

# BCSC Newsletter

VOLUME 13, ISSUE 5

MAY 2009

## INSIDE THIS ISSUE:

Hail to the King	1
PepsiCo Bids for Bottlers	1
Newest BCSC Board of Director	1
BCSC Partners	2
President's Perspective	3
Baseball Fever	4
Center Spotlight: Harley's Simi Bowl	5
The Gauntlet is Down!	5
All-Systems Company	6
State Interlock Bill Passes Assembly Committee	6
They're Back . . .	6
Toe the Line	7
Draft, Special Glasses Can Improve Your Profits	7
Cupcake Courage	8
Member Benefit: Office Depot	8
Yum . . .	8
Golf Tournament	9
Classifieds	9
Calendars	10
Board of Directors	11



## Hail to the King

PBA's new *King of Bowling* airs on ESPN for five consecutive Wednesdays (April 22-May 31), 9 p.m. EST. The sponsor, AMP Energy drink, is underwriting two 30-second spots in each one-hour show, each commercial tagged with a message to drive consumers to participating bowling centers.

Reinforced by the TV time, a "BPAA/AMP/Dale Jr. 2009" promotion will reward bowlers with a scratch card for the opportunity to win a trip for four to the AMP Energy 500 and wave the green flag to start Dale Earnhardt Jr.'s qualifying lap for the race. Other prizes include custom AMP bowling balls, bowling shirts, bowling pins, and signed and unsigned hero cards. All bowlers have to do is buy a 16-oz. AMP drink during the five-week run of the *King of Bowling* show.

Participating bowling centers will be able to drive awareness and excitement with supplied counter cards, posters, vending snipes for vending machines, and scratch cards. The promotion will be featured on the AMP website.

For more info, contact your local Pepsi representative.



## PepsiCo Bids for Bottlers

PepsiCo, the maker of Pepsi, Mountain Dew and other drinks, has offered \$6 billion to acquire its two largest bottlers, Pepsi Bottling Group and PepsiAmericas.

If the deals for Pepsi Bottling Group and PepsiAmericas go through, PepsiCo will handle about 80% of its total North American beverage volume. PepsiCo CFO Richard Goodman said consumers could see expanded distribution of smaller products such as Izze sparkling juice and Naked fruit juices because the company would be able to negotiate with retailers directly.

## Newest BCSC Board of Director

Please join us in welcoming Dina Fink from Buena Lanes, our latest addition to our stellar board of directors! Look forward to learning more about Dina in the next issue of the newsletter.

## BCSC PARTNERS



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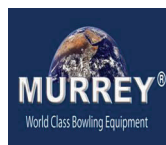
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## BCSC PARTNERS, Continued



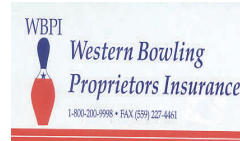
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### President's Perspective

During this past month, I had the pleasure of attending the North Los Angeles Bowling Association's local tournament banquet for the adults and junior bowlers. The event offered food, awards, door prizes, and a great way for the centers to recognize the bowling efforts of their customers.

This banquet represented 18 centers, and I'm sorry to report that only two were present in the person of managers or owners. What are we thinking? If we are going to stay successful in this business, we should surely find time to attend events that honor the people who put money in our centers.

On the flip side, the association provided a great meal, nice awards, and bowling scholarships for youth bowlers that were greatly appreciated. This association's junior program understands the value of these kids, and I believe they will stay involved.

A summer season approaches and leagues slow down a little. I remind everyone that the gimmick leagues for short seasons are more valuable than ever. Be creative in offering merchandise with bowling, food packages with bowling, or how about simple ball-bag-shoes leagues for people just getting started? Your daytime programs should include day camps, summer schools, and parks and recreation programs. They need places to go on hot or smoggy days, and remember: we are weatherproof!

I would like to take a moment to recognize the people who have helped us improve this newsletter. We now print it in color for a more appealing look. We have been able to get the cost right and the look right. Gary Forman at Fountain Bowl handles that job. We thank you and your staff for this effort, Gary.

The other big "thank you" goes to our office people, Victoria and Scott, who provide and create all the information needed to make this newsletter what it is.

We hope to continue this fine publication, but remember, you managers and owners can also help by giving us your ideas. Idea share is good for everyone!



Tom Cristi  
 President  
 Bowling Centers of Southern California

## Baseball Fever

May's here. So too is baseball season. And, in the spirit of this great time of the year and America's favorite pastime, I'd like to dedicate this column to our two Sports Club partners, the Los Angeles Dodgers and the Los Angeles Angels of Anaheim.



I've been hearing concern from centers about how overall summer business is shaping up. It's a natural concern given the current economic climate. And while there's no panacea, I can tell you that every proprietor and center manager reading this column—whether you are a BCSC member or not—has an amazing set of tools already sharpened to help boost your summer revenue.

You guessed it: the BCSC Baseball Sports Clubs. We've made them so easy and so customizable, there really is no excuse why a bowling center can't offer it.

Too expensive, you think? Eliminate the merchandise.

Not enough interest at your center, or no room for leagues? Go with the brand-new BCSC open play program.

Too far from the stadiums? I'll personally help you charter a motor coach.

Should you refuse to even consider that best summer promotion out there and refuse to run the Sports Club programs, try out our Bowler Day special games. Bring all your staff, bowlers and their friends and families to Dodger Stadium July 25 for a game against the Marlins (including an all-you-can-eat chow-down). Or take everybody to Angel Stadium on Sept. 13 against the White Sox. Both days, all the proceeds from the ticket sales will go to the Grand Prix Scholarship Program.

We've even added two bonus games, one at Angel Stadium, the other at Dodger Stadium, for Grand Prix fundraising. The first is Aug. 25 at Angel Stadium vs. the Tigers; the other is Sept. 6 at Dodger Stadium against the Padres. This is a great sign-up selling tool for centers interested in running the Grand Prix program.

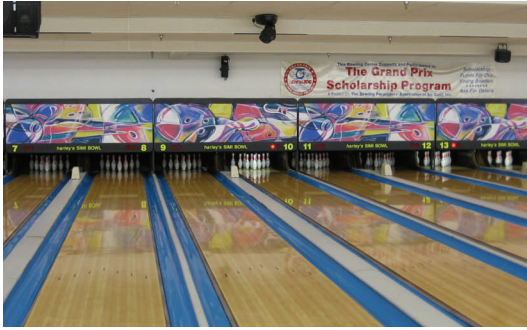
After three seasons with these programs, I'm going to guess that I have heard every rationalization there is for why they won't work. But, the results speak for themselves—and have been speaking for three years. So let me invite you, if you haven't tried us out yet to give it a go.

If you're just unsure of the best ways to market and promote the Clubs, please give me a call or ping me with an e-mail. Our deadlines are fast approaching for the first games, but it is *not* too late to participate.

What's the worst that can happen? 20 extra bowlers for the next 20 weeks? At, say, \$3 a line? Do the math. That's \$3,600—a real home-run for the summer!

Scott Frager  
Executive Director  
Bowling Centers of Southern California

# Center Spotlight: Harley's Simi Bowl



480 E. Los Angeles Ave., Simi Valley, CA 93065  
 24 Lanes  
 General Manager Tony Mendola

1. How long have you been in the bowling business?  
 Twelve years. I have been a manager for 32 years—20 in restaurant and retail, and 12 in bowling.
2. How did you get into the bowling business?

I was a restaurant manager and always wanted to run a bowling center. I took a cut in pay to start as a league coordinator at AMF Rocket.

3. What advice would you give someone who was new and starting a bowling center?  
 Don't do it! Just kidding. Emphasize fun and value and keep your center clean and well maintained. A manager needs to be friendly and available as well as visible, like a maître d.
4. What are some of the biggest challenges for your business/center?  
 Filling the low times of the day with organized open play and league.
5. What is the biggest benefit of belonging to BCSC?  
 Sharing ideas and working together to promote the bowling business.
6. What's the next major project you're planning for your business?  
 Painting the outside of the building and getting a nice big sign for the building.
7. Anything you'd like BCSC to know that's unique about your business?  
 We have the newest scoring system and highest-scoring lane condition in Ventura County and are extremely family-oriented.
8. If you could change one thing about bowling, what would it be?  
 Revamp USBC and PBA with a fresh marketing approach which screams "Fun!"
9. Do you have a quote to live by?  
 "Some people look out the window at night and see the stars. Others look out and see the dirt on the window."
10. Why did you join BCSC?  
 To meet people in the business and share experiences. No matter how much you know, you can always learn something new.



## The Gauntlet is Down!

As an extension to the season, high schools in the Yosemite Bowling Conference (YBC) in the central part of the state have formed two all-star teams, one boys and one girls, who are looking to bowl only in a team situation and preferably on sport or challenge conditions. They are willing to travel or host.

If you are interested in providing a venue, or if you have a group who would like to bowl in a friendly competitive spirit against high schoolers from the north, contact George Lewis, 559-641-2899 or email [glewis55@sti.net](mailto:glewis55@sti.net). Lewis created YBC in 2003 and has coached the high school bowling club at Madera High School in Madera, a Conference member, for 11 years. He has also served on the NorCal Bowling Centers high school bowling committee.

### All-Systems Company

Having trouble in your glow show, kitchen or HVAC system? All-Systems Company is BCSC newest partner, effective March 1.

President Paul Ghitescu is a licensed electrician who sells, installs and services all makes and models of sound systems, kitchen appliances, air conditioning and heating equipment, and category 5 cabling for Internet and phone connection.

With 20 years of experience, Paul provides a speedy turnaround for emergency as well as routine service calls. The work can be done before or after hours or during your downtime, so you don't lose any electrical performance when you're busy.

All-Systems Company also buys used equipment. It also installs products you buy elsewhere. Contracts for service calls and preventative maintenance are available.

Want an endorsement? Take it from Tom Cristi: "It's like a one-stop kitchen repair man. He takes care of everything."

For more information, Paul can be reached at 661-510-6112.



### Berman and Company

RESEARCH • COMMUNICATIONS • ADVERTISING

#### State Interlock Bill Passes Assembly Committee

Berman and Company, BPAA's lobbyist firm, reports that the California Assembly's Public Safety Committee has passed a bill to create a pilot interlock program in the Los Angeles area. Under AB 91, introduced by Asm. Mike Feuer (D-Los Angeles), judges in five counties would have to mandate ignition interlock devices in the vehicles of all first-time DUI offenders for the next 4.5 years. The American Beverage Institute has criticized the bill for removing judicial discretion.

#### They're Back...

BCSC is teaming up with Auto Club Speedway again for the "Chase Race" Pepsi 500 race Oct. 11! The best part of it—the price of the tickets is the same as it was for the February race.



We're bringing back the incentives as well! Centers who purchase the most tickets will receive their choice of 4 rooftop suite passes or 4 victory lane passes. As for merchandise, we'll be offering hats and water bottles.

Additional program details will be in the How-to Manual. There is no promotion kit cost to member centers.

If you are interested in signing up, please call BCSC, 818-789-0900, to have a How-to Manual and digital flyer sent to you at no cost.

Rally your NASCAR fans and start your leagues today!

## Toe the Line

A reminder that regulatory compliance is required in many areas of your business. The requirements are often triggered by the number of employees a business has, and the thresholds at which the requirements kick in are frequently lower under California law than under federal law. Be sure you are offering your employees what the law requires, and that your handbooks, policy manuals and communications with employees accurately reflect the law.

- For instance, if you have 2 or more employees, you must be compliant with Cal-COBRA (group health insurance continuation for employers with 2-19 employees).
- 5 or more employees: Fair Employment and Housing Act (prohibits discrimination on basis of race, color, national origin, ancestry, sex, religion, age, mental or physical disability, medical condition including genetic characteristics, marital status, sexual orientation, and pregnancy); pregnancy disability leave.
- 15 or more employees: Americans with Disabilities Act (federal law prohibiting discrimination on basis of physical or mental disabilities); Title VII of the Civil Rights Act of 1964 (federal law prohibiting discrimination on basis of race, color, religion, sex, national origin, pregnancy, childbirth or related medical conditions).
- 20 or more employees: Age Discrimination in Employment Act (federal law prohibiting discrimination on basis of a person's age 40 and over); Consolidated Omnibus Budget Reconciliation Act (federal COBRA on continuation of group health insurance coverage).
- 25 or more employees: Alcohol and drug rehabilitation leaves; employee literacy education; school or day care activities leaves; victims of domestic or sexual assault.

Of course there are many more areas where you need to know what the law requires—too many to list here. For more information on labor laws, call Eric Martin at American Consulting Group, 949-452-1840. Posters may be ordered online by going to [www.allinoneposters.com](http://www.allinoneposters.com).



### Draft, Special Glasses Can Improve Your Profits

According to an article from *Market Watch*, many consumers are switching from pricey bottled beers, wines and cocktails to draft beer. Blame the economic downturn and the impact it has had on consumer spending.

Yet, according to Boston Beer Co.'s founder Jim Koch, beer lovers want their beer to be special. Special glassware, says Koch, can give beer that special touch. Boston Beer has budgeted more for coasters and glassware in 2009 than in previous years, he adds.

Case in point: BCSC is running a Samuel Adams glassware promotion. If you already pour Sam Adams on draft, order your exclusive bowling glassware to help increase your sales.

If you are interested in turning a Sam Adams tap, call Stephanie Landis at Boston Beer to get started, 619-206-1349.

See the flyer accompanying newsletter to order the glassware.

## Cupcake Courage



How often does your center host a bowling event for a charity? Don't know which charity to donate to? Let BCSC help you choose.

Olivia Davis, age 10, has epilepsy. She has undergone a series of surgeries to remove tissue from her brain that has been responsible for her seizures. She wants to drum up support for epilepsy research, and for that reason has created a [firstgiving.com/oliviadavis](http://firstgiving.com/oliviadavis) website to accept donations for a walk talking place in Miami on May 3.

The target is \$11,500. At press time, \$10,100 had been raised. The money will help kids who need tests, medicine, will support research, and help youngsters with seizure history go to an awesome camp (Camp Boggy Creek).

Olivia is the daughter of Bruce and Stephanie Davis. Bruce is from a long time bowling family, president of Team Up Associates and a partner in BBBI.

You can send your contribution to BCSC, and we will forward it to the charity. Or you can visit Olivia's website, [www.firstgiving.com/oliviadavis](http://www.firstgiving.com/oliviadavis), to make a donation.

## Member Benefit: Office Depot

Do you make most of your membership? Office Depot offers significant savings for your center. Members receive an average of 52% off list price on nearly all items. There is no minimum order requirement and no delivery charge.

If you don't already order your supplies using the discount account, you can place your first order via the Internet at [bsd.officedepot.com](http://bsd.officedepot.com) (no www) or over the phone by calling BCSC, 818-789-0900, and we will help you get set up with your own account.



## Yumm...

From now until May 31, 2010, coupons for free bowling are being featured on a variety of Tony's Frozen Pizzas, in a new campaign from Strike Ten Entertainment (STE). POS kits were shipped the week of March 30 to all Strike Ten Select member centers.

The campaign is designed to drive additional traffic to centers during the traditionally slower daytime hours, STE reports. More info on the promotion may be found at [www.bowl.com](http://www.bowl.com).



**"Fore"-get work, and join BCSC for golf!**

27th Annual BCSC Golf Tournament  
July 29, 11 a.m.

Black Gold Golf Club  
One Black Gold Drive  
Yorba Linda, CA 92886

Shotgun start 1 p.m.

Bring your foursome and join us  
for an entire day of golf,  
a great night of cocktails and dinner,  
cool raffles and a live auction!  
\$160 per person, \$580 for a foursome,  
\$275 for tee sponsorships

R.S.V.P. to BCSC by July 15  
Ph: 818-789-0900 · email: [bcsc@socalbowling.com](mailto:bcsc@socalbowling.com)



**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 [bcsc@socalbowling.com](mailto:bcsc@socalbowling.com) or fax 818-783-2874.

**Brunswick Gold Mini-Pins  
\$11 per pin**

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



## May 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						

**May 12:** Dodgers Game 1 & 2 Tickets & Coupon Book Orders Due

**May 13:** Angels vs. Red Sox Game, Angel Stadium

**May 24:** Dodgers vs. Angels Game, Dodger Stadium

## June 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				

**June 2:** Angels Game 2 & 3 Ticket Orders Due

**June 5:** Dodgers vs. Phillies, Dodger Stadium

**June 13, 11:30 a.m.:** California Bowling Writers Media & Publicity Luncheon Riverside Marriott, Riverside, CA  
Contact [romeomtmt@pacbell.net](mailto:romeomtmt@pacbell.net) for reservations (orange)

**June 13-27:** Grand Prix Mail-In Tournament #3 (green)

**June 21:** Angels vs. Dodgers Game, Angel Stadium (orange)

**June 21-26:** International Bowl Expo, Las Vegas, NV (pink)

## July 2009

Sun	Mon	Tue	We	Thu	Fri	Sat
			1	2	3	4
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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 5:** 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
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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

## BCSC BOARD OF DIRECTORS

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#### President

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### Official Publication of the Bowling Centers of Southern California

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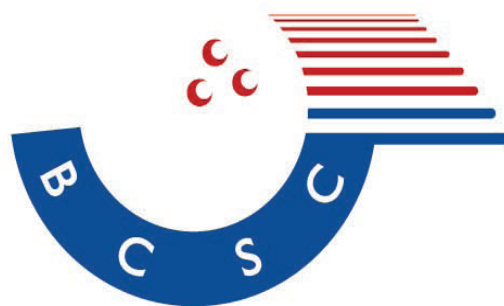
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WBPI

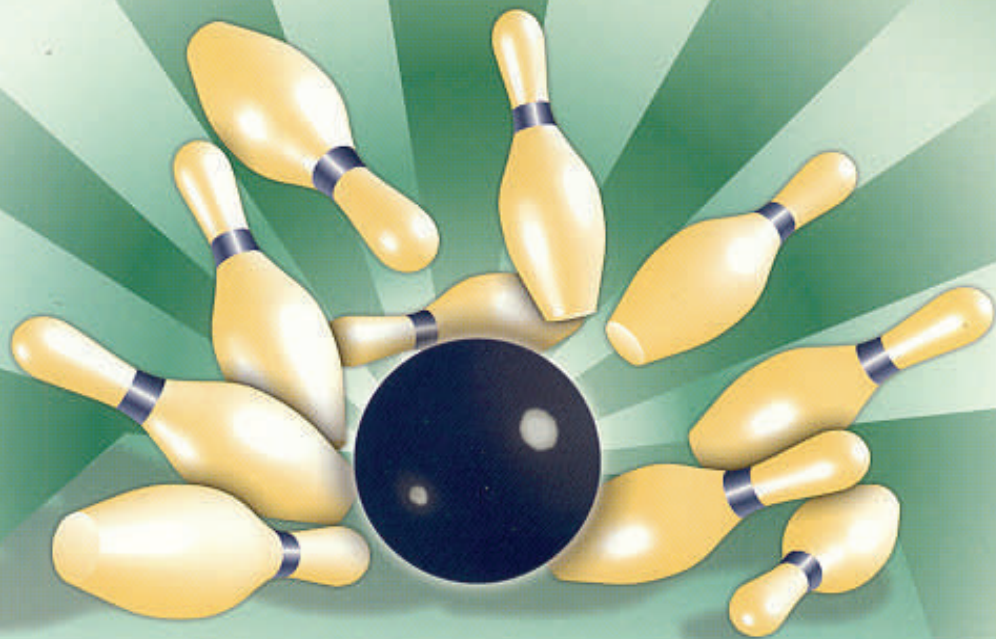


## Western Bowling Proprietors Insurance

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*The WBPI is Moving the Bowling Industry into the 21st Century by*  
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