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BCSC Newsletter

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BCSC Partners. . . 2
Business is More Than Business. . . 3
President's Perspective: The Value Of a Business Relationship . . . 4
Welcome BCSC Members. . . 5
Canoga Park Bowl's Mimsie Rosenfeld Dies. . . 5
August & September Calendars. . . 6
BCSC Board of Directors. . . 7

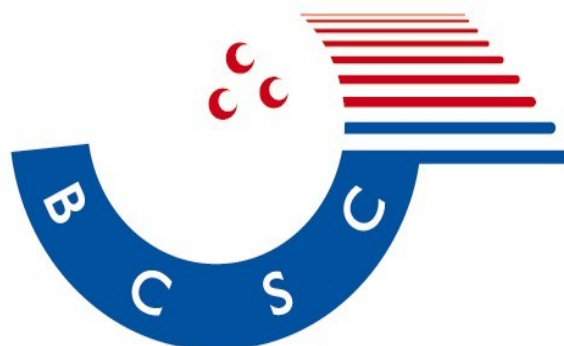
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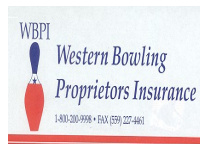
BCSC PARTNERS

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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Business is More Than Business

Last week, I had the pleasure of spending the day with one of BCSC's newest partners, Stephanie Landis of Sam Adams and the Boston Beer Company, and personally introducing her to some member centers. Stephanie wanted to get a better lay-of-the-land regarding this important and dynamic market.

I went into this day expecting to "enlighten" her by sharing everything I know about the bowling business. But as usually happens when I get too bigheaded, I ended up learning a lot more than I probably taught.

I learned about how difficult it can be for a "newbie" or "outsider" to get to the right person at a bowling center. It's easy for me to pick up the phone and actually speak to you at the center. If I ask for a few minutes of a proprietor's or manager's time, whether by phone or in person, I'm rarely turned away. For this, I am extremely grateful and appreciative.

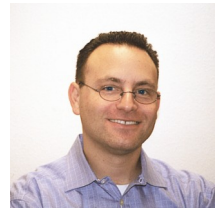
For some of our respected partners, this is a much more challenging task. Coordinating the drive to five or six centers for the day is relatively easy but actually getting to meet, and spend some time with, two or three proprietors or managers takes a miracle.

I know what you're thinking: "These vendors are simply trying to sell me something. I'm really not interested in another sales call." And at the end of the day, you're right. The vendors *are* there to sell you something. But the good ones—and our partners are the good ones—want to sell you something if and only if it makes good sense for you.

Does it? How will either party know unless they sit down, talk and listen over a cup of coffee or a beer?

What struck me was how sharp, knowledgeable, and passionate Stephanie is about her business and how she can immediately pinpoint whether her product, or in this case promotion, is a good match for the center. She is a consummate professional who practices the consultative approach to selling. No arm-twisting, no fast talk, plenty of thoughtful reflections and suggestions.

As a veteran 14-year bowling industry vendor myself, I ask every BCSC member to take a few minutes when called on by a valued partner—maybe even offer the rep something to quench their thirst. You'll end up a little more enlightened after the meeting than before. Even if you decide not to buy, I guarantee you'll make a new friend. I know I did.



Scott Frager, Executive Director
Bowling Centers of Southern California



President's Perspective: The Value Of a Business Relationship.

The most important ingredient for success in businesses is creating win-win-win relationships with your customers, vendors and employees. It's with these relationships that allow you to grow more successful each and every day.

I can say that I am very fortunate to have some really great business partners (vendors). It's through these relationships that I'm able to accomplish many promotional programs that I might otherwise not be able to do. An example would be advertising glow bowling on radio. Without the help of one of my vendors and leveraging their relationship with the radio station, I would not be able to create the event atmosphere for this particular promotion. Without their partnership, I wouldn't have the ability to get the word out to enough people. As we all know, advertising in SoCal is very expensive.

Finding vendors is also a complex situation because you want to find the best vendor willing to give you the best price. Sometimes those two factors don't necessarily come together. Although in many cases they do. Let's take Pepsi for instance a top brand that we can promote at a very reasonable price (purchase products). I must say that the Pepsi relationship has been our longest standing relationship. BCSC has been endorsing Pepsi since 1993. This relationship is one that I have been most proud of. During the time I was E.D. I was involved in 2 negotiations with Pepsi. Both were tremendous learning experiences. (It should be noted that Charlie Kinstler was the point person on both negotiations and deserves much of the credit for the truly great program the association put together.)

I mention all of this because a few months ago your Board began the process of negotiating a new contract with Pepsi. Our current deal expires in 2009. I must say that the process has been somewhat challenging. It's my hope that we are able to continue our long-standing relationship with Pepsi. Pepsi brings an extraordinary value to the BCSC. Rebates provided to the association are essential in maintaining a healthy and vibrant BCSC office. We also use those funds to create new programs for members at or below cost.

On the same page, the BCSC provides Pepsi with equally extraordinary value. By naming Pepsi the BCSC exclusive and endorsed soft drink and water provider, Pepsi has close to 92% market penetration in this important and dynamic market. It's a prime example of a true win-win-win relationship. As we continue to research and negotiate on your behalf, we hope you remain patient and supportive of our partners. We now need, more than ever, your support at the center level. By standing together, our partners will receive a clear message that doing business with the BCSC is a truly valuable experience.

Jason Altman, President
Bowling Centers of Southern California

BCSC Briefs

Welcome BCSC Members!



Building upon the success of its recent westward expansion in Silicon Valley, STRIKE is now taking over Orange County. Let's Welcome Strike O.C. as a new member to BCSC! The manager's name is Josh Davison. He may be reached at (714) 258-2695.



Bowladium Bowl in 29 Palms, is back in the BCSC membership! Let's call to congratulate them. Managers at the center are Daniel and Melissa Mintz. Their phone number is 760-367-9502.

Canoga Park Bowl's Mimsie Rosenfeld Dies

Mimsie Rosenfeld was the one who made the three-hour roundtrip from Canoga Park to pick up the stamps, but she didn't paste them in the books. Her customers did that who bowled on Blue Chip Bowling nights (Sundays) at Canoga Park Bowl in the 1960s. The house lights went down and bowlers won Blue Chip-brand redemption stamps for knocking over certain pins.

Mimsie, who died in June, and her husband, Nat, built the bowl in 1958. It was Nat's first venture into bowling and his base for a long and active record with BCSC, including the presidency in the early 1970s.

During their tenure, Nat and Mimsie got away every year to Hawaii—but not just for fun. They accompanied winners in a Canoga Park Bowl juniors tournament. And for more than 30 years, Mimsie was active in the West Coast Junior Elims (Canoga Park was one of eight original participating centers), assisting the bowlers, helping with the paperwork for scholarships the kids could win, and more. It was a program of which she was very proud.

After Nat died in 1985, Mimsie ran Canoga Park for about a year and a half, then became a partner in and board member at Mission Hills Bowl.



August 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3 Dodgers vs. Arizona Diamondbacks	4	5	6	7	8	9
10	11	12	13 Angels vs. Seattle Mariners game today!	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

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				

Mark Your Calendars:

- Bowling's Fall Classic/BCSC Annual Membership Meeting
October 12-15, Reno, NV. Call for trade show information at 925-485-1855.
- 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

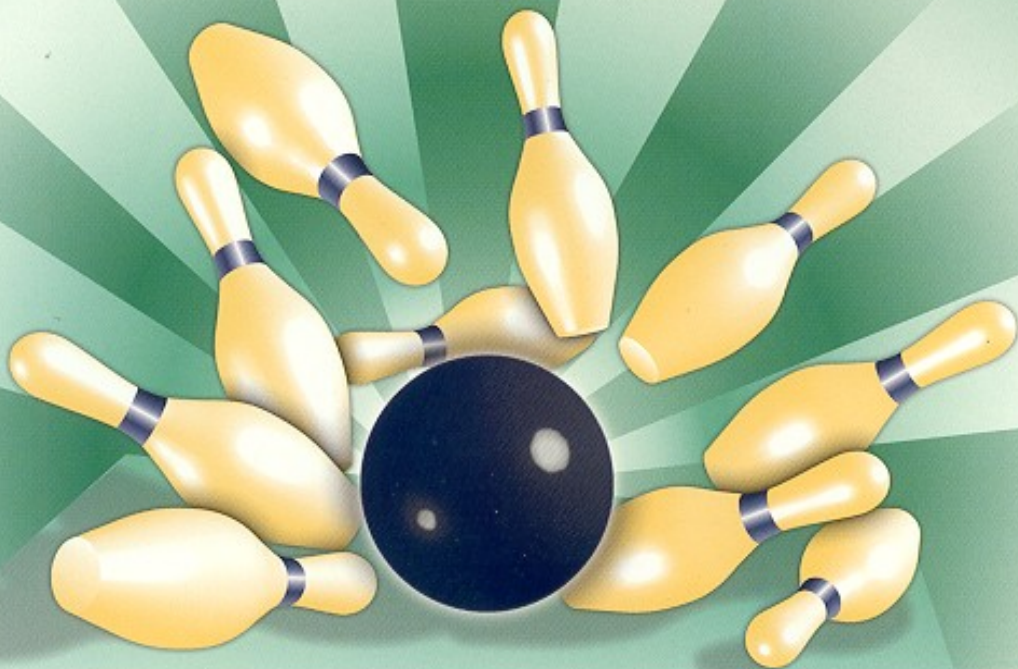


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