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BCSC Newsletter

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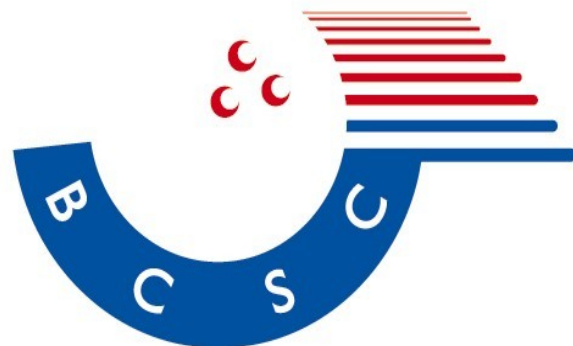
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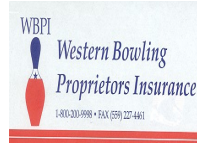
BCSC PARTNERS

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.



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President's Perspective

As we read today's headlines in the news, our biggest concerns are politics and the economy. The politics will take care of themselves whether we like it or not! The economy is something that alerts us all. Fortunately, history shows that bowling does well in what's known as "tough times." Even though we will travel less, we will still need to do things with our families. Bowling is still considered an inexpensive sport, and I believe it always will be considered that.

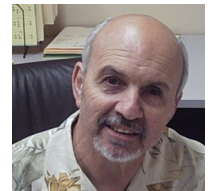
In the past few years, bowling operators have looked to open play in larger percentages than league bowling. I believe that this trend will reverse itself sooner than later. League bowling needs to return with a different look. I believe league bowling will have shorter seasons, gimmicks such as other activities tied to it, and most important, leagues will be geared toward equal payoffs in prize funds. No matter how many games you win or lose, everyone will get the same amount of money.

During the month of October, I traveled to Reno, Nevada for Bowling's Fall Classic, formerly known as the Western States Super Trade Show. The event provides seminars covering education, focus group meetings, and exhibitors providing information about their products. Overall, the show was good, but I thought participation from Southern California could have been, and should have been, much better.

The information provided at this show gives us all new ideas and a great chance to see what other centers are doing. We also have our annual meeting of Southern California proprietors and managers. We are always looking for new people to present their ideas to the board and, hopefully, to get involved.

The BCSC Association hopes to provide its members with the information, partners, discounts, and whatever else it takes to be helpful! But remember, being helpful is something we would like from you too!

Tom Cristi, President
Bowling Centers of Southern California



Happy Thanksgiving



It's certainly a bit schizophrenic out there these days. Our economy, business, vendors and bowlers are all going through some serious changes that are affecting us, too. But for a few weeks every year, we can rise above the fray outside our centers as we cater to the corporate and holiday parties that we'll be hosting.

This past weekend, the Frager family was invited to a child's birthday party at an LA bowl. It was a Sunday and the house was absolutely jam-packed with kids and families. Mom and dad were beaming as their little Daisy enjoyed her celebration. The familiar sights and sounds of bowling and laughter were everywhere.

When it came time to cut the cake, I could see Mom and Dad almost shedding tears of joy for their child—which turned to beads of perspiration when they reached for their credit cards a little later.

Suddenly, I found myself getting an earful from them about the "outrageous" cost—their word, not mine—of the event and how they might just pass on a bowling birthday next time. "Hey, I only *wish* I owned the center. . ." was my reply.

The bowling journalist in me kicked in.

"Look around," I said. "Isn't everyone having fun? What could be wrong with this picture?"

The reply was that Mom and Dad didn't feel "appreciated." Here they were spending this money on a party for their child, but it was *they* who wanted some attention too.

At the end of the day, Daisy and her friends had a great time and neither Mom nor Dad had to clean up the mess. That spells a good day for any parent! But that said, I would like to suggest that every proprietor and manager take a few minutes to meet with the staff and discuss the importance of thanking mom, dad or party planner for their business this season.

That small token of appreciation might just be the difference between a successful holiday season and a stale New Year.

In the meantime, Happy Thanksgiving from all of us at the BCSC office!



Scott Frager, Executive Director
Bowling Centers of Southern California



There's still time to join the 2009 Auto Club Speedway Bowling Club.

BCSC in the exciting new program for the Feb. 22, 2009 race! Learn about the special offers and incentives your bowlers can have access to, just by bowling! Please email besc@socalbowling.com or call 818-789-0900 to find out more. Place your promotion kit order today! \$185 for BCSC members and \$220 for non-members.



We are excited to be starting another year of bowling with the Anaheim Ducks!

We have put together an exclusive program for Ducks' fans in a season when tickets are going to be very hard to come by: two tickets to each of three games. This year, we won't be offering any merchandise items as part of the ticket package. Honda Center is mostly sold out, and seats for walk-ins and groups are extremely limited. This package is your bowler's chance to make sure they catch some exciting Ducks action in person.

There is **NO FEE** to sign up! Call BCSC and we will send you a How-to Manual to get you started, 818-789-0900 or email us at besc@socalbowling.com.



IIPP: Injury and Illness Prevention Program

Still haven't signed up for the IIPP? There are plenty centers out there that could face huge liability if a program is not put in place ASAP!!! The order process takes 2 weeks - Don't waste any more time and sign up today!

If you haven't signed up for the program yet, here's some information you missed: The IIPP stands for Injury and Illness Prevention Program. 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.

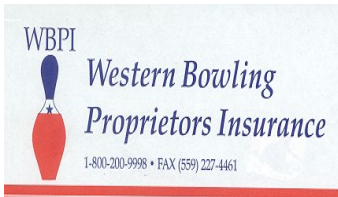
As a California business owner, you are required to comply with state health and safety law for your workplace and you **MUST** have an IIPP in place. Good intentions are not enough when OSHA comes calling.

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 (attached) and credit card order form attached 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.



Certificate of Insurance

Always get a Certificate of Insurance from your vendors naming the bowl as an additional insured and keep it on file each year.

Over the years WBPI has reminded bowling proprietors over and over to make sure they get Certificates of Insurance from all the vendors naming them as an additional insured so that when something like this happens, the bowl is covered under the vendors insurance as primary coverage. In fact, it is a requirement under the insuring terms of every policy. The proprietor failed to secure a certificate from the photo booth vendor and now the bowl has been drug into a huge legal insurance battle. The attorneys for the claimant could not be happier as now they have two pockets to pick for big money instead of just the vendor's.

If only somebody had been checking on certificates for the bowl, this would not have been the problem it now is for the bowl.

Assign somebody in your center right now to make sure you have taken care of getting a Certificate naming the bowl as an additional insured from your vendors so you can avoid this happening to you and your loss history being ruined unnecessarily.

For more information, contact Larry Linder at WBPI at 800-200-9998.



Why not give something back to the association?

Volunteer and participate in a BCSC Committee. Call Scott Frager if you'd like to learn more, 818-789-0900 or email scottf@socalbowling.com.

November 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 BCSC/NCBC Joint Board of Director's Retreat, Las Vegas, NV.	18	19	20	21	22
23	24	25	26	27	28	29
30						

December 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3 BCSC Orange County regional meeting. Fountain Bowl 11am-2pm	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			

Mark Your Calendars:

- Auto Club Speedway bowling league package orders due January 7, 2009 for delivery by January 20, 2009
- BPAA's Bowling Summit 2009
January 17-22, 2009, Napa Valley, CA.

BCSC BOARD OF DIRECTORS

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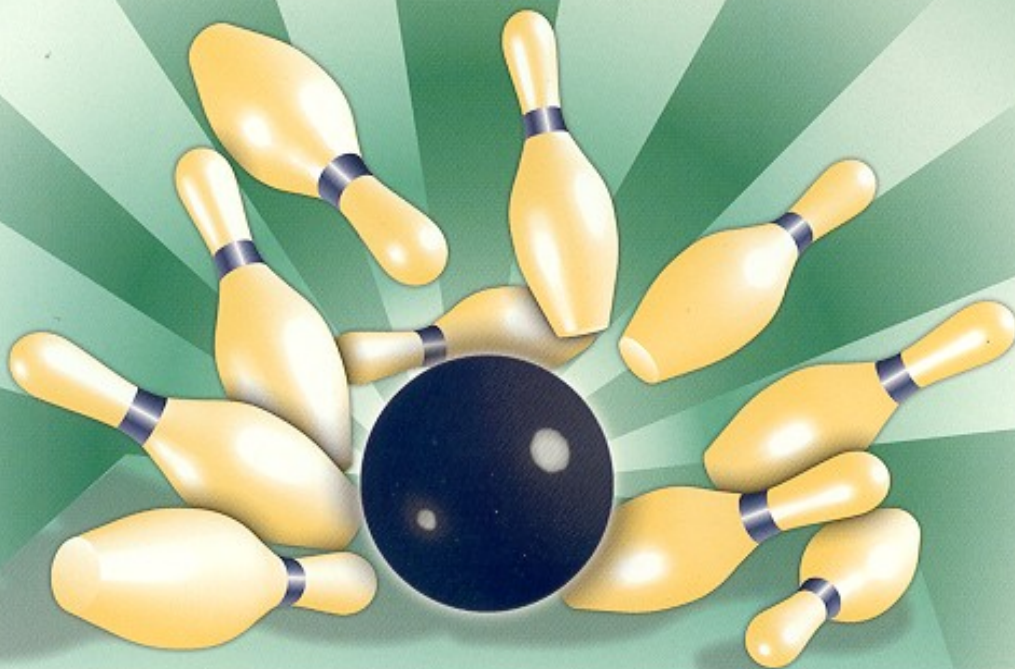


Western Bowling Proprietors Insurance

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“ E M P O W E R I N G T H E P R O P R I E T O R ”



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