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# BCSC Newsletter

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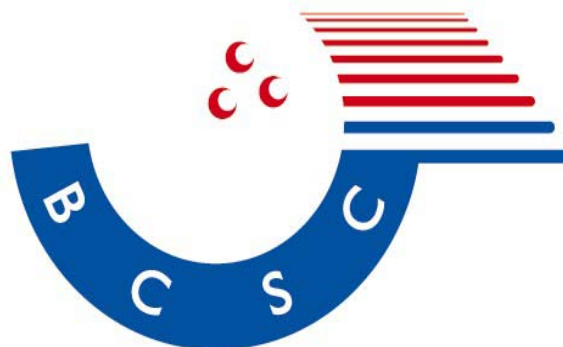
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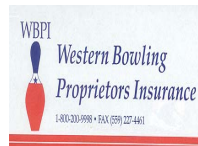
# BCSC PARTNERS

## 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.



**Pepsi**  
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**Western Bowling Proprietors' Insurance**  
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**Mischel & Company**  
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### President's Perspective

For many of us, May is the slowest month of the season. The fall/winter leagues sweep, summer leagues take the floor, kids aren't getting out of school until mid June, and open play seems to slow down as the weather gets warmer and the sun stays out longer. Hopefully the fall/winter season was profitable and the economy did not have too much of an impact on your centers. Bottom line, I always, at this juncture, take a breather, look at where we are, evaluate the business over the last two quarters and try to gear up for what lies ahead – summer!

So moving forward, what's in store for the summer of 2008? I know the association is busy at work with the sports league programs (hopefully you are running one or more).

As has become a great tradition of BCSC, we are hosting our 26<sup>th</sup> annual golf tournament on the 30<sup>th</sup> of July. I know many of you over the years have attended this fun event, and I would like to encourage you to join us once again at Black Gold Golf Club in Yorba Linda. I would like to thank the following sponsors for their tremendous support of the association: Pepsi, Western Pacific Bowling Supply, Inc., and Miller Brewing. In particular, I would like to thank Mike Monyak at South Point Hotel and Casino in Las Vegas for hosting the most popular part of the tournament, the cocktail hour after the golfing is concluded. And remember that, the golf event is the best opportunity for you to network with other proprietors.

Also this summer, we conclude another Grand Prix season with our annual banquet being held at our new location, Wild Rivers Water Park, in Irvine. I encourage all of you to attend! Or better yet, I dare you to race me on the water slides!

It's a great way to spend the day with your family and support the Grand Prix Scholarship Program. In the event that you are unable to join us, I'd like to ask that every center sponsor a table at the banquet this year for only \$125. If you sponsor a table you receive 2 tickets and you can reward your customers or employees with a day at the water park.

So far 2008 has been an excellent year. I wish everybody a great summer season.

Jason Altman, President  
Bowling Centers of Southern California



## Pick Up Sticks



There is nothing like a beautiful summer day on the links with 50-60 of your friends. Warm breezes, cold beer, golf carts, Miller models, free range balls, side bets. Yes, life is sweet.

I'm not big golfer. A decade ago I used to enjoy the sport until I paid through the nose for some personal lessons. After three months of learning the "correct" way to swing clubs, I lost my mojo and just never got "it" back. So, I packed away my clubs and they've been gathering dust ever since.

Last year, I was too intimidated to play at the 25<sup>th</sup> Annual BCSC golf outing at Black Gold in Anaheim Hills. I didn't think anyone would want this duffer on his or her foursome.

Then, I saw our esteemed President Jason Altman play. And, like divine intervention, the proverbial light bulb went off. Hey, if he's not ashamed to play golf like that, neither should I!

Take a few minutes to mark July 30<sup>th</sup> on your calendar and come to enjoy the BCSC's 26<sup>th</sup> Annual Golf Outing at Black in Anaheim Hills. In addition to the fun, camaraderie and networking, the event is a major fundraiser event for the Grand Prix Youth Scholarship program.

After golf, we'll have an hour cocktail party generously hosted by Mike Monyak and the South Point Hotel Casino and Bowling Center from Las Vegas. We'll have a terrific dinner (brand new menu) award ceremony and live auction! Last year's auction was a blast with some terrific merchandise! And, everyone walked away with at least two door prizes!

This year I offer a challenge to all of those who think this Executive Director is just too sports challenged or too scared to compete.

Challenge: If I am the worst golfer in a field of at least 22 teams, I will allow our esteemed President to paint my face during the live auction.

Now, if a beautiful day hitting golf balls, hanging with friends and winning some fun prizes aren't enough, watching the BCSC president have no mercy with his executive director should be worth the price of admission.

See you there! I guarantee a good time will be had by all!



Scott Frager, Executive Director  
Bowling Centers of Southern California

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## Referrals Anyone?

Could anyone suggest a company that deals with back bar workstation installations and remodeling? La Habra 300 Bowl has been in existence since 1960. The work station in the bar including sinks, drain board and workstation has not been remodeled since that time. Needless to say, the area needs remodeling.

The company that originally installed the equipment is no longer in existence.

Please call Gary Kowarsch at 562-691-6721.

Thank you.

## What the heck is an IIPP? It's the law!

It stands for Injury and Illness Prevention Program and BCSC has partnered with NCBC and American Consulting Group to customize one for your center. An IIPP is an occupational health and safety program that will keep you straight with the law. It can save you costly fines, litigation.

As a California business owner, you are required to comply with state health and safety law for your workplace and you **MUST** have an IIPP in place. Good intentions are not enough when OSHA comes calling.

American Consulting Group has joined us to provide the professional help your business needs to avoid serious legal trouble because of workplace illness or injury. When you sign up with BCSC's IIPP offer, American Consulting Group calls on you personally to custom-design the plan just for your center. It's top expertise delivered right to your business.

And you get it at a very substantial discount. BCSC members pay only \$350—non-member price is \$500. To do this individually would run about \$3,000/center.

Understand that not all IIPP's are equal. The IIPP offered by BPAA meets all federal standards, but **DOES NOT** meet more stringent California requirements. The BCSC's IIPP is crafted specifically for California centers.

Take the first step by filling out the American Consulting Group/IIPP questionnaire/credit card authorization order form in this newsletter and fax it to the BCSC office, (818) 783-2874. \$350 is a small price to pay to ensure your business conforms to state law.

## READY...BOOK...PARTY WIRKS

### *Online Dating and Bowling? Changing how your customers Research, Shop and Buy!*

Did you know that unrelated activities like Online Dating, Online Bill Paying or even shopping for groceries online have forever changed bowling customers' expectations?

There was a time when people let their fingers do the walking and the Yellow Pages was their best friend and shopping companion. Today, millions of consumers turn first to Google to begin their shopping experience and with popular new services for Online Dating and social sites like MySpace millions of new users have a reason to go online, and they are in growing numbers.

3 Ways online shopping is affecting your business:

1. Your competitors are easier to find. With Google customers now have more choices than ever for their leisure dollars.
2. Consumers with more choices won't work as hard to reach you as consumers with fewer choices. For online consumers obstacles like office hours, voicemail, telephone tag or send-and-wait forms are hurdles that many will click right past.
3. Websites are evolving into online Customer Service Centers. Whether capturing or giving information, taking orders or taking names people expect websites to offer more than pretty pictures and phone numbers. Today they expect instant action, instant gratification and instant results.

Bottom line, your customers have new and higher expectations when they visit any business online! Adapting your online business to meet their new expectations should be an important sales and marketing objective in 2008.

## Bye, Bye Southwest Bowl

As reported in the Western Bowling Newspaper, Southwest Bowl will be closing Sunday, June 1, 2008.

Southwest Bowl first opened in 1957 and has been a family operated business since. Ken Del Conte, the owner, celebrates the centers 50th Year of Existence. And perhaps, when you look back on their existence, you can say “Yeah, that Ken-guy did his best to keep a level playing field to all”.

## Golf Tournament– Don’t Dare Miss!



It’s that time again! The 26th Annual BCSC Golf Tournament is scheduled for Wednesday, July 30, 2008. This year’s event will be held at Black Gold Golf Club, 17681 Lakeview Avenue, Yorba Linda, CA 92886, (714) 961-0253.

This is one of the few get-togethers we have during the year with proprietors, vendors, bowlers, and friends of the bowling industry. We hope you can take the time out and join us for a round of golf. And if you don’t play golf, you are welcome to be a part of the festivities for banquet dinner. We hope that you will join us again this year for an unforgettable tournament!

Please call BCSC at 818-789-0900 to enter the tournament. Don’t dare miss!

## Sports Club Score Card



Dodgers– We sold a total of 197 tickets to the first game. We are down 187 tickets from last year’s first game. However, we have 4 more games coming up. Let’s drive those ticket sales up! Please don’t forget our next ticket order deadline for the June 7th game is May 21st. Please remember to place your orders early and submit payment along with your orders. No exceptions will be made.



Angels– We sold a total of 827 tickets to the first game. That’s 210 tickets more from last year! Please don’t forget our next ticket order deadline for the June 17th and July 6th games is June 2nd. Don’t forget to submit your ticket orders accurately, early, and along with payment. Once tickets are placed, we cannot cancel or add on any orders unless you have 10 or more ticket orders. No exceptions will be made.



LA Galaxy– Coming soon! We met with the LA Galaxy soccer team this month. We are working hard to come up with a program that will attract new demographic of bowlers to your centers.



California Speedway– Coming soon! We will be meeting with CA Speedway to come up with a program for your NASCAR fans! Stay tuned...

Keep reading your emails and newsletters for updates on new money-making programs for you. Any thoughts or ideas? Please call BCSC at 818-789-0900. We’d love to hear from you!

## **BPAA Announces 2008 Golden Pin Award Recipients: Proprietors Recognized for Best Practices in Bowling Center Operations**

The Bowling Proprietors' Association of America (BPAA) is again recognizing ideas, tips and innovations in bowling center operations through the eighth annual Golden Pin Awards, formerly named BPAA Best Practices Awards. The award presentation will be held during BPAA's Annual Membership Meeting on Monday morning, June 23rd at Orlando's Rosen Shingle Creek Resort Hotel, which is held in conjunction with International Bowl Expo 2008 taking place in Orlando, Fla.

BPAA is proud to once again recognize the leaders in the industry in the essential areas of bowling center management: food and beverage operations, employee relations, center administration, customer service and retention, customer recruitment and revenue generation.

These proprietors are setting the standards when it comes to profit dollars in their centers.

The process of reviewing nominations for these recognitions, which were submitted by not only BPAA member bowling center owners/managers but also industry leaders such as state bowling proprietor association executives, BPAA Board Members and others, began earlier this year. The BPAA staff reviewed submissions and selected the winning proprietors in two size categories for each topic area, 32 lanes and up and 30 lanes.

The 2008 Golden Pin Award Recipients from Southern California are:

### Revenue Generation

30 lanes or less

Bill Mossontte

Mission Hills Bowl, Mission Hills, CA

Valencia Lanes, Newhall, CA

### Employee Relations

30 lanes or less

Robert Todd and Belinda Thomas

Ocean Lanes Bowling, Lompoc, CA



This year's Bowl Expo will be held from June, 23-26 in Orlando, Florida. Bowl Expo is the only place you can expect to find the latest trends, products and services, ideas, money-making opportunities and tools to help you grow your business. Take advantage and attend the educational seminars, work shops, social events, and participate in all the fun-filled trade show activities. (See the Bowl Expo Registration Information handbook for a list of activities.)

And while you're there, don't forget to visit some of the sponsors and partners of BCSC: Pepsi-Cola, U.S. Bowling and U.S. Steltronic and Ebonite.

If you are planning on attending this year's Bowl Expo, please email Scott Frager at [scottf@socalbowling.com](mailto:scottf@socalbowling.com). We'd like to coordinate a possible lunch/dinner for all BCSC members together.

This would be a perfect time to round everyone up for a good time!

# June 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 Angels game 2 & 3 ticket orders due today!	3	4	5	6	7 Dodgers vs. Cubs game today!
8	9	10	11	12 Angels bowler merchandise orders due today!	13	14
15	16	17 Angels vs. Mets game today!	18	19	20	21
22	23	24	25	26	27 Dodgers Game 3, 4, 5 ticket orders due today!	28
29	30					

# July 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6 Angels vs. Blue Jays game today!	7	8	9	10	11	12 Dodgers vs. Marlins game today!
13	14	15 Dodgers Shirt & Pin orders due today!	16	17	18	19
20	21	22	23	24 Angels merchandise deliver by date today.	25	26
27	28 Angels Game 4 & 5 ticket orders due today!	29	30 BCSC Golf Tournament Today!	31		

## BCSC BOARD OF DIRECTORS

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