

BCSC Newsletter

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INSIDE THIS ISSUE:

Free rooms at Sunset Station	1
BCSC website free advertisements	1
Carpet Bowling Lane	1
BCSC Partners	2-3
President's Perspective	4
Executive Director's Report	5
BPA Online Courses	6
Counterfeit Bills	6
Soda Tax	6
New Partner: Bowling Music Network	7
The Lighting Store Karaoke Contest	8
Member Profile: Sunset Station	9
Calendar of Events	10
Board of Directors	11
WBIP	12

Free rooms for BCSC proprietors at Station Casinos



Station Casinos is offering a free, two night stay to any BCSC proprietor that is able to get ten bowlers from each center that sign up for their May Madness Handicap Singles Tournament, May 5-8 at Sunset Station. There is guaranteed prize money of over \$11,000 including \$7,777 for first place. In order for you to get credit for a bowler in the tournament, they must put your center's name in the "Location" field on the registration form. Bowlers can sign up online at www.pinnaclevents.com or by filling out the enclosed registration form. You can request more of these forms from David Garber from Station Casinos, 702-495-4259 or david.garber@stationcasinos.com. Your free stay can be any time within the next year but is subject to blackout dates.

BCSC Member Benefit: Advertise on Socalbowling.com

Did you know as a member of the BCSC you are able to post information at www.socalbowling.com for free? Many centers already have their hours, address and phone number on the website, but it can do so much more! You can put weekly specials, advertise a new league or even put a coupon on the site. (i.e. "Mention this site and get a free game of bowling!") You can change the information as often as you like. To view current listings, visit www.socalbowling.com and click on "Member Centers". Email Chris at the BCSC office with changes and additions at chrish@socalbowling.com.



BCSC Member Benefit: Kids Carpet Bowling Lanes



With spring upon us, parents will begin to look for summertime activities for their kids. What better way to grab kids' attention than by bringing the fun of bowling to them! The BCSC has a portable, carpet bowling lane that can be taken to schools, youth centers and kids sporting events to help promote your center! The lane comes complete with a plastic ball and pins. It is an ideal marketing tool to hand out coupons to parents or let them know about special kids' summer leagues. The lane is free to use as part of your membership in the BCSC. Just call the BCSC office at 818-789-0900 to reserve the days you would like it and shipping can be arranged.

BCSC PARTNERS



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vayle.floria@natplan.com



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Larry.Linder@att.net



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1200 Arroyo St.
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818-838-1247
Mark.Atcheson@pepsico.com



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Long Island City, NY 11101
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lallen@winstuff.com



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

President's Perspective

April 2011

Last month we began to offer all centers under membership a great opportunity. BPAA Center Management's Program offers many categories to all centers to train new and existing staff to make the center better and better. The program is offered to you at NO COST, and I'm really surprised that hardly anyone has even looked into this! It is our job at the association to provide things that will help your center become the very best, and I believe this program will certainly do that. Please take some valuable time and contact the BCSC office. You won't be sorry.



This month will be Spring Break for most Southern California students. What a great opportunity for us to talk about youth programs at the centers. Believe it or not, there are some school camps that will be busy during this time for parents that work. Be sure to contact those people in your area. They are always looking to fill the week with events such as bowling.

We will be off and running at Santa Anita Park this month for those of you needing a day of rest and relaxation. The date is set for Thursday, April 7, and there will also be an informal General Meeting for those that attend. The event includes a tour of the stable area, meeting and full lunch, and some fine handicapping from Scott Frager to help us all win a little cash. Hope you can fit this into your busy schedule.

The Ball, Bag and Shoe program that was so successful at the end of 2010 is in the process of being revamped for 2011. The plan is to make it as close to the previous one as we can, but there will possibly be a little higher price to get the package complete and delivered to your center. The price of shipping is what's holding us up for those of you that are inquiring. We hope to have this all done before you floor your summer leagues.

I know it seems far away, but Bowl Expo 2011 in Arlington, Texas is set for June 26-July 2. This will be our first chance to really see the new BPAA and USBC offices since they opened. The BPAA Training Facility is also there and that features 20 complete lanes for teaching and coaching. The six days will also feature the Women's U.S. Open to be held at the Dallas Cowboys Football Stadium. I believe this will be the only Expo held in Texas, so plan to be there.

A handwritten signature in black ink that reads "Tom Cristi". The signature is written in a cursive, flowing style.

Tom Cristi
President
Bowling Centers of Southern California

Executive Director Report

“Commit to a Committee”



When you flip to the back of this newsletter you will find the smiling faces of the hard-working Board of Directors for the BCSC. This group volunteers their time to help keep the association running smoothly and to find new ways for centers to either make more money or save more money. And while these dedicated folks are here to represent you and your interests, there is a way for you to have your voice heard in an even louder way, by joining a BCSC committee!

There are a wide variety of committee categories and they are designed to have members provide a focused effort on tackling important issues. All BCSC members are encouraged to join one to play an active role.

The key to being a great BCSC committee member is to join one with a subject you are passionate about. Sharing thoughts and ideas are a necessity along with being team-oriented. Are you a whiz at promotions? Maybe the marketing committee is right for you. More of a numbers person? The budget committee needs some good “bean counters”. Perhaps your center’s tournaments are a model that needs to be shared? Your wisdom is wanted on the tournaments committee.

Take a look at the list of current BCSC committees to the right. As you can see, there are many choices where your expertise can be utilized. The time commitment to be a part of these groups is not overbearing, but it is essential. Typically, a committee will meet a few times a year to discuss any related matters that require guidance. Recommendations are made from these meetings and presented to the full board of directors.

BCSC Committees

Legislative	Sports Clubs
Insurance	Nominating
Budget	Tournaments
Bylaw Revision	Marketing Promotion
Annual Meeting	

I hope you are interested in learning more about being a BCSC committee member. Give me a call at the BCSC office to chat. I’m happy to answer any questions and hopefully find a committee that is right for you!

Scott Frager
Executive Director
Bowling Centers of Southern California

Spots still open for BPAA online course

There are still spots available to be part of BCSC's FREE test group for the BPAA's online courses through *Bowling University*. This is a great opportunity to get high-quality, bowling-specific training for yourself and your staff. Visit www.bowlinguniversity.net to check out the complete course listings. Contact Chris at the BCSC office for registration instructions at chrish@socalbowling.com



Tips for spotting counterfeit bills

In today's world, it is more important than ever to be careful with the money you are taking in. Counterfeit bills have been showing up in circulation, and authorities are trying to educate business owners everywhere.

To check if a suspicious bill is genuine, police say merchants can:

1. Feel its texture -- genuine currency has slightly raised ink, counterfeit bills are typically smooth
2. Look for blurry areas, especially around the borders, the seals and portraits
3. Check the watermark: The watermark portrait or number should match the printed one
4. Check the numbers of the bills: If the serial numbers are the same, they're counterfeit

If a bill is suspicious, a merchant should ask the customer for a different one or an alternate form of payment and then call their local police department.

Lawmaker proposes tax for sodas, sugar-sweetened drinks

Assembly Bill 669 would impose a penny-per-ounce tax on sweetened beverages to fund childhood obesity programs. The legislation, not yet scheduled for public debate, is sure to be opposed by Republicans who have vowed not to raise taxes.

Assemblyman Bill Monning, D-Carmel, said his bill would meet a critical public need without exacerbating state budget woes. "It's only fair that the sweetened beverage industry pay their fair share to address the crisis," Monning said in a written statement about combating obesity in an era of state fiscal distress. Harold Goldstein, of the California Center for Public Health Advocacy, said 56 percent of California adults -- and 28 percent of children -- are overweight or obese, sparking a rise in diabetes and other chronic diseases.

The American Beverage Association has opposed soda taxes, releasing a statement in December that said "taxes do not make people healthier" and that such charges amount to "a money grab to pay for a government that is already too expensive and too involved in (taxpayers') personal lives." **You can let Assemblyman Monning know how you feel about this bill by calling his Sacramento office at (916) 319-2027.**



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BCSC Member Profile

**Jim Welch - Sunset Station Bowling
Henderson, NV - 72 Lanes**

Why I belong...

How long have you been in the bowling business?

I have been in bowling since the age of 16, so 38 years.

How did you get into the bowling business?

I went to work at an Air Force base in Columbus, Mississippi in 1972 and have been in it since.



What advice would you give someone who was new and starting a bowling business?

Figure out how many lanes you want and then add 16 just to be sure.

What are some of the biggest challenges for your center? *Economy of course. We are dealing with the recession and housing problems which are the worst in the country..*

What is your most profitable area?

I love shoe rental!

What is the biggest benefit/advantage of belonging to the BCSC?

We have just joined the past year, so I am a newbie to the group. I really enjoyed meeting everyone at the meeting in November.

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

There is no more fun group of people in the world than bowlers.

What is the next major project for your center?

We are getting ready to host Junior Gold this summer and the World Championships in 2013.

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

Get league bowlers to understand the future.

Why did you join the BCSC?

To have access to the California trade area to network and communicate with all the centers in the area.

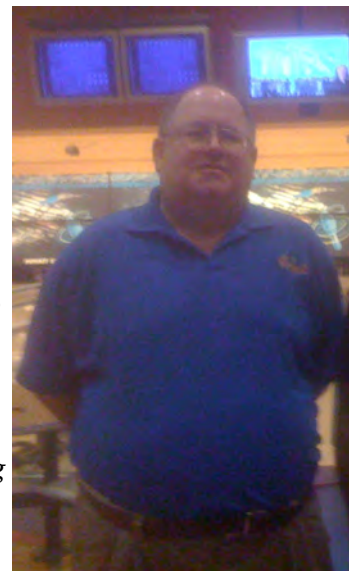
Do you have any hobbies? *I love golf, chess and playing live poker.*

Married? Kids? *Single with two dogs*

Favorite Movie? *Casablanca*

Do you have a quote to live by?

It is from a Dallas car dealer, Carl Sewell, in his book on selling, "If it isn't broke, break it".



BCSC CALENDAR OF EVENTS

BCSC Day at the Races
April 7, 2011
Santa Anita Race Track



BCSC Regional Meeting
May 4, 2011 - 11am
Round 1 Bowling Center
Puente Hills
(All Centers Welcome)

Bowl Expo
June 26 - July 1, 2011
Grapevine, Texas



BCSC Golf Tournament
July 13, 2011
Black Gold Golf Club
Yorba Linda

BCSC Annual Meeting
October 26, 2011
Location: TBA



BCSC BOARD OF DIRECTORS



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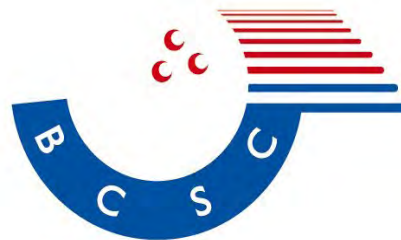


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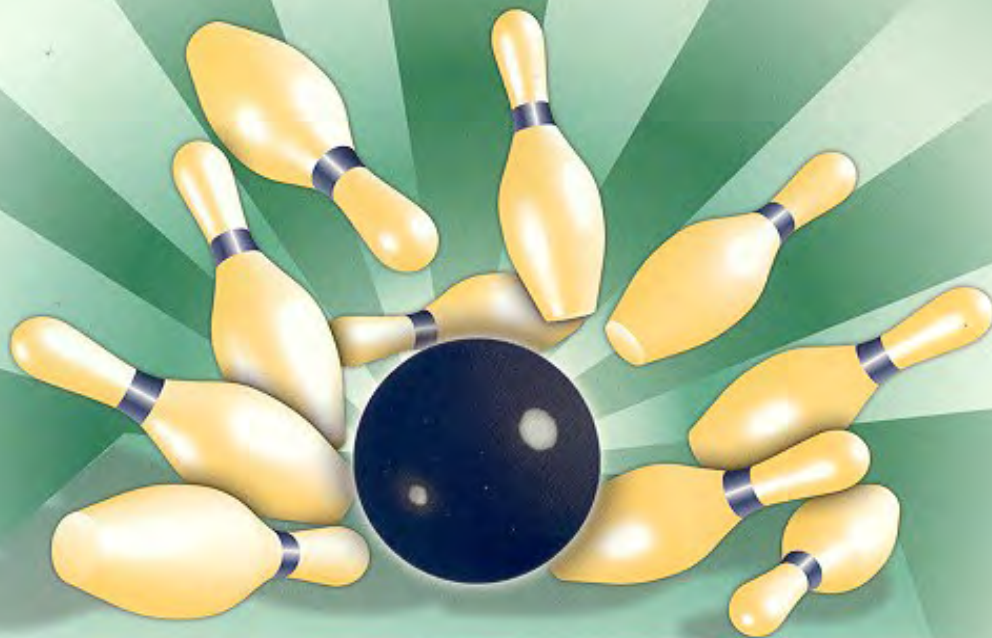


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