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BCSC Newsletter

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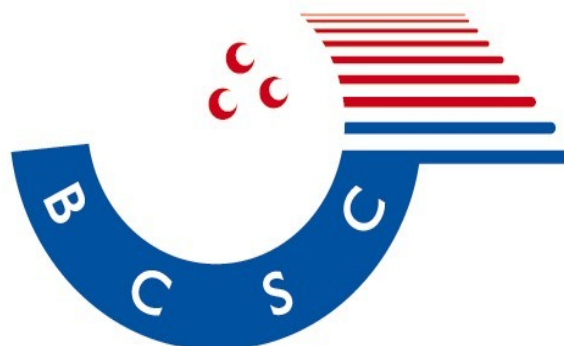
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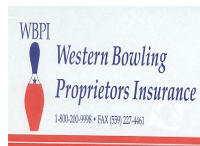
BCSC PARTNERS

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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paul@partywirks.com



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Outgoing President's Annual Report

Normally this report would be about reflecting over the last year and all the accomplishments of the association. Unfortunately, the events of the last few weeks have tainted what I considered a productive two years of transition, growth and stability of the association.

I've personally been involved in BPASC/BCSC over the last 18 years as a board member, vice president, president, executive director, and president again. As a board member and officer, I have always felt that you must put aside your personal proprietor hat for the collective good of the group. Even if a program or situation isn't the best program/situation for my particular center, if it was collectively in the best interest of the association and its members I would support and sometimes champion such a cause.

For many years I have passionately done my very best to make the bowling industry in Southern California more prosperous. Together with the help of many people within the association I feel we have succeeded in accomplishing many great things. One person in particular deserves much of the credit: Gary Forman. For many years, you have heard me praise the time, energy and work Gary's done for the association. It goes without saying that every year he deserves the award as person of the year.

This aside, I have grave concerns about the direction the association is taking. As independent owners and managers we make decisions that are in our centers' best interest. Sometimes these decisions are controversial but when you are doing what's best for your business you make those hard choices. When it come to the association we should make decisions based on what's in the best interest of the members and we should hold ourselves to high standards and operate with the utmost integrity. It is my hope that future boards remember this point.



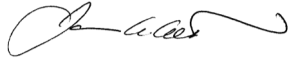
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The association is for the collective good of all its members regardless of size. We have a rich history of being leaders and mavericks in the bowling industry. I hope that we continue to live up to that tradition.

I want to thank all of the members for their support over the many years.

Respectfully submitted,



Jason Altman, Outgoing President
Bowling Centers of Southern California

Incoming President's Perspective

As I head into my new journey as your BCSC president, I hope that more proprietors become a little more involved in joining forces to work both with new ideas and proven ideas.

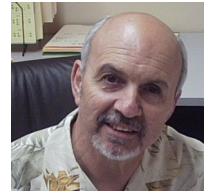
I have never thought that bowling centers should compete with each other. I really believe we should draw sustenance from each other. This will happen if we spend a little more time and effort toward that goal.

As you read this month's newsletter, you should note that we have added many new friends to our association. These people are here to help us make our business better, today and tomorrow. I ask that you at least consider what they have and contact them for further information.

With the New Year approaching, we must look forward to a new government, new ways of operating, and new ways of communicating. Scott Frager, our executive director, has promised me more time to see each of you at your centers so that your opinion can be heard. Our job as the BCSC board will be to help all proprietors be heard as well as be taken care of.

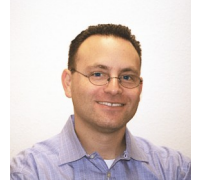
I promise everyone that the new board will be very busy in keeping things as organized as you expect them to be, and making Southern California proprietors feel good by the way we represent them.

Congratulations to Jason Altman and his board for the last two years of service. I am confident we can do as well, and maybe a little better, with some help from all you fine bowling operators.



Tom Cristi, Incoming President
Bowling Centers of Southern California

Times of Change



Everywhere we turn these days, we hear of changing climate. The ozone layer, global warming...but so far, nothing has had an impact on the nation like the economic climate of the past few weeks.

A decade ago, bowling was a darling of Wall Street. AMF issued its initial public offering, underwritten by Goldman Sachs, and subsequently ran up its center count to more than 350 worldwide. Other firms large and small were champing at the bit for their chance to dash into the winner's circle with bowling.

As of this writing, it seems incredible that the venerable Wall Street investment house and many of the others that bid on bowling in the "good old days" may not even around by the time this column is published. Grand names like Wachovia, Washington Mutual, Bear Stearns are gone or close to gone. Whoever would have thought?

My, oh my, what a difference a decade makes!

Impossible as it is these days to read the paper, watch the tube or log on and expect to see good economic news, we are fortunate enough to be in a business of fun.

Yes, many of our bowlers are hurting right now. But we can help. An hour or two on the lanes can do a lot to help take people's minds off troubles in the outside world. Just follow the news on any crisis¼war, hurricane, earthquake, fire¼and one of the first businesses to boost community morale is bowling.

We've always been community-based businesses and our communities have always reciprocated. How is your community responding to you, to your center, and to bowling? How are *you* responding to *them*?

Let us know and we'll share your stories with the BCSC community.

Scott Frager, Executive Director
Bowling Centers of Southern California



Has your center signed up for the Auto Club Speedway Bowling Club program yet?

Join BCSC in the exciting new program for the Feb. 22, 2009 race! If you missed our rollout and would like more information on what the program consists of, please email bcsc@socalbowling.com or call 818-789-0900. Place your promotion kit order today! \$185 for BCSC members and \$220 for non-members.



New BPAA Programs Designed to Attract Youth

BPAA is offering the chance to turn your bowling center into the coolest place in town with the new Bowlopolis Brand Kit, or reinforce your center's attractiveness as an after-school destination with the Bowling STRIKES! program.

Priced at \$175 for BPAA members, the Bowlopolis kit includes themed materials such as posters, banners, flyers, badges and more to encourage parents and children to ask about Bowlopolis birthday parties and Kid's Club programs.

The kit also includes a 200-copy set of DVDs featuring a Bowlopolis story episode and a music/art CD. The DVDs can be given away to youngsters as prizes or incentives to join a club or league.

The BPAA-funded Bowling STRIKES! after-school program also has been gaining favor among proprietors, parents and youngsters for its wellness—and nutrition-oriented approach to youth bowling. Bowling STRIKES! Participants earn points to redeem for bowling merchandise or other prizes by achieving weekly nutrition, social and athletic goals.

BPAA members can purchase the Bowling STRIKES! curriculum for \$49.95. Either or both packages can be ordered by contacting BPAA at 800-343-1329.



FREE...WWE “Lights Out” SmackDown Viewing Parties!

Strike Ten Entertainment is partnering with WWE to bring you an exciting and innovative new promotion and sweepstakes.

You have the opportunity to generate incremental revenue and be part of WWE’s 25th Anniversary celebration.

Help launch the Road to WrestleMania by inviting your bowlers to attend WWE SmackDown viewing and bowling parties on Friday nights 8-10 p.m. (EST) during your music and light show events.

Bowling event dates: Jan. 9 - Mar. 27, 2009

Sweepstakes dates: Dec. 1, 2008 - Mar. 13, 2009

Plan now to participate in this twelve week promotion! Start forming SmackDown viewing parties, WrestleMania leagues, or both! The sweepstakes grand prize is a trip for 2 to WrestleMania 25, scheduled for April 5, 2009 in Houston, TX.

If you have any questions or would like to request additional information, please contact Cheryn@bpaa.com.

November 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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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						

Mark Your Calendars:

- BPAA’s Bowling Summit 2009
January 17-22, 2009, Napa Valley, CA.

BCSC BOARD OF DIRECTORS

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WBPI

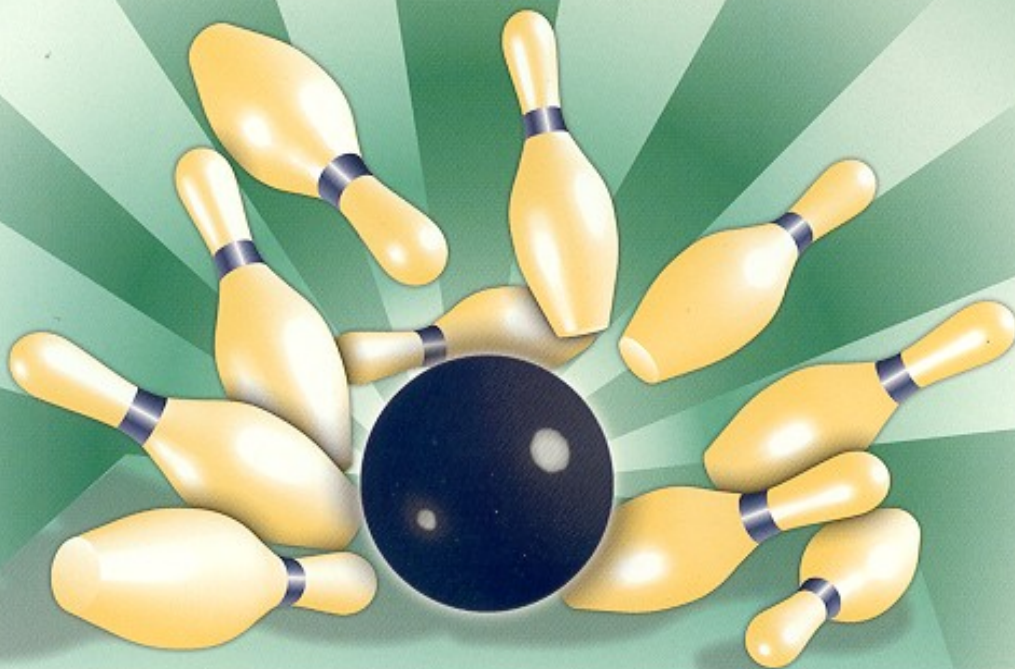


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