

BCSC Newsletter

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JANUARY 2009

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NEW BCSC Member Benefit for '09

Buying? Selling? Sign up for your FREE classified ad!

Do you have equipment or inventory you'd like to buy or get rid of?
Need to connect with other proprietors to do so? If so, you can't beat this deal!

Classified ad sent out twice a month—in the BCSC newsletter and a special supplementary fax/Email blast.

Place as many classified ads you want, in the categories of your choice.*
And it's all FREE if you're a BCSC member.**

Here's how to send in your ad:

- Each ad should be 25 words or less, plus your contact information.
- 1 picture per ad (jpeg format)- optional
- Submit your ad to bcsc@socalbowling.com or fax to 818-783-2874.
- Your ad will run for 2 months, subject to renewal.

For any further information, please call Victoria at 818-789-0900.

*Non-member centers pay \$75 for each ad insertion.

**Ad placement based on availability.

Idea/Promotion Share

Check out the sample promotions we've included in this newsletter. Take advantage of the ideas and promotions that other centers are running that work for them and just might also work for you!

Do you have an idea or a promotion you'd like to share? Please forward all promotions and/or ideas to BCSC by fax at 818-783-2874 or email bcsc@socalbowling.com.

BCSC PARTNERS

PAGE 2



American Consulting Group

Steven J. Ross
23361 Madero, Suite 220
Mission Viejo, CA 92691
800-747-8666
www.american-consulting.com



Boston Beer Company

Samuel Adams
Stephanie Landis
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Boston, MA 02130
619-206-1349
Fax: 866-725-4758



CleanSource Inc.

Gus Dominguez
5580 East Olympic Blvd.
Commerce, CA 90022
323-837-4149 • 323-788-3392
gdominguez@cleansource.com



Dippin' Dots

John & Cheryl Hiller
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Valencia, CA 91390
661-510-8348 • 661-857-3274



Ebonite

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Elavon

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Fax: 865-403-5857
alicia.umber@elavon.com



Herzog Insurance Agency

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Pleasanton, CA 94566
800-300-1303
info@herzogins.com



International Bowling Industry

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Sherman Oaks, CA 91423
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frager@bowlingindustry.com



MillerCoors

Larry Rovira
909-724-8858
rovira.larry@millercoors.com



Mischel & Company

*Bowling & Entertainment Centers - Full-Service
Brokers, Appraisers and Financial Advisors*
Ken Mischel
37 Tunapuna Lane
Coronado, CA 92118
619-423-2001
Fax: 619-423-7850
mischelco@msn.com



Murrey International, Inc.

Bill Snoberger
14150 S. Figueroa St.
Los Angeles, CA 90061
Ph: 310-532-6091
www.murreyintl.com • sales@murreyintl.com



OpenPlay Marketing, Inc.

Kevin Malick
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Pepsi

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Buena Park, CA 90620
714-522-9683
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714-750-3090 ext. 110
Fax: 714-750-3091
vfloria@royalaa.com



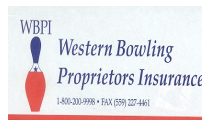
Switch Bowling and Billiards LLC

James Borin
1025A Avenue M
Grand Prairie, TX 75050
972-679-4824
james@switchbowling.com



US Bowling Corporation/ US Steltronic

Mark Marchido
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Chino, CA 91710
909-287-0712
Fax: 909-287-0718
mark@usbowling.com



Western Bowling Proprietors' Insurance

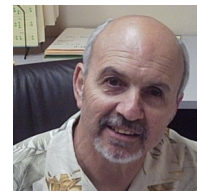
Larry Linder
1535 E. Shaw Street, Suite 100
Fresno, CA 93710
800-200-9998
Fax 559-227-4461



Western Pacific Bowling Supply

Chuck Sager / Lee Haxton
1216 W. Grove Avenue
Orange, CA 92865
714-974-1733
chuck@wpbowling.com

President's Perspective



I would like to open 2009 by wishing everyone a happy new year and hoping that the bowling business is good to all. Some nice rainy and cold weather can always help us get things started!

Our new board has just been given their new committee positions, and I'm very anxious for everyone to get things happening to make it better for you and your centers. Some of our committees are Legislative, Insurance, Sports Clubs, Tournaments and Buying Groups. The people on the board involved in these groups are instructed to find the best values for your centers so that we can continue to make your dues investment a wise decision.

I am very happy to announce that some military centers in Southern California have come on board to join the association. Once we can show a center that joining has a value, I believe all centers will get to membership. If people will really look at what the National and Local BPAA offer in value, it's a slam dunk!

On a somewhat discouraging note, our deal with Pepsi is coming to a close in August of 2009 and I must admit that negotiations for a new deal are going rather slowly. For the good of the centers, we have begun to visit some other options in case Pepsi does not meet us with a new deal. Please understand that our goal is to make it work with Pepsi, but we must also keep our options open.

At our last meeting we discussed our present Friends Partnerships and whether their values were good for members. We feel that they are trying to contribute as best they can, and in all fairness to them, you really have to give them some time of yours to see what they have to offer.

I am also proud to say that we are continuing to add new partners. Our latest partner is Clean Source, a janitorial company like Unisource. They have promised to call on everyone, showing you pricing and values for products that we all use daily. I personally have used them for almost seven years, and the service delivery is also very good. Please check them out!

Each month starting in January, we will be offering different promotions being run in many of the centers. My idea is to look at what others are doing to be successful. Flyers will be provided by the association, and please feel free to call these operators for questions. If you have a promotion that you would like to offer, please call Victoria or Scott at our BCSC office.

Looking forward to talking to you next month,

A handwritten signature in black ink, appearing to read "Tom Cristi". The signature is written in a cursive, flowing style.

Tom Cristi
President
Bowling Centers of Southern California

High School Bowling

Our Vice President, Dan Mueller, was able to in contact Marie Ishida, the Executive Director at California Interscholastic Federation, and get the BCSC on their agenda in February 2009. The topic would be the certification of bowling as a high school varsity sport.

If at least six districts commit to recognizing bowling as a high school sport, then there is a chance to move forward with the program.

Do you run a high school bowling program at your center? If so, how many schools participate in your area? How many kids participate in the program? We'd like to know. Send us an email, bcsc@socalbowling.com.

Frosty the Bowl Man

It's raining in Los Angeles. For a lucky few, a surprise snowstorm is capping the New Year's celebrations. I like it when it rains and snows. I think most bowling centers across Southern California would agree with me. When the weather turns wintry, people look for comfort indoors.



And we all know that equals bowlers seeking fun in our welcoming, warm, comfortable centers. Exactly what we need this time of year! Let's provide the best facilities and services and encourage customers to dry off, warm up, and shed their day-to-day problems along with their winter coats.

With the start of a new year, the BCSC office is super-busy preparing new programs and events for you and your bowlers. Anticipation and eagerness are in the air—and a few tricks are up our sleeves.

Just as a start, as you can already see, we have a new newsletter style, with new benefits to being a part of our association. Check out our new FREE classified section (got anything to sell or buy?) and our Member Spotlight section profiling fellow managers, proprietors and centers that we may not hear from often, but who are so important to the success of our association (got anyone you want to commend?). Also, we're delivering successful promotion ideas you can steal—borrow—from your peers (got something to share?).

We are a group of individual people, but Together Each Achieves More.

Feel free to call me, at any time, if you would like me to explain BPAA/BCSC member benefits. It's my goal to make sure you're taking full advantage of all that's available.

Scott Frager
Executive Director
Bowling Centers of Southern California

California Bowling Writers Supports the Troops Calling Home

Bowlers across California are showing their support for our troops overseas, by contributing to the California Bowling Writers (CBW) phone card drive. What better way to show our troops how much we care than by providing them with phone cards to call home and talk to their loved ones.

The program started three years ago and during the first year, raised \$500. Now, thanks to individual donations from league bowlers, industry leaders and ongoing support from the California USBC to the

Bowlers to Veterans Link (BVL) to date, have raised an astounding total of \$15,000+.

Although times are tough now for many of us, bowlers always seem to find a little something to support worthy causes. Again, reaching out to all those who donated last year and invite those of you who weren't involved to become a part of this great CBW campaign in 2009.

Amount doesn't matter. All donations will be gladly appreciated. Please mail all donations to: Tina Martin, CBW Treasurer, 57 Shields Lane, Novato, CA 94947-3877 and make the check out CBW.

Center Spotlight: Gage Bowl

Proprietor: Doug Svela

1. How long have you been in the bowling business?
I started bowling in 1962. I started working at Wonder Bowl, in Downey, CA in 1970.
2. How did you start?
My father was in the business.
3. Describe your market area.
North area of the bowling center, manufacturing and warehousing. The rest is residential and small businesses.
4. Biggest challenges:
Converting casual open play bowlers to league bowlers.
5. Where is your most profitable area?
It's hard to say because of expenses that are spread throughout different areas. The bar and bowling are pretty close to the same.
6. Biggest benefit to belonging to the BCSC?
It's the sum of all the parts.
7. Business since the economic downturn:
Lineage is down 6.5%, revenue down 1.75% (comparing to last year).
8. What is the best thing about the bowling business?
The work atmosphere. Being around people who are there for recreation and fun.
9. What are some of your hobbies?
Bowling and golf.
10. Anything you would like to change about bowling?
Book average system.
11. What was the last book you read?
The Carrot Principle: Getting Better Results from Your Employees by Max Brown
12. Why did you join the BCSC?
The positives outweighed the negatives.



Become a BCSC Member and Save!

Ever wonder what the benefits are in joining the BCSC? The purpose of joining the BCSC association is to help save your center money and help you make money.

We've enclosed a member savings chart (based on a 24-lane center) in this newsletter from the BPAA which

helps you figure out where you can benefit and how much you can benefit.

If you haven't already joined, call BCSC today to sign up.

According to the BPAA, both Pepsi and Coke have announced their National Account Price for 2009. Pepsi pricing went up \$0.60

to \$10.79 per gallon and is still cheaper than Coke's \$10.98 per gallon. If you are on the BPAA-Pepsi program, your cost is only \$8.69 per gallon after rebate.

This program alone may cover the state portion of your membership dues.

Scholarships Available



The Bowling Writers Association of America (BWAA) annually awards scholarships named in honor of BWAA, American Bowling Congress, and Professional Bowlers Association Hall of Fame journalist Chuck Pezzano of Clifton, NJ.

Qualities considered for the Pezzano Award include academic achievement (minimum 2.5/4.0 GPA or equivalent), involvement in the field of communications and bowling participation, although bowling skills are not a requisite. The application must also include at least one reference letter, a school transcript and a short essay on bowling of not more than 350 words.

A first, second and third place scholarship will be awarded based on the applicant's credentials, not gender. Combined scholarships will not exceed \$3,000. Any or all of the funds will be distributed at the

discretion of the committee. Additionally, winners will receive a one-year paid membership in BWAA.

If you have a youth bowler in your center planning on attending college in the near future or currently enrolled in college, talk to him or her to see if they meet the above criteria. If they do, please encourage them to apply.

For more information, log on to the BWAA website at bowlingwriters.com and click on the scholarships tab on the left side of the page or email Joan Romeo at romeotmt@pacbell.net.

Deadline for application submission is May 1, 2009. Scholarship winners will be announced in June '09 at the BWAA Annual Meeting held in Las Vegas during Bowl Expo.



Pepsi

Muscle Milk

Have you tried Pepsi's new product, Muscle Milk? Try something new for '09. This is a unique protein-enhanced beverage promoting lean muscle growth, exercise recovery and healthy, sustained energy. Just what your bowlers need after a game or two!

If you haven't already done so, call your local distributor to get your supply today. See the flyer in this newsletter for more information. Healthy tastes great!

Sports Club Updates

2009 Angels Rollout!

Join us on Tuesday, Feb. 3, 11 a.m. at the Angel Stadium for the 2009 Angels Bowling Club Rollout! R.S.V.P by Jan. 26 by email, bcsc@socalbowling.com or call us, 818-789-0900. We will have lunch and discuss the new and improved program with special incentives!





2009 L.A. Clippers Bowling Club Program

Better seats! Join the 2009 L.A. Clippers Bowling Club program. There is no fee to sign up! This year, we're offering tickets to 3 home games. Your bowlers will receive great seats! For two of the games, seating is in the upper center, low 300-level section and for one of the games, 100-level section. Games will be held at the STAPLES Center.

Plus, we're mindful of your bowler's budget, so there'll be no merchandise in addition to the game ticket orders.

Call BCSC today to get your bowler program started.



L.A. Avengers Rollout Cancelled

The L.A. Avengers Bowling Club rollout scheduled for January 8 is now cancelled.

ESPN announced early Monday, December 15 that the 22-year-old indoor arena football league has been suspended for 2009 and did not say if they would be playing in 2010. The league said in Monday's statement it was "developing a long-term plan to improve its economic model."

Thank you to Chris Holmes, our representative from the L.A. Avengers, for all your hard work and dedication to the BCSC.

Banking Information

When sending a check to the association, Bowling Centers of Southern California (BCSC), please do not confuse your checks with the Foundation of BPASC which is part of the Grand Prix Scholarship Program. All checks coming in for the Grand Prix Scholarship Program should be made out to Foundation of BPASC.

Classifieds



Glow Shoes

Approximately 275 pairs of assorted used Cobra glow shoes.

Sizes kids 9 to adult 13, Velcro.

\$1,100 for the whole lot.

Will delivery within 75 miles at no charge.

Contact Steve at Zodo's Bowling and Beyond at 805-967-0128 or steved@zodos.com.

Scoring System

30 lanes Brunswick AS-90 scoring system.

79 scanners and extra parts.

Complete front desk system and complete back office system.

Many extra parts.

Contact Jim at Yorba Linda Bowl at 714-777-3818 or ylbowl@sbcglobal.net.

“What we see depends mainly on what we look for.” - John Lubbock

Save the Date!

Saturday, June 13– 2009
 California Bowling Writers Media & Publicity Luncheon
 at Riverside Marriott, 11:30 a.m.
 (For reservations, contact romeotmt@pacbell.net)

January 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7 Auto Club Speedway bowling league package orders due	8	9	10
11	12 Ducks Game 2 & 3 ticket orders due today	13	14	15	16	17
18	19	20 BPAAs Bowling Summit, Napa Valley, CA.	21	22	23	24
		Auto Club Speedway package delivery				
25	26	27	28	29	30	31

February 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3 Angels Rollout / General Membership 11 a.m.	4 Legislative Bowling Party, Sacramento, CA	5	6	7
8	9	10	11	12 Dodger Rollout/ BOD Meeting 11 a.m.	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

BCSC BOARD OF DIRECTORS

TOM CRISTI

President

Santa Clarita Lanes
21615 W. Soledad Canyon Rd.
Santa Clarita, CA 91350
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F: 661-254-7562
scl4usc@aol.com

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Torrance, CA 90505
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gagebowl@sbcglobal.net

BRYAN ALPERT

Pickwick Bowl
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balpert@pickwickgardens.com

JOHNNY HUMBLE

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San Diego, CA 92111
P: 858-279-1501
F: 858-279-8693
johnnyhumble@hotmail.com

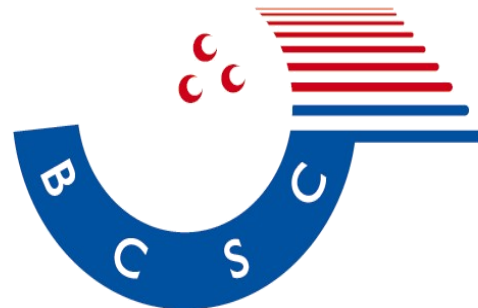
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WBPI

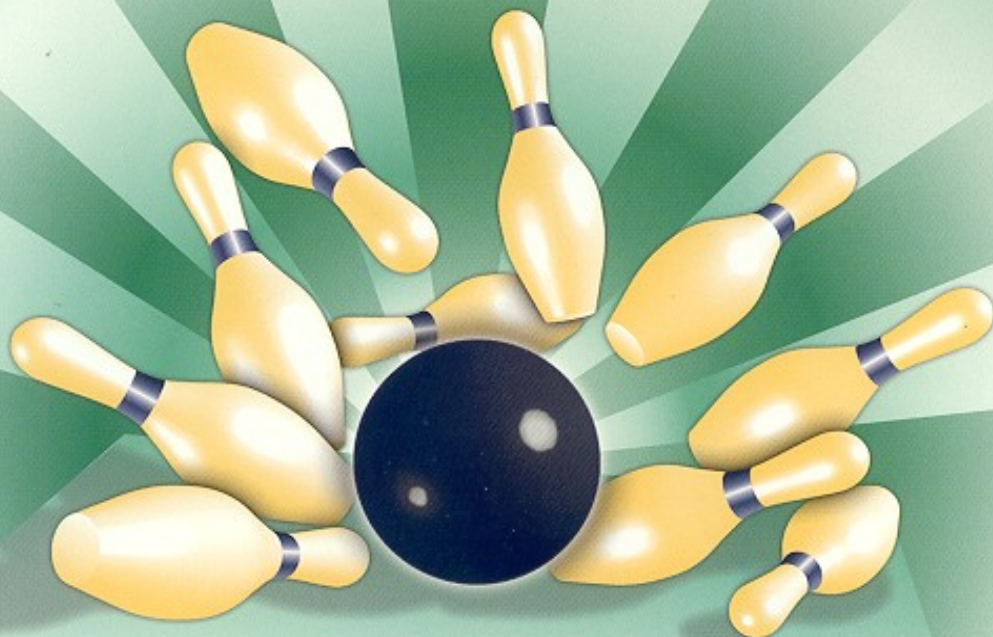


Western Bowling Proprietors Insurance

1-800-200-9998 • FAX (559) 227-4461

L.J. LINDER, Inc.
1535 Shaw #100
Fresno, CA 93710

The WBPI is Moving the Bowling Industry into the 21st Century by
“ E M P O W E R I N G T H E P R O P R I E T O R ”



Please Call 800-200-9998 for a Quote

Providing Bowling Proprietors with the breaks they need.

Let us prove that we are uniquely positioned to satisfy your insurance needs. We have knowledgeable, experienced staff ready to answer your questions. Please give us a call.