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# BCSC Newsletter

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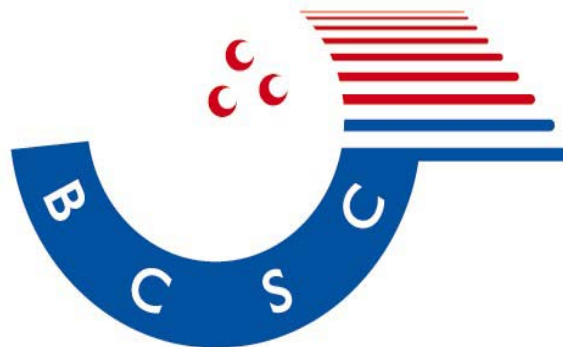
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## A Special 'Thank You' to Our Partners

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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### President's Perspective



Happy New Year! Wow! 2008! Can you believe it.

Where does the time go? When it comes to a new year, I always find myself asking that question. When I was growing up, my parents talked about how fast time seems to go when you get older. It's one of the many times my parents were right. Go figure.

As I also do at each new year, I think about how the bowling business has changed over the past year(s). It's really startling to think about these changes. If you take a close look at what the bowling business is today, you might be surprised at what you're looking at.

Our business could be looked at in three ways: traditional (the model most of us operate under), FEC (bowling as part of a multiple-use entertainment facility), and of course the boutique bowling center (business driven more by F&B than by bowling revenue). I often find myself thinking about what's going to happen to bowling business as it pertains to these three models.

As consumer buying habits change, so must we as an industry change to meet their needs. This is where I feel the association can be of great service to its members. It is a tremendous tool for you to use to operate your business more efficiently.

One of the most important services we offer you is information. It's this information that can lead to making better, more informed decisions on which direction you want to take your bowling business.

As a proprietor or manager of a bowling center you have many decisions to make over the course of a day, week, month and year. One decision that should be easy is being a part of an organization whose sole purpose is to enhance your business. That is what being a member of BCSC is all about!

Jason Altman, President  
Bowling Centers of Southern California



**Introducing** Nicole Ellison, the proud new owner of Del Rosa Lanes, in San Bernardino. Nicole was a pro bowler for many years. She is now a proud member of the BPAA and BCSC.

She purchased the center from Tom Cristi in 2007. Dave Wodka is the general manager of the center.



### New Upgrades at Empire Bowl

Recently, Bill Mossontte and Ron Plander purchased Empire Bowl from 780 shareholders. They are in the process of remodeling the entire center from ground up. So far, they have new scoring from US Steltronic, new furniture in the concourse area from Brunswick, couches, masking units, gutters and bumpers, all from US Bowling. Also, they purchased sound wall equipment from Murrey International.

The center is managed by Ronda Tellyer. Stay tuned for pictures and more updates...



### 2007 Annual Board of Directors Retreat



The 2007 Annual Board of Directors Retreat was a real success. For those who were able to make the First BCSC Past Presidents' Reunion, we thank you. It was a real treat getting to see old friends and making some new ones. To feel the camaraderie, hear the stories and experience the bond of friendship, made the weekend a great success. This is truly an extraordinary association.

For those who were not able to attend, please know that you were missed. Our days were more than good food and libations. We had a very busy schedule and created a very solid plan for the associations direction for this year.

Please see our month's calendar for important event dates. We hope we can count on everyone's participation in our programs, special events and meetings this year.

## BCSC Briefs



### Legal Update 2008: New Employment Laws, Court Decisions and Other Major Developments

American Consulting Group will be hosting a briefing session on Thursday, January 24 from 8:30 am to 12 Noon at the Wyndham Hotel in Costa Mesa.

The legal update at the seminar will cover important changes in employee relations, human resources, labor compensation and work place safety.

For registration and more information, please contact Vayle Floria at 949-452-1840.

### Step Up to the Plate!



Join us on Tuesday, February 19 at 12 Noon for the LA Dodgers Bowling Club rollout at Dodger Stadium. We will be having lunch in the Stadium Club, hosted by the LA Dodgers. We encourage all proprietors and their managers to come learn about this year's fresh new program. Please call or email RSVP by February 12 to BCSC.

### Proposal for Sponsorship of PBA Regional Tournament

On February 15-17, Del Rosa Lanes will be hosting a PBA Western Region event. The PBA Western Region consists of California, Nevada, Arizona, Utah, and Hawaii. An average Western Region tournament will draw anywhere from 90-120 bowlers from those states. These bowlers will be in town for 2-3 days during the tournament.

These bowlers will also support our sponsors while in town. Sponsorship amount is \$300. Any interest in sponsorship or partnership is welcomed. Please contact Dave Wodka, General Manager, at Del Rosa Lanes for further information.

### Brunswick Breaks Ground on New XL Center

Brunswick teams up with North Imperial Associates to bring premier bowling and entertainment center to Imperial Valley.

Brunswick Bowling & Billiards and North Imperial Associates, LLC, have announced plans to construct a state-of-the-art bowling and entertainment center at 950 North Imperial Highway in El Centro.

Brunswick XL El Centro will be the first of its kind in California and one of the newest locations in Brunswick's chain of more than 108 bowling and entertainment centers in the United States, Canada, and Europe. The center will be owned by North Imperial Associates, LLC, and managed and operated by Brunswick Bowling & Billiards. Brunswick Zone XL El Centro is scheduled to open May 2008.



## Time Well Spent



Recently I've had the pleasure of working closely with Nicole Ellison, the new proprietor of Del Rosa Lanes in San Bernardino. Her first call to our office was not a question about a specific program offered by the BCSC or BPAA but about the organizations in general. The call went something like this:

Scott: "Good afternoon, this is Scott. Can I help you?"

Nicole: "Hello, I'm the new owner of Del Rosa Lanes and I have an invoice for BCSC/BPAA renewal. What's this about?"

Scott: "I'm glad you called. Membership in the BCSC and BPAA can help you make and save a lot of money. We have many programs for running a bowling center more efficiently and ultimately, more profitably. Can I visit you to explain everything in greater detail?"

A few days later, I met with Nicole, learned about her, her business, and asked many questions about her needs. It was time well spent.

In a matter of weeks, and with the help of the knowledgeable BPAA staff, I was able to help her save close to 66% on her food cost with Sysco; find the lowest prices on credit card merchant services, including ATM; helped resolve some billing/service issues with Pepsi and provided her with a primer on music licensing.

The other day I asked Nicole the most important question I already knew the answer to:

"Do you feel your BCSC/BPAA membership is a good value?"

Her answer, without a single moment of hesitation: "Absolutely, yes!"

Now that makes me one happy Executive Director.

Scott Frager, Executive Director  
Bowling Centers of Southern California

P.S. If you have a question about any program the BCSC or BPAA offers or want a briefing on the value of the BCSC, give me a call. I'm here for you.



On Tuesday, January 8, we hosted our 2nd annual Avengers Bowling Club rollout at the STAPLES Center. We had 10 centers attend our luncheon and learned about the fresh new program for this year. We have 6 centers running the program at their center. Those centers are: Santa Clarita Lanes, Mission Hills Bowl, Fountain Bowl, Buena Lanes, Gage Bowl and Harley's Camarillo Bowl.

Thank you to Chris Holmes from the LA Avengers for hosting a superb rollout and a great program offer for this year.

It's not too late to sign up for the program. Call today to get your promotional kit and start forming your leagues today!



### California Minimum Wage Increases!

California employers are reminded that effective January 1, 2008 the new minimum wage of \$8 per hour (up from \$7.50) will go into effect. You must have the current California minimum wage poster which is required to be posted at your center. For more information on California’s labor laws, please visit: [www.american-consulting.com](http://www.american-consulting.com) and view the “our blogs” page.



#### Let’s Welcome...

Dyonne Nelson, the new general manager of AMF Arrowhead Lanes, in San Bernardino. He previously worked for Fed-Ex and is new in the bowling scene.



### Centers in the Los Angeles Area...

We are offering these coupons to the Make-a-Wish Foundation of Greater Los Angeles, participating in the Bowling for Wishes event on January 27 in which we will be providing these coupons for Buy One Game of Bowling and Get One FREE. About 300 goody bags will be distributed to the sponsors and participants at this event.

*Make-a-Wish Foundation\* of Greater Los Angeles Presents...*  
**Buy One Game of Bowling and Get One FREE**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

*Bowling Centers of Southern California*



This coupon is redeemable only during open play, subject to lane availability. One coupon per person, per day. Rental shoes not included. Void during league, tournament and organized bowling events. Not valid on Fridays and Saturdays. May not be combined with other offers. This coupon is good only at participating bowling centers. Reservation may be required. Offer void if reproduced. Call 1-800-TRY-BOWL for participating centers. Expires 12/31/2008.

### BCSC / NCBC—20th Annual Legislative Bowling Event

2008 is a year filled with politics!

Overwhelmed with politics? Any feelings about the CA hourly wage increase? Want to keep bowling a tax-exempt service? Please join us!

If you’ve ever wanted to have your voice heard in Sacramento, THIS IS YOUR CHANCE!

February 6th, the BCSC, in conjunction with the NCBC, will be hosting the 20th Annual Legislative Bowling Party in Sacramento. You are invited to attend this IMPORTANT event and meet with state legislators and their staff.

We need FIVE BCSC proprietors and managers to join us in Sacramento for this important event. A quick check from Southwest Airlines shows round-trip airfare at \$49 each way!

For those who have not participated before, this event is packed with important Sacramento Legislators and their staffs. Take 24 hours to support the bowling business in the State of California.

Please call us today and we’ll reserve your spot and give you all the details!

## January 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	29	30	31		

### January Schedule of Events:

- January 20-24—BPAA Bowling Summit, Marriott Myrtle Beach, SC.

## February 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	29	

### February Schedule of Events:

- February 6-7—BCSC/NCBC Legislative Party, Sacramento, CA.
- February 11-12—Bowling's Fall Classic Committee Meeting, Reno, NV.
- February 19—LA Dodgers Bowling Club Rollout (Dodgers Stadium), Los Angeles, CA.

### Upcoming Events:

- June 22-27—Bowl Expo, Orlando, FL.
- October 12-15—Bowling's Fall Classic (Silver Legacy Hotel), Reno, NV.

## BCSC BOARD OF DIRECTORS

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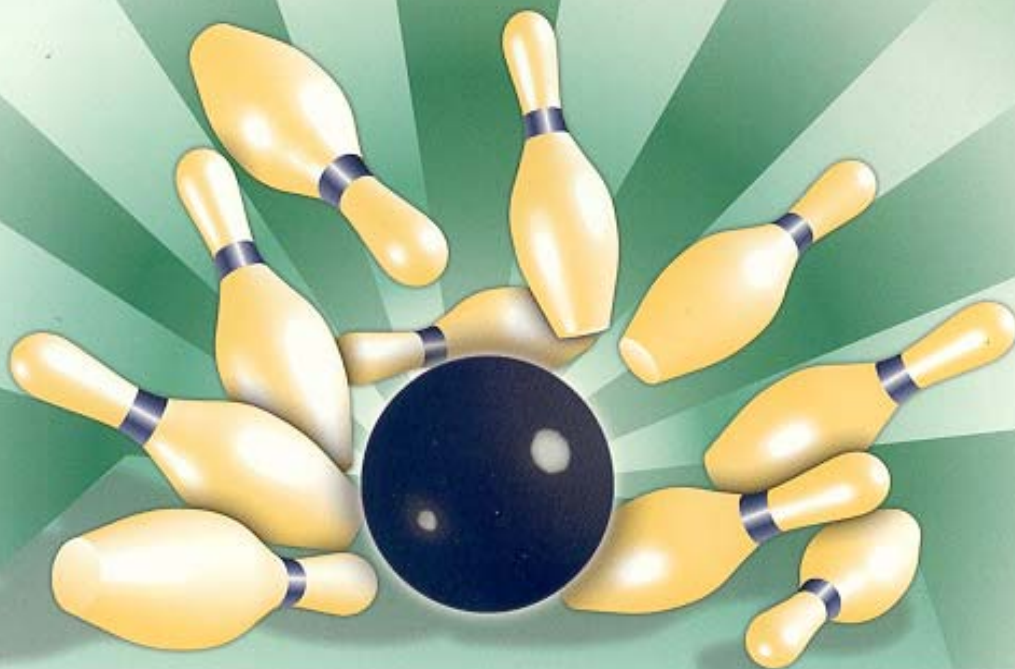


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