



# BCSC Newsletter

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AUGUST 2011

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## BCSC Golf Tournament Scores An Ace

What started out as cloudy July morning gave way to perfect golf weather at the 29th Annual BCSC Golf Tournament. Black Gold Golf Club played a very gracious host to the association's event once again. The BCSC golfers were being treated like country club members as they enjoyed a hearty box lunch on the course along with as much cold beer and tasty Dippin' Dots their as hearts desired.



The scramble format tournament was very competitive this year, helped by famous "Cheat Bags" assembled by Dan Mueller and Dina Fink of Buena Lanes. This bag of tricks included stroke saving coupons like a free mulligan or even the infamous use of a "foot wedge". In the end, it was team the captained by BCSC Partner, Vayle Floria that walked away with the title thus returning the trophy to the National Planning Corporation's office after a three year absence.



The day was capped off with a fun happy hour celebration and delicious dinner at the clubhouse. BCSC Partner Vic Dunlop was on hand to play emcee to the crowd during the charity auction portion of the night. Vic had the guests rolling in the aisles and opening their wallets for the BCSC's current philanthropic effort to donate phone cards to U.S. troops overseas.

A special thanks to all the volunteers that helped make the day possible as well as our sponsors Dippin' Dots, Herzog Insurance, Lefty O'Doul's, Pepsi, and Vistar for their donations. Check out photos from the event on page 9.

## Football is back! Get your jersey leagues together now!

After an excruciatingly long lockout, the NFL is back on track for their 2011 season. There is no better time to offer your bowlers a jersey league than while interest is spiking for America's favorite sport. This exclusive program offered to BCSC member centers gives your bowlers authentic jerseys that look just like the ones the pros wear for only \$70 per jersey. There are also a wide variety of selections from baseball and basketball, so you can cater to any kind of sports fan! Contact the BCSC office for order forms and the updated list of available jerseys. 818-789-0900 or [bcsc@socalbowling.com](mailto:bcsc@socalbowling.com).



BACK TO FOOTBALL

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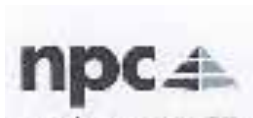
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## President's Perspective

August 2011



Hope everyone is enjoying their summer season at the lanes, and now it's time for winter league planning. Planning today is an interesting conversation, because most people say what can I do different this year? We love that question and thought process, because we at BCSC think we can help you. Some ideas we are throwing out include Kings hockey, theme park leagues, team bowling shirt leagues, pro-shop instruction leagues, and how about a cheap lineage-only league at 9pm. Wednesday nights at 9pm will be the \$6-two-game-per-night league at our center. This will introduce first-time bowlers to some type of competition. If any of these ideas catch your fancy, please call us at the association office and we can get you started with some information.

The above-mentioned is what we at the association are hoping you will use us for. Sometimes we feel that members don't use us for anything more than the Pepsi rebates and music licensing fees. The association is much more than that, and I plan to get this message really out this year at our Annual Meeting for proprietors. The Annual Meeting will once again be a free day for those who wish to attend. We will really be pushing everyone involved in southern California for their attendance. I feel that most people don't really know what we offer or what we can do. Keep your eyes and ears open for this year's event. I promise you a great day full of information, gifts and food.

I need to thank all of you responsible for making July's Golf tournament such a great success. We had plenty of good golf, good beverages, good food and even some entertainment provided by comedian Vic Dunlop. One of the great things that happened at our golf tourney was the money raised for our troops to purchase phone cards for those in need of reaching their loved ones. The money was raised with a 50/50 raffle and also with a live auction of sports jerseys provided by Jeff Edelman. This tournament is another great way for proprietors to meet and greet each other in a casual atmosphere. We do this event every year in July, and we hope you can plan to get involved in next year's tourney.

I need to say good-bye until next month. Remember: We are always here to help owners and managers make the bowling business better.

A handwritten signature in black ink, appearing to read "Tom Cristi". The signature is fluid and cursive.

Tom Cristi  
President  
Bowling Centers of Southern California

## Executive Director Report

### “Membership is a privilege ”

As we scorch through summer, it is hard to believe that the busy fall season is just around the corner. While I know many of you are busy preparing for the return of your regular league bowlers, the BCSC office is getting ready for a fall full of events that I hope you will be able to join us for.

First up is the West Coast Bowling Convention in Reno from October 2-4 at the beautiful Silver Legacy. For those of you that could not make it to Bowl Expo, a road trip to “The Biggest Little City in the World” is in order. We have some great seminars planned including one hosted by yours truly. I don’t want to give away too much, but you will definitely want to be there to see how, as a group, we will create a social media forum for California bowling that will benefit all centers from Chula Vista to Chico. There will also be a trade show to check out the latest and greatest items in the industry.

Next is the BCSC Annual Meeting at Cal State Fullerton on October 26. As Tom mentioned in his column, we are expecting even better attendance that we had last year. For those centers who weren’t at last year’s annual meeting, you really missed out on a winner.

I know what you’re thinking. “Scott, every month you call me to attend this or that. I’m busy! I don’t have time for another meeting.” My reply to you is this: If you are completely, 100% happy with the way the sport of bowling, your bowling business and the industry-at-large is going, then you get a pass to stay home. If you feel that being a part of the BCSC and the BPAA doesn’t require any effort and commitment to the group, then it’s OK to stay at your center. Otherwise, SAVE THE DATE OCT. 26th.

Frankly, we want this half-day event filled with those who will seek fresh perspective, share new ideas and be a part of the future of bowling. We want to be there with other industry players who aren’t afraid to speak up and work to better the entire business.

Yes, we’ll have fun, meet and network with others, laugh and even be pitched by a supplier or two, and walk away with some free stuff. But most of all, everyone attending the event will leave feeling confident knowing that the volunteer members and staff of the BCSC and the BPAA are working non-stop to better the business we call “ours.”

A few weeks after the annual meeting, the BCSC board of directors will join their Northern CA brothers and sisters for a joint annual retreat. While most of you will not be on hand personally, your participation is greatly needed. This is a time to let us know how we did as a board during the year. What worked? What failed? What kind of changes do you want to see for 2012?

We want to provide members with many chances to evaluate our performance to let us know what you liked and where you think improvements need to be made at the BCSC. Feel free to give me a call (818-789-0900) or drop me an email ([scottf@socalbowling.com](mailto:scottf@socalbowling.com)) to share your thoughts. Better yet, tell me in person at one of the other events mentioned above.

Hope to see you soon.



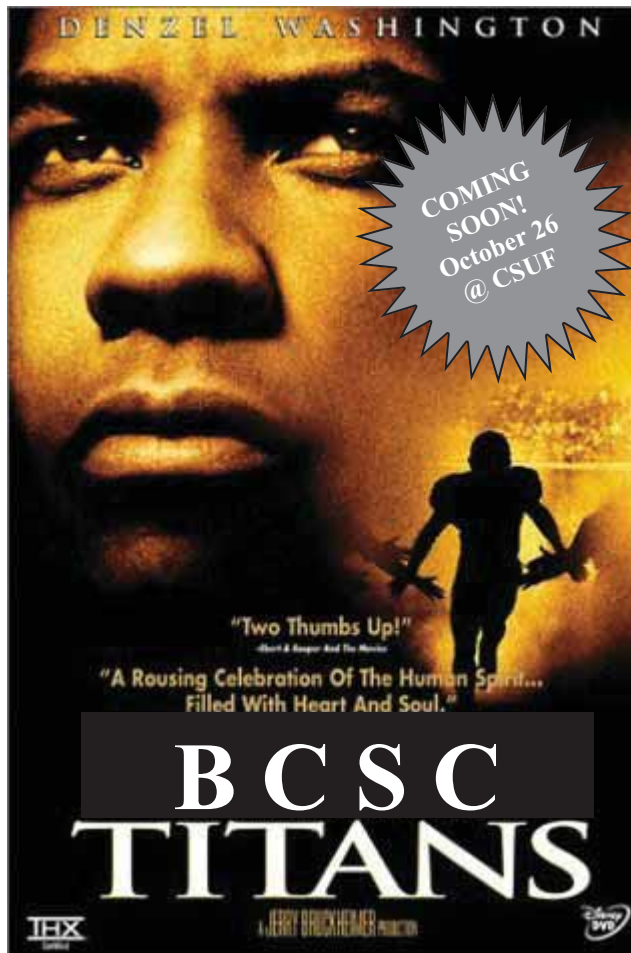
Scott Frager  
Executive Director  
Bowling Centers of Southern California



## MARK YOUR CALENDAR!

West Coast  
Bowling Convention  
October 2-4, 2011  
Reno, NV

BPAA Bowling Summit  
January 22-26, 2012  
Meritage Resort & Spa  
Napa Valley, CA



## Lefty O'Doul's adds another center

BCSC Partner Lefty O'Doul's continues to grow in Southern California. Now with twelve centers under their belts, more and more proprietors are discovering the taste of the bloody mary and margarita mixes are a big hit with their bowlers. BCSC President Tom Cristi made the switch, "We tested the product with some of our regular customers and they said the taste was quite good. So, we went with the product, for its taste and to support our partners." To make the switch for your center or to have a sample sent to your center, call Dennis Deiro at 714-815-8804 . CHEERS!



## Want to become a TITAN of Industry?

SAVE THE DATE! The BCSC Annual Meeting is coming up on Wednesday, October 26 at Cal State Fullerton's **TITAN** Student Union.

Come join your fellow proprietors, managers, staff, partners and vendors in BCSC's biggest event of the year. Learn about BCSC programs, engage in brainstorming sessions and explore new opportunities. Plenty of BCSC partners will be on hand to share their latest ways to help you make and/or save money at your center.

The best part is the price, **FREE**. Every member and non-member center will receive one free registration to the event. Also included is breakfast and lunch during the day.

Mark the date on your calendar... TODAY!

# BCSC Member Profile

## Jim Hornung - Yorba Linda Bowl Yorba Linda, CA - 30 Lanes

### Why I belong

**This month in the BCSC Member Profile, we chat with reigning USBC Proprietor of the Year, Jim Hornung.**

**How long have you been in the bowling business?**

*35 Years*

**How did you get into the bowling business?**

*I was in the Navy, looking for a nighttime job. I applied at Town & Country Lanes in National City*

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

*Insure you have plenty of working capital and hire a great staff.*

**Describe your market area.**

*Highly competitive with bowling centers, Angels, Ducks, Disneyland and Knott's Berry Farm*

**What are some of the biggest challenges for your center? Coming up with ideas to let people know where we are and what we have to offer.**

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

*All the new ideas, discounts and rebates.*

**How has business been since the economic downturn?**

*Business has been the same for the last two years league wise. Open play has increased with the Kids Bowl Free program.*

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

*Meeting new people.*

**What is the next major project for your center?**

*Get more bowlers into the center so I can plan a major project.*

**Married? Kids?**

*I have been married to Betty for 25 years. I have a son (Jim Jr.) who is also in the bowling business with another company.*

**Do you have any hobbies?**

*Gambling and coin collecting*

**Do you have a quote to live by?**

*Live day to day.*

**What is your favorite song?**

*I'm a Reba fan.*

**What was the last book you read? Favorite movie?**

*Book = Pacific. Movie = Rudy*





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**For more info, call Mark Atcheson at (818) 838-1247.**

### **PEPSI SERVICE ISSUES**

As part of the current Pepsi contract with the BPAA, member centers are not charged for the first three service calls to their centers. However, due to ongoing discussions with Pepsi and the BPAA, Pepsi has agreed to cover service issues beyond the first three visits. If your center has any invoices for such service visits or has a current issue that needs to be resolved, please contact Scott at the BCSC office (818-789-0900) to get help.

# 29th Annual BCSC Golf Tournament



Dina Fink leads the golfers into action.



Vic Dunlop kept the crowd laughing at the banquet/silent auction.



The winning foursome.



**A day on the links always beats a day at the office.**



## **For your center's youth bowlers**

### **Calling all Students**

#### **Send your application today for the 2012 Chuck Pezzano Scholarship**

Applications are being accepted for the Bowling Writers' Association of America's Chuck Pezzano Scholarships awarded annually to worthy students who are high school seniors, vocational school seniors or current college students who are not over the age of 25 during the year in which the award is presented.

The award is named in honor of BWAA, United States Bowling Congress and Professional Bowlers Association Hall of Fame journalist Chuck Pezzano of Clifton, N.J.

To be eligible, applicants must meet the following requirements:

Involvement in the field of communications (to mean all who communicate with words and images) For example; writers, journalists, television, radio or web broadcasters, public relations or publicity directors, graphic artists, copy writers, as well as photo journalists, illustrators and cartoonists.

Maintain a minimum 2.5/4.0 GPA or equivalent

- Participate in the sport of bowling
- Include at least one reference letter
- Write a short essay not to exceed 500 words
- Create a title for your essay

Provide school transcript

First-, second- and third-place scholarships may be awarded based on applicants' credentials. Any or all of the funds may or may not be distributed at the discretion of the committee. Individual awards may not exceed \$1,500 per year and yearly combined scholarships may not exceed \$3,000 per year. If there are any ties, money will be split. Winners will also receive a one-year paid membership in BWAA.

To apply, log on to the BWAA web site at [BowlingWriters.com](http://BowlingWriters.com), click on Scholarships and download the application. Complete the form and return it, including supporting documents, postmarked no later than May 15th, 2012.

Winners will be announced at the BWAA Annual Meeting & Convention at Bowl Expo scheduled in June in Reno, NV, Winners will be notified by the BWAA President.

For more information, contact Committee Chair Joan Romeo ([jromeo@socal.rr.com](mailto:jromeo@socal.rr.com)).



## BCSC BOARD OF DIRECTORS



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**President**

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WBPI

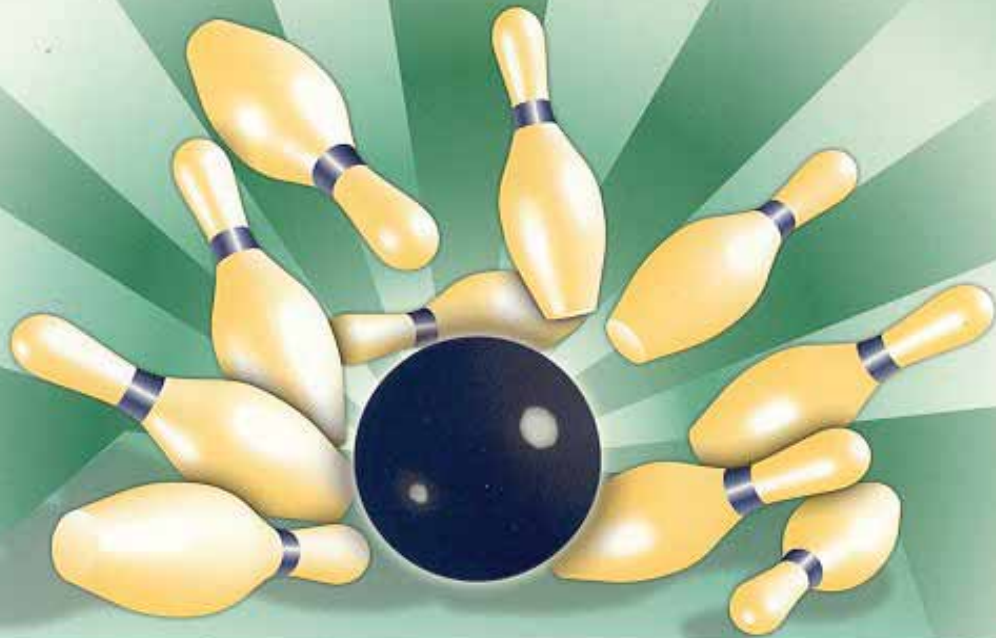


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