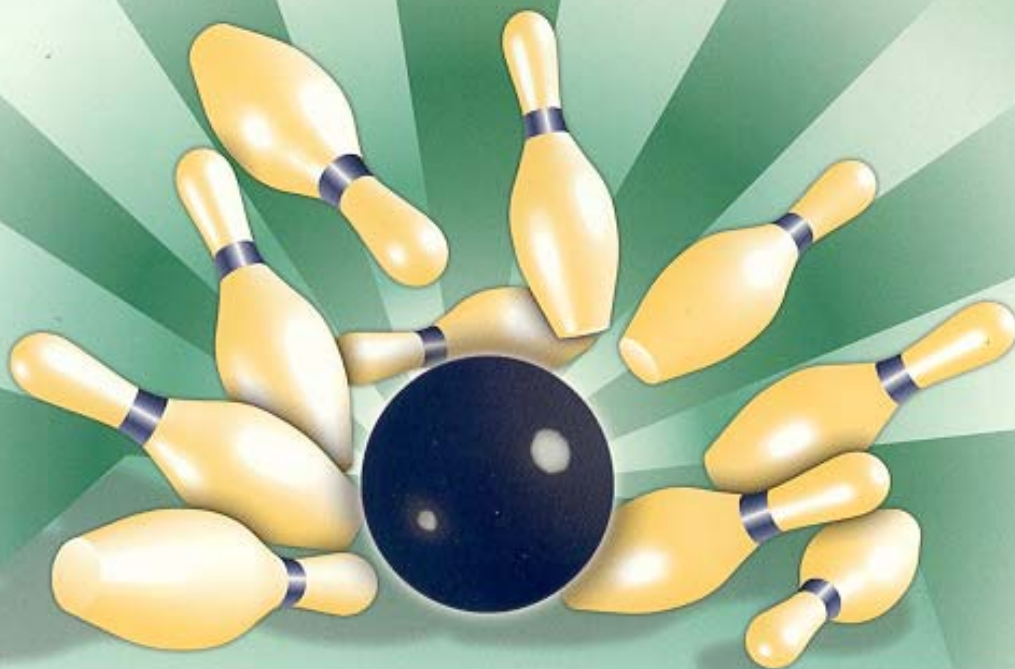


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