



BCSC Newsletter

VOLUME 13, ISSUE 9

SEPTEMBER 2009

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Do you need a referral or some help with a supplier? You have a problem; IBI has the solution!

Have you thought of something you would like to see tackled in print? Let us know.

(888) IBI-BOWL is just one more way Bowling Industry magazine is making it easier for you to be heard.



Champion Family Games, LLC

Hooray! BCSC has secured yet another partnership. This time with Champion Family Games, LLC. Serving all of Southern California, including Los Angeles, Ventura and San Bernardino Counties, this family-owned and -operated company of 18 years offers the best in pinball machines, jukeboxes, coin-operated games and other amusement devices.

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The BPAA has advised me that there are three BPAA Director spots which will become available in June 2010.

If anyone would like to be considered for one of these spots, please call Scott Frager at

818-789-0900. I will be happy to contact the BPAA on your behalf.

All candidates will be interviewed during the BPAA Bowl Summit. The BPAA Bowl Summit will be held in Arlington, TX January 23-27, 2010 in conjunction with the grand opening of the International Bowling Campus and the International Bowling Museum and Hall of Fame. Watch your mail for a brochure.

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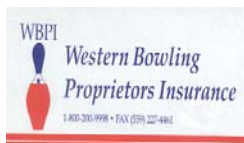


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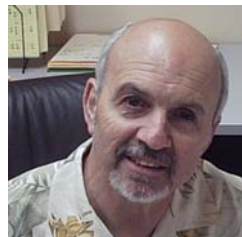
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President's Perspective

Winter season is off and running for our league programs, but what about the use of your facility when leagues are not bowling? I'm sure you're saying you have open play, Quartermania, birthday parties and other events for bowling. But how about using rooms in the building for company training for businesses in the area? They can have their meetings, meals, and some fun time to bowl at the conclusion of the day.



Another great idea for your facility is hosting high school booster club meetings, where they meet and eat. You could enhance them by offering 15% back on their food bill. My center does this all the time. We do the same for youth football and soccer teams. In addition, my center runs comedy shows with dinner and a cocktail every six to eight weeks. We are using a comedy company that provides us with top-notch people, and if anyone is interested, please call me at your convenience.

Another unusual thing that we do at the center is hosting the Santa Clarita poker league. This group plays two nights a week in our meeting rooms. We are able to make some money serving food and beverages, and each night averages about 40 players.

I hope that some of these ideas can be useful to your center, and if any of you have some suggestions that are not mentioned, please give me a call so they can be presented in future newsletters.

Tom Cristi
President
Bowling Centers of Southern California



Welcome to Fall!

One of my favorite contemporary songs is titled “Wake Me Up When September Ends” by Green Day. While the lyrics mean something completely different to me than to the songwriter, I can’t help but reflect on the ballad every time I hear it.

The chorus goes like this:

“Summer has come and passed,

“The innocent can never last,

“Wake me up when September ends.”

I know for centers, the months of July and August are crucially important. The tempo increases tenfold as August rounds out and leagues begin in September. At the BCSC offices, the summer has been excruciatingly busy.

We’ve been working hard on running and fulfilling our baseball sports clubs, coordinating a very successful golf event, hosting the Grand Prix state finals and subsequent banquet at Knott’s Theme Park.

We’ve brought two additional centers into membership (72 lanes) and wish to extend a warm welcome to AMF’s 300 Anaheim and 300 Pasadena to the BCSC.

We’re pleased to count more partners on our roster: Kahn Air Conditioning, Just-In-Time Communications (a DirecTV Elite Dealer), A Digital View (security camera specialists), MillerCoors, and Champion Family Games, LLC (video game operator).

I can’t help but blush about Pepsi’s formal renewal as the Official Soft Drink Provider to the Bowling Centers of Southern California! This was a long and challenging process. The board as well as the BCSC membership should be proud of what we’ve been able to accomplish together.

It would be almost impossible to count how many total hours the BCSC board and dedicated committee members spent on bringing this one program to fruition. I can say, however, that the volunteers who devote themselves to the BCSC are truly amazing. They never lose sight of benefit for the entire group.

As your paid professional staff, we are fortunate enough to receive kudos and pats on the back from our members all the time. The board, not so much. So, for every center that enjoys the rewards of BCSC membership, I would encourage you to thank your fellow volunteers. They deserve it!

Yes, it’s the end of September. We made it!



Scott Frager
Executive Director
Bowling Centers of Southern California



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Viejas Adds a “Striking” New Development

A new bowling center is in the works! Construction is underway for Viejas Bowl at the Viejas Outlet Center, just across from the Viejas Casino in San Diego. The 15,000+ square foot space will be paved with 12 lanes of bowling and numerous flat screens for sporting events. More features will be announced at the opening of the center.

“We are excited about this new addition to the entertainment lineup here at Viejas,” said Tribal Chairman Bobby L. Barrett. “Viejas Bowl will be casual but upscale and will provide a new, affordable entertainment option for families in

the area. We’ll have comfortable couches and a fun-lounge feel, which will fit into the Viejas theme and represents the next step in offering a diverse entertainment complex.”

Viejas CEO Lyn Baxter said, “Viejas Bowl is our latest move toward creating a true ‘lifestyle center’ at the Viejas Outlet Mall. This is the direction many traditional retail centers are going, especially as they explore new approaches in this challenging economy. Fortunately, Viejas Outlet Center’s transformation to a ‘lifestyle center’ is already well underway with the addition of a day spa, Movies in the Park, Farmers Market, and the ice rink, which has been a huge hit. Viejas Bowl is the latest, and probably our most dramatic, move toward the ‘lifestyle center’ approach. So far, our customers have definitely embraced it and we think Viejas Bowl fills a void in East County.”

Viejas Bowl is set to open in late fall.



Paradise Lanes Is Now Revolutions Entertainment Center



What was Paradise Lanes in Barstow about six months ago is now Revolutions Entertainment Center. Set to open in October, the center will maintain a family-oriented atmosphere, complete with a 40-game arcade, a sports grill with a Route 66 theme, and 48 lanes of bowling (split house) with flat-screen monitors.

New owners are Gary and Cheryl Nogle and partners Joe Holasek and Darrell Minter. They will offer 47 new jobs, including cooks, mechanics, bar tenders, servers, security guards and managers.

Bowl Just Cause

Bowling for Boobies is a fundraising event to raise money to help local women who are experiencing financial difficulties as a result of fighting and living with breast cancer. There will be two events held, one on the west coast and one on the east coast in Philadelphia.

The west coast event will take place on Oct. 27, 2009, 6-9 p.m. at Jillian’s Hi-Life on Universal City Walk, Los Angeles, CA. Celebrity supporters include, Jane Wiedlin (The Go-Go’s), Holly Madison (Playboy), Margaret Cho (Comedian) and Pamela Anderson (Baywatch).

Come out and show your support.





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*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.





How Well Are You Promoting Your Jersey Program?

Kudos to Tom Cristi and Craig Goodman at Santa Clarita Lanes. They are actively promoting the jersey program and so far have placed an order for 118 jerseys! We have a picture to prove it!

How many jersey orders have you placed so far??? Let the competition begin!



Congratulations!

BCSC director Scott Poddig and Teresa Truex from Harley's Camarillo Bowl are engaged. Scott was brave enough to pop the question with all the family present on Aug. 22 at Knott's Theme Park.

They will be married on the beach on Valentine's Day 2010.

CLASSIFIEDS

**Want to buy or sell equipment?
Need to connect with other proprietors?
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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.
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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 General Membership Meeting & Luncheon
Sponsored by John Hiller at Dippin' Dots

October 24-25: Grand Prix Tournament #1

November 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					

November 15-17: BCSC/NCBC Joint Board of Directors
Retreat Santa Cruz, CA.

November 21-22: Grand Prix Tournament #2

January 2010

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						

January 9-10 : Grand Prix Tournament #3

January 23-27: BPAA Bowling Summit, Arlighton, TX

BCSC BOARD OF DIRECTORS

TOM CRISTI

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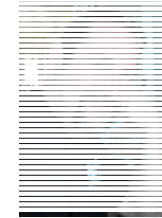
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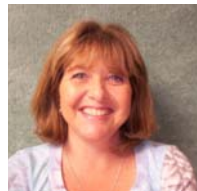


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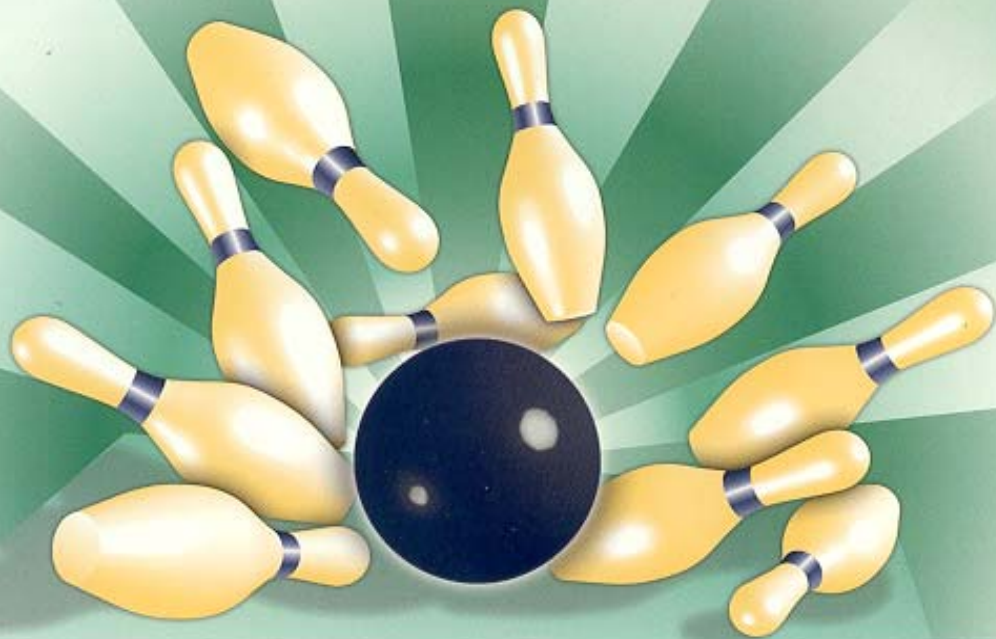


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