



BCSC Newsletter

VOLUME 13, ISSUE 7

JULY 2009

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pepsi.

BPAA and Pepsi Contract Renewal

BPAA and Pepsi are proud to announce the renewal of their long-standing partnership. The all-inclusive beverage program features:

- National account pricing—same pricing given to huge restaurant chains.
- \$3 a gallon in rebates.
- Price protection on bottles and cans.
- Beverage promotions that will drive traffic and increase profits.
- Unmatched bowling industry support.
- Re-sign bonus for centers on the current contract that renew by 11/30/2009.

Tip from Pepsi, effective immediately:

BCSC has been able to negotiate a lower rate for Dr. Pepper on fountain: \$10.79 per gallon. This is a significant reduction for most centers. Centers don't qualify for a rebate on Dr. Pepper fountain. However, if you swap out a Dr. Pepper for any other Pepsi product, you will get the \$10.79 per gallon rate plus the \$3 per gallon rebate.

Don't delay—send in your contract now. Email terry@bpaa.com or fax to 817-633-2940.

Zoomerang!



Have you filled out the BCSC member value survey we sent you via email? Well, if you haven't already done so, we ask that you take 5 minutes of your time to provide us some feedback.

We've kept the survey short and sweet—only 12 questions. Follow the link in the email. We're dying to know.

If you haven't received the survey, please contact BCSC and we will get one sent to you.

BCSC PARTNERS



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Canyon Country, CA 91351
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danpaul2000@hotmail.com
www.allsystemsco.com



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info@herzogsins.com



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Irvine, CA 92614
949-250-4774
spencerg@hpsionline.com

HPSI is a national group purchasing service company that negotiates contracts, collects rebates, and audits invoices for our consumers in the food service, bowling, hospitality, and healthcare industries.



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Scott Frager
13245 Riverside Drive, Suite 501
Sherman Oaks, CA 91423
818-789-2695
frager@bowlingindustry.com

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



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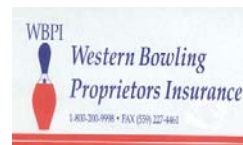


US Bowling Corporation/ US Steltronic
 Mark Marchido
 5480 Schaefer Avenue
 Chino, CA 91710
 909-287-0712
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 27717 Aliso Creek Rd.
 Aliso Viejo, CA 92656
 949-643-5743
 greg.copeland@pepsi.com



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

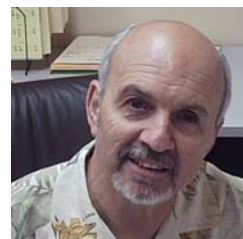


QubicaAMF
 Joe Roussin
 190 S. Summertree Road
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 714-974-9436
 jroussin@qubicaamf.us
 www.qubicaamf.com

QubicaAMF, the leader in new bowling center development and existing center modernization, bowling equipment and support services.

President's Perspective

After long months of hard work by our board, I believe that we have completed a good deal with our partner, Pepsi. The package that was presented took some time to finalize, but the bottom line is that we are to represent all centers in Southern California in getting the best deal possible. At this time, we are encouraging every center to sign contracts and receive their early-signing bonuses. Pepsi has told us that we will receive more glass-front machines for centers, better POS materials, and better service to all members in the association.



This past week, I had the pleasure of attending Bowl Expo in Las Vegas. This is a chance to meet with vendors that offer products for centers. It also gives us a chance to change what's right and wrong with our industry. One of the biggest concerns is a lack of good youth programs in most centers. The decrease in number of junior bowlers is alarming, and something that we must all pay good attention to. The youth of today have so many options for spending their dollars, and that makes me realize that we must be more knowledgeable about what they want and more creative in supplying it.

Winter season bowling is just around the corner and I hope that everyone is thinking and looking for new ideas. The association has just finished offering you a jersey program to get new people involved, and we are also very excited to promote a cruise league that should be cost-effective and a great way to plan a vacation. Complete details should be available to all centers ASAP. For additional information, contact Victoria at the BCSC office. I think you will be pleasantly surprised.

In closing this month, I had the pleasure of meeting presidents from across the country who oversee their local associations as I do. The feeling across the country is that even though our sport represents discretionary dollars for the public, people will continue to bowl in leagues and participate in open play programs. One president said that for the price, bowling is far attractive than going to the movies. Let's all hope that his theory is correct.

Tom Cristi
President
Bowling Centers of Southern California

Pacific Coast Regional Meeting Highlight

The region's states came together on June 21 at Bowl Expo and elected Jason Altman, Surf Bowl, Oceanside, CA, as regional director. He succeeds Jim Wangeman from Harvest Park Bowl in Brentwood, CA.

Altman, is former BCSC president and executive director. His duties include attending all BPAA board meetings, reporting to Pacific Coast bowling centers, and addressing concerns or questions our proprietors have to the BPAA board. Any issues you'd like the BPAA board to notified of, Altman may be reached at 760-722-1371 or emailed at surfbowl@surfbowl.sdcoxmail.com.

BCSC Membership Value

Last week, I created and sent out a BCSC Member Service/Value Survey via e-mail. This was a first for the BCSC, but definitely not the last.

Since assuming the position of executive director in November 2006, I've promised to provide this not-for-profit trade association the service usually reserved for the finest of for-profit businesses. It's been a commitment I'm proud to have fulfilled and verified by the great majority of BCSC members.



The general purpose of the survey was to not merely satiate my enormous ego, but to also discover if BCSC members find value in the programs we offer and to solicit ideas for new programs. Results are in and are clear.

BCSC/BPAA membership pays!

I also got a clearer picture about the programs we currently offer and the programs that you actually use. There were many proprietors who wanted to learn more about some of our ongoing programs and partners. Rest assured, we'll follow up with all requests to make sure we answer your questions and, if you wish, have the vendors contact you.

This is but one of many ways we wish to conveniently and efficiently touch base with you. In the survey we asked you to rank the best methods of reaching you. Some preferred personal visits; others requested phone calls or e-mail. Your preferences have been noted.

Through a combination of personal visits, phone calls, e-mails, faxes, snail mail, surveys, newsletters and the BCSC website we constantly reach out to serve. Our goal is to serve you the way you want to be served.

I want to thank everyone who took the time to fill out the survey. It was short and sweet and even a little fun. If you didn't get the survey and want to find out what the heck I'm talking about, give me a call and I'll send it to you again. I promise you'll find the survey of value.

Scott Frager
Executive Director
Bowling Centers of Southern California

Don't Miss the BCSC Bowler Night Out at Angel Stadium!



VS.



Sunday, September 13 vs. White Sox

View All-Star Seating

\$12 per ticket.

Order your tickets by 7/28.

Call BCSC for a flyer and/or to order your tickets, 818-789-0900 or email bcsc@socalbowling.com. All proceeds from the ticket sales will go to the Grand Prix Scholarship Program.



Fresh Website

International Bowling Industry magazine has just revamped its website, www.BowlingIndustry.com. You probably received an invitation to join the site and become a friend. This is the best opportunity to connect with industry affiliates from around the world!

You can do pretty much everything from posting pictures, videos, chat, blog and join forums. This site offers everything those other sites offer PLUS more!

Start a blog and tell us how your day is going. Or ask a question or address an issue and in moments, get your questions answered and your issues aired. Need to shop around for vendors or suppliers? They're now at your fingertips.

There's no cost to sign up. Just a couple minutes of your time to get started. Hurry up, you're missing out on some cool conversation.



NEW Partner!

Welcome FUNTS, our newest BCSC Partner. They are a dry-roasted peanut company bringing you the finest in peanuts. These are shelled peanuts that leave no grease and no mess—perfect for your bowlers.

FUNTS won't leave your hands greasy, salty and a mess. FUNTS are also the perfect compliment to a cold glass of beer. Call 877-HEY-FUNTS and order your case today!

Contact Zev Zuckerman to learn more about FUNTS, 415-377-9288.



National Bowling Week

National bowling week runs from Aug. 29 through Sept. 5, 2009. BPAA has sent all of its centers a packet of materials to help make this event a success. This event's purpose is to attempt to hold the World Record for the most games bowled in a 24-hour period. On Saturday, Sept. 5, we will try to surpass last year's record of 808 centers reporting over 548,000 games bowled. This year's goal is to reach a million!

To drive more bowlers into your center, build a national database and create a media buzz. This is a great way to introduce thousands of people to the sport. All BPAA members are automatically included as participants in the acceptance of the National Bowling Week free game of bowling coupon on Sept. 5. Should you wish to opt-out of this one-day event, please see the attachment to this newsletter and fax it to the BPAA number on the form.

Media Watch



Have you seen the new GEICO caveman commercial? We've posted it at www.BowlingIndustry.com.

It's about a sad-looking caveman who spots some other cavemen and joins them bowling. The previously sad caveman starts to have a good time. After celebrating a strike, he becomes upset again as he notices a GEICO ad on the sweep.

The best part of it all: the caveman finds friends and happiness at a bowling alley.

Bowler Cruise Club



This is BCSC's HOTTEST new program. A 3-day Mexico Cruise with Carnival sailing June 4, 2010.

You don't have to buy a kit to participate in the program! Just notify BCSC so we can keep you on the loop for any updates and notifications.

The best part of the program: For every 8 cabins you sell (based on double occupancy) you will receive 1 ticket free! So bring your groups and come join us for a weekend getaway!

Call Victoria at BCSC to learn more: 818-789-0900 or email bcsc@socalbowling.com.

Jersey Program

If you haven't already done so, you're missing out on BCSC's BEST program ever! Members and non-members will get the same pricing for the kit, \$139 which comes with 2 real-deal officially licensed jerseys to display. To top it off, for every jersey you sell, you will receive a \$10 rebate. You won't find this deal anywhere! Sign up today!

Call Victoria at BCSC, 818-789-0900 or email bcsc@socalbowling.com to get your kit today!



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Center Spotlight: Kearny Mesa Bowl

Johnny Humble, General Manager
7585 Clairemont Mesa Blvd., San Diego, CA 92111



How long have you been in the bowling business?

Since I was 12 years old (now 44 years old).

How did you get into the bowling business?

My mom was an accountant at Palomar Lanes.

What is your most profitable area?

Bar and bowling, 50/50.

What is the best thing about being in the bowling business?

The people you meet.

What's the next major project you're planning for your business?

Interior decoration.

How has business been since the economic downturn?

Been up and down.

If you could change one thing about bowling, what would it be?

PBA—doesn't make money. They need to be making more money.

Do you have a quote to live by?

"You'll never find a better pal than a bowler."

Do you have any hobbies?

Golfing.

Are you married?

I'm engaged to Heather. We will be getting married soon.

Music Licensing



One of the great benefits of belonging to the BCSC is that you are taking advantage of this exclusive member benefit. Music is like personal property; when you want to borrow it you must ask permission. This is why BPAA works to negotiate substantial discounts on your behalf with each of the three companies (ASCAP, BMI, and SESAC) that represent different copyright owners as well as a unique catalog of musical works.

Members will save approximately 60% or more. Beware! Some satellite services mistakenly claim they pay your music licensing fees. They do not pay your fees for music that is used on the bowling lanes or for any lounge music where singing or dancing occurs.

Bill to Raise Federal Tipped Wage Introduced

Congresswoman Donna Edwards (D-MD) has introduced the Working for Adequate Gains for Employment in Services (WAGES) Act (HR 2570), which would increase the federal tipped wage rate for workers who earn gratuities. Specifically, the bill proposes to raise the tipped wage rate from \$2.13 to \$3.75 per hour 90 days after enactment. The tipped wage would then increase again to \$5 per hour on July 1, 2011, and to 70 percent of the federal minimum wage (but no less than \$5.50 per hour) on July 1, 2012.

Prospects for the bill (which was co-sponsored by 20 other Representatives) are unclear. HR 2570 has been assigned to the House Education and Labor Committee.

BCSC Annual Golf Tournament

There's still time to join the BCSC Annual Golf Tournament. This year's event will take place on July 29 at Black Gold Golf Club in Yorba Linda, CA.

There's only a few foursomes left, so bring your coworkers and friends and come enjoy a day with your fellow industry people.

Individual entry to golf and dinner is \$160 per person. Bring a foursome and get the discount price of \$580. If you sponsor a tee, it's only \$275 which includes golf and dinner!

A special thanks to Dippin' Dots for providing ice cream to our guests during check-in, Boyd Gaming for sponsoring the golf carts, South Point Casino Hotel for sponsoring the cocktail hour following the golf, Western Pacific Bowling Supply for providing the golf awards during dinner, and Pepsi for supporting our event.

Contact Scott Frager at BCSC to join, 818-789-0900 or email scottf@socalbowling.com

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A resigning bonus to past participants*

Bigger and better rebates

Bottle and can program

Huge national marketing promotions

Continued financial support to the industry



Bowling and Pepsi have been loyal partners to each other for many years and now with this renewal they CELEBRATE the POWER OF PARTNERSHIP!

For your contract call

1-800-343-1329

*Current Pepsi contracts will run through 12/31/09 and the new terms will begin 1/31/10. Centers MUST resign a new contract by November 30, 2009 to receive the bonus. Call for details.

PEPSI and the Pepsi globe are trademarks of PepsiCo, Inc.



CLASSIFIEDS

**Want to buy or sell equipment?
Need to connect with other proprietors?
Then you can't beat this BCSC Newsletter special!**

Place as many classified ads you want, in the categories of your choice. Each ad runs for two months in the BCSC Newsletter, subject to renewal. And *it's all free* if you're a BCSC member, just \$75 per ad insertion if you're not a BCSC member.

Send us:

- 25 words or less plus your contact info.
- 1 picture per ad (.jpg format) - optional.

Email material to besc@socalbowling.com or fax 818-783-2874.

Center for Sale

Paradise Lanes in Barstow, CA. Center has been closed, but ready to reopen. Center features: 24 lanes and a large bar.
Call Mischel & Co. for more info, 619-423-2001.

Brunswick Gold Mini-Pins \$11 per pin

Limited quantity of Brunswick gold mini-pins available. These are discontinued pins which you won't find anywhere else! Call BCSC to place your orders today, 818-789-0900.



For Sale From Jewel City Bowl

Contact Tony Sands at Jewel City Bowl in Glendale, CA. to inquire about the 12 items for sale which was featured in the June issue of the newsletter. Tony may be reached at 818-243-1188 or email tony@jewelcitybowl.com.

July 2009

Sun	Mon	Tue	We	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

July 2: Dodgers Game 3 and Optional Game Ticket Orders Due

July 15: Angels vs. Orioles Game, Angel Stadium

July 18: Dodgers vs. Astros, Dodger Stadium

July 18-19: Grand Prix Regional Tournament #4

July 25: Dodgers vs. Marlins Game, Dodger Stadium

July 28: Angels Games 4,5,6 Ticket Orders and Pullover Orders Due

July 29: BCSC Annual Golf Tournament, Black Gold Golf Club, Yorba Linda, CA

August 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

August 4: Dodgers Game 5&6 Ticket Orders Due

August 8: Grand Prix Last Chance Tournament, Victor Bowl, Victorville, CA

August 9: Grand Prix State Finals, Victor Bowl, Victorville, CA

August 22: Grand Prix Annual Banquet, Knott's Theme Park, Buena Park, CA

August 23: Dodgers vs. Cubs Game, Dodger Stadium

August 25: Angels vs. Tigers Game, Angel Stadium

September 2009

Sun	Mon	Tue	We	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

September 5: National Bowling Day

September 13: Angels vs. White Sox Game, Angel Stadium

September 18: Dodgers vs. Giants Game, Dodger Stadium

September 22: Angels vs. Yankees Game, Angel Stadium

October 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

October 4-6: West Coast Bowling Convention, Lake Tahoe, NV

October 5: BCSC Annual Board of Directors Meeting

BCSC BOARD OF DIRECTORS

TOM CRISTI
President

Santa Clarita Lanes
21615 W. Soledad Canyon Rd.
Santa Clarita, CA 91350
P: 661-254-0540
F: 661-254-7562
scl4usc@aol.com



MICKY COGAN

Gable House Bowl
22501 Hawthorne Blvd.
Torrance, CA 90505
P: 310-378-2265
F: 310-378-6158
mcghb@aol.com



JOHNNY HUMBLE

Kearny Mesa Bowl
7585 Clairmont Mesa Blvd.
San Diego, CA 92111
P: 858-279-1501
F: 858-279-8693
johnnyhumble@hotmail.com

DAN MUELLER
Vice President

Buena Lanes
1788 S. Mesa Verde
Ventura, CA 93003
P: 805-656-0666
F: 805-656-0774
buenalanes1@earthlink.net



NICOLE ELLISON

Del Rosa Lanes
1499 E. Highland Ave.
San Bernardino, CA 92404
P: 909-886-4675
F: 909-883-4665
nicole@delrosabowl.com



BILL MOSSONTTE

Mission Hills Bowl
10430 Sepulveda Blvd.
Mission Hills, CA 91345
P: 818-361-1221
F: 818-361-0321
missionbowl@verizon.net

GARY FORMAN
Secretary / Treasurer

Fountain Bowl
17110 Brookhurst St.
Fountain Valley, CA 92708
P: 714-963-7888
F: 714-965-1158
gcf@fountainbowl.com



CRAIG GOODMAN

Santa Clarita Lanes
21615 W. Soledad Canyon Rd.
Santa Clarita, CA 91350
P: 661-254-0540
F: 661-254-7562
craiggnla@dslextreme.com

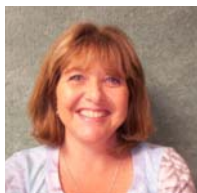


SCOTT PODDIG

Harley's Camarillo Bowl
305 Arneill Rd.
Camarillo, CA 93011
P: 805-482-0747
F: 805-987-5170
cambowlscott@yahoo.com

BRYAN ALPERT

Pickwick Bowl
921 W. Riverside Dr.
Burbank, CA 91506
P: 818-842-7188
F: 818-845-5082
balpert@pickwickgardens.com



DINA FINK

Buena Lanes
1788 S. Mesa Verde
Ventura, CA 93003
P: 805-656-0666
F: 805-656-0774
buenabowler@aol.com



DOUG SVELA

Gage Bowl
3477 E. Gage Ave.
Huntington Park, CA 90255
P: 323-587-3211
F: 323-587-3531
gagebowl@sbcglobal.net

Official Publication of the Bowling Centers of Southern California

13245 Riverside Drive, Suite 501
Sherman Oaks, CA 91423
Scott Frager, Executive Director
scottf@socalbowling.com
Victoria Tahmizian, Administrator
bcsc@socalbowling.com
Phone: 818-789-0900
Fax: 818-783-2874
www.socalbowling.com



WBPI

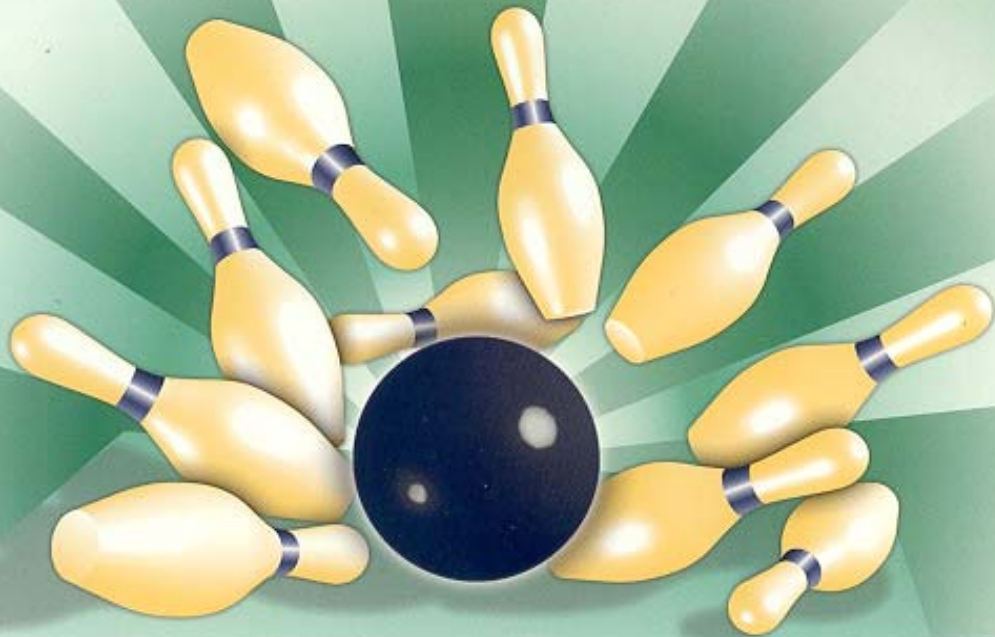


Western Bowling Proprietors Insurance

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