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BCSC Newsletter

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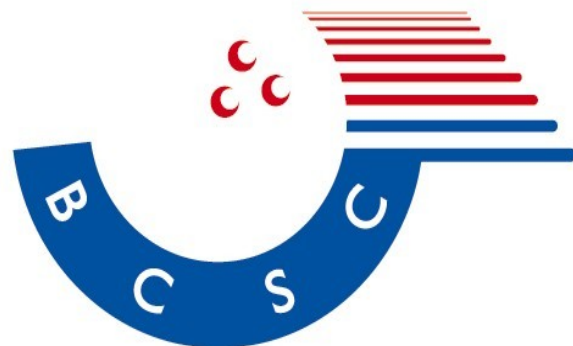
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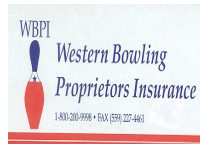
BCSC PARTNERS

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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Wait till September

“Don’t be offended, but I’ll be out of commission flooring leagues, the month of August.” I heard that, and similar phrases, over and over in August from centers.

No offense meant and none taken. We understand that this is (was) an excruciatingly busy time of year for you. And, while we’ve been extremely busy at BCSC Headquarters too, we’ve tried to give you, our members the benefit of time, space these past few weeks. We’ve done our best not to disrupt or disturb you too much. (BCSC Executive Committee and Board excluded.)

Now that August is over and leagues are floored, we’re ready to announce a series of new programs and events and are champing at the bit to share them with you. We’ll be visiting, calling, e-mailing, faxing and mailing you over the next few weeks. We’ll be doing just about anything we can to inform and encourage participation in these fall programs and in the BCSC too.

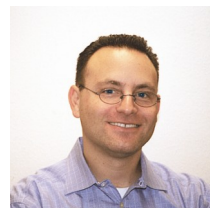
Watch for your personal invitation to attend the BCSC/Auto Club Speedway Sports Club program in the mail. Our rollout is October 8th at the Auto Club Speedway. Centers and bowlers will love what we’re offering.

Exclusive pricing, merchandise packages and marketing opportunities abound.

I have no question that the excitement this program will generate at your center will be matched only by the cross promotional value for bowling centers across our entire region.

Congratulations on flooring your latest Fall Leagues! I wish you all the best for a most successful and enjoyable year.

Thanks for putting your trust and confidence in your staff. We look forward to serving you.



Scott Frager, Executive Director
Bowling Centers of Southern California

President's Perspective

I challenge you: go to Bowling's Fall Classic (formerly known as the Western States Super Trade Show).

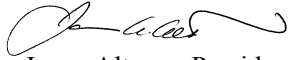
With the economy—and possibly your center's profits—struggling, it's a great time to attend BFC. This year's event will deliver something vitally important to the future success of your bowling business: a look into the future!

As we all know, times change and we need to adapt our business strategy to keep up with the changes in our customers' lifestyles (nothing spells 'lifestyle change' more clearly than economic downturn). This year's BFC education includes that very topic. Our "Green" seminar will give you helpful ideas and real-world methods on how to make your center "green" in the eyes of your customers. (And if you don't think that's important, you may want to see sales year over year of hybrid cars!) Wouldn't it be interesting for the bowling business to be known as environmentally friendly? Who would have thought?

Another seminar deals with what I consider the biggest issue facing us: employees. The Carrot Culture seminar can help us adapt to the changing faces in a bowling center workforce.

Along with these and other seminars as well as the social events Bowling's Fall Classic should be a "must" on your to-do list. But if you are sitting on the fence or thinking "I can't get away" or "Past shows didn't live up to expectations," let me tell you the most valuable part of BFC: networking with your peers. Whether business is growing or not, the best way I know to get and keep energized is this convention and trade show. Some of the best and brightest always attend and I want to pick their brains, find out what's working for them in their centers, and steal their ideas. All too often, we get sucked into the four walls of our centers. BFC is a great way to find a renewed energy, recover the passion, and gather ideas for the future progress of your business.

If that doesn't convince you to attend, let me appeal to you in another way. The BCSC annual meeting at BFC this year will be my last *ever* and we are going to have a kick-ass party plus, as a bonus, we get to make fun of Dennis Fanucchi. The laughter & fun will be worth the price of admission all by itself, and in this day and age who couldn't use a little fun in their life!



Jason Altman, President
Bowling Centers of Southern California



LADIES & GENTLEMEN, START YOUR ENGINES!

***Join us for the new and exciting
2009 Auto Club Speedway
Bowling Club Rollout***

**Wednesday, October 8, 2008
1 - 2 p.m.**

**Guest speaker
Dave Allen
Vice-President, Auto Club Speedway**

**APEX Meeting Room
Auto Club Speedway
9300 Cherry Avenue
Fontana, CA 92335**

**R.S.V.P. by September 30 to BCSC
Ph: 818-789-0900 · email: bcsc@socalbowling.com**



BCSC Briefs

Advertisement

INVESTOR ♦ PARTNER OPPORTUNITY

Local Family Entertainment Center Developer seeks investor/partner funding participation. We will own the land and new building at this state-of-the-art facility located in Sacramento. Bowling/Sports Bar/Arcade/Upscale Club are components in a multi-revenue stream operation.

- Extremely Cooperative City Gov ●
- Industry and Greater ROI ●
- 85,000 sq ft Multi-Level ●
- Excellent Corporate Mkt ●
- Howard Ellman Design ●
- Intellectual Property ●
- New Technology ●
- and Much More ●

CONTACT JAMES CRAVEN
928-699-8095 928-699-9853
james@hotelmontevista.com



Take the customer convenience challenge – visit these two bowling center websites. **Pretend to be a consumer ready to book a party.**

Which business saves your time while providing all the information you need to book a party and which website leaves you hanging waiting for answers and requires more time consuming steps for the busy customer? Remember, the key advantage today is speed of interest conversion. Close the deal quickly before they slip away!

Website #1 www.buenalanes.com

Website #2 www.plamor.com/default.asp

Considering all things being equal, is saving time important to you?

California Bowling News

For 68 years the California Bowling News (one of only 20 left in the U.S.) has reported all phases of our sport. Our heroes, their scores, rules, bowling centers—you name it—its been recorded in the volumes.

The only communication the industry has with the bowlers in the settee area is the Bowling News. You see them laid weekly on your counters, free, for YOUR customers.

The numbers of readers per week cannot be tallied—but 10,000 are printed and delivered to most centers in Southern California and Vegas. BCSC members receive a 20% discount on all ads. If you place an ad—you also get a story and a picture (optional).

Over the past 5 years, you proprietors have spent MILLIONS of dollars on upgrades. Not a word to the bowling public! Visions of smoke clouds, stale beer and pot bellies need to be replaced by visions of your modern pin palaces.

Just call Carol Mancini any Tuesday at the Bowling News or better yet, E-MAIL your story to us. If we have a space—YOU GET IT!



Dodgers' Bowling Blast

Raises \$100,000

One hundred bowlers and 11 current Dodgers players mixed, bowled and raised more than \$100,000 at the Dodgers' fourth annual Bowling Extravaganza.

The fundraiser was held Aug. 18 at Lucky Strike Hollywood.

“Like all sports teams, we do a golf event but we wanted to do a fundraising event that was a little more fun,” said Dodgers spokesman David Brennan.

“Bowling can be played by anyone. Our youngest bowler out there was probably 6 and our oldest was in the 80s.”

As in years past, one lane was reserved for patients of Mattel Children's Hospital at UCLA.

Bowlers paid \$850 per person or \$7,500 per lane to play two games, each with a different Dodgers player or celebrity. Food and an open bar were included.

The money raised will go to the team's recreation, education, health and environmental charities.

October 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8 Auto Club Speedway Bowling Club Rollout, Fontana, CA 1-2 p.m.	9	10	11
12 Bowling's Fall Classic / BCSC Annual Membership Meeting in Reno, NV.	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

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						

Mark Your Calendars:

- BPAA's Bowling Summit 2009
January 18-22, 2009, Napa Valley, CA.

BCSC BOARD OF DIRECTORS

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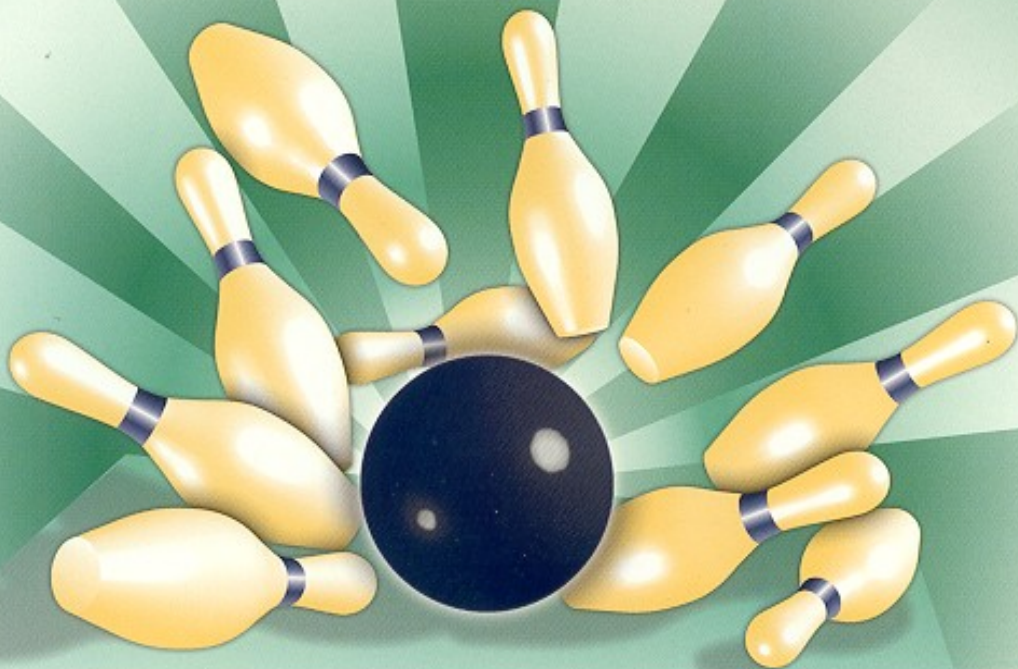


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1535 Shaw #100
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Providing Bowling Proprietors with the breaks they need.

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