

BCSC Newsletter

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Bill Harmatz reaches the finish line

The Southern California bowling community experienced a great loss last month with the passing of Bill Harmatz on January 27, he was 79. Since 1975 Bill owned and operated Vista Bowl in North San Diego County. Following a banner career as a jockey Bill found great success in the real estate business that eventually brought him to the bowling industry. He owned and operated Vista Bowl in North San Diego County since 1975. We will never forget his dimpled smile, positive words and generosity. He is survived by his 4 children, 8 grandchildren and 3 great-grand children. Turn to page 8 for a special profile of Bill from December 2008 in

Bowling Industry magazine. In lieu of flowers the family asks that donations be made to Vista Rotary Foundation Polio Plus P.O. Box 24, Vista 92085.

Qubica offering special pricing and terms for Q1 2011

As the industry leader for nearly 33 years, Qubica is pleased to announce that they made their 5 millionth set of pins in 2011. To celebrate, they will be holding pricing for the first quarter of 2011. Also, fall dating terms are available that allow you to buy today and pay in fall of 2011. Whether it is upgrading your current inventory or creating

custom logos for birthdays and corporate events, Qubica can offer both a new profit stream and free advertising for your center. Place your order by contacting the BCSC's District Sales Manager, Joe Roussin, 714-974-9436 or Jroussin@qubicaamf.us



USBC Team USA Fantasy Camp Experience Contest

USBC is giving six lucky people a chance to win a trip to the International Training and Research Center in Arlington, Texas for three full days of training. You'll even get to compete with and against members of Team USA! To be eligible, USBC Sport Bowling members simply need to shoot a 200 game or higher in a USBC-certified Sport Bowling league between Jan. 1 and Dec. 31, 2011 and then fill out the entry form on BOWL.com. Two semifinalists will be selected on the first day of each month beginning Feb. 1. Starting March 15 and continuing every other month, the four most recent semifinalists will face off in an online poll on BOWL.com. Visit www.bowl.com/sportbowling/teamusacamp.jsp for more information.



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Murrey International, Inc.
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 www.murreyintl.com • sales@murreyintl.com



US Bowling Corporation
 Mark Marchido
 5480 Schaefer Avenue
 Chino, CA 91710
 909-287-0712
 Fax: 909-287-0718
 mark@usbowling.com



National Planning Corporation
 Vayle Floria
 752 Town and Country Road
 Orange, CA 92868
 714-750-3090 ext. 110
 Fax: 714-750-3091
 vayle.floria@natplan.com



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 1975 E. Locust St. #B
 Ontario, CA 91761
 909-673-1780
 dwalsh@pfgc.com
 www.vistar.com



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



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 Fax 559-227-4461
 Larry.Linder@att.net



QubicaAMF
 Joe Roussin
 190 S. Summertree Road
 Anaheim Hills, CA 92807
 714-974-9436
 jroussin@qubicaamf.us
 www.qubicaamf.com



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 Fax: 718-937-1037
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QubicaAMF, the leader in new bowling center development and existing center modernization, bowling equipment and support services.

President's Perspective

February 2011

I just got back from the BPAA Mid-Winter Meeting and PBA's Tournament of Champions. The five days were full of great meetings, seminars, food and a bowling score of 100!!!!



There were a variety of meetings all designed to give proprietors new ideas to make their centers a little busier and a lot more profitable. Smart Buy's money saving programs were presented showing how its products and services can positively affect the bottom line for those proprietors who use them. There was also a great presentation by Amy Arcuri in regard to current credit card companies. There are some new government regulations coming online that we will all need to be familiar with. Most importantly, the need for your merchant services provider to have the proper tax forms on file. Otherwise, the IRS will be able to force reserve accounts on businesses who accept credit cards.

The Red Rock Casino and Spa was the BPAA Summit host facility. It was my first visit there and certainly not my last! This facility had the very best customer service I have ever witnessed. If all our centers had Red Rock's smiles, service and energy, we would be on top of the world. It was probably one of the best experiences I've had in Las Vegas. A huge shout out to Dennis Mathews, David Garber and the entire Stations Casinos team for a job well done. We're proud to have you as BCSC members.

There was also an award presentation for the State Associations covering state level activity. I am very proud to announce that we earned the top award for Best New Idea presented to centers. Our JERSEY PROGRAM has been so well accepted that Leading Edge is thinking about doing it nationwide. Congrats to the Board of BCSC and to every center which has taken advantage of this incredible program for earning this award.

I would like to take a moment and welcome our newest BCSC staff member. His name is Chris Holmes formally with the LA Avengers. Chris is very knowledgeable with sports and sports contacts. I feel his presence will help the association grow in putting programs together and making them profitable. You will all get to meet him shortly as we are preparing our Regional meetings.

Hope everyone is off to a great 2011, and I'll talk to you all in March.

Tom Cristi
BCSC President

Executive Director Report

“Staying SOCIAL with your NETWORK”

With the Oscar season upon us we've all seen or heard *The Social Network* as a frontrunner for Best Picture. Some big changes at the BCSC office reminds me of how important it is to remain socially active in one's personal and professional network.



Last month I welcomed Chris Holmes to the BCSC family as the new Office Manager. He will be assuming all responsibilities that Victoria had previously been handling on a day-to-day basis.

You may remember Chris from his time with the Arena Football League's Los Angeles Avengers. He headed up the very successful sports club that many centers in the area took advantage of with great fanfare.

After the Avengers closed up shop in 2008, Chris took his talents to the corporate headquarters of Guitar Center in Westlake Village. As the head of the company's warranty program, he grew that faction of their business by 25% to over \$40 million.

Chris and I remained in contact over the last couple of years, and I thought of him first when an opportunity presented itself to become part of my team. After some discussion, we both agreed he would be a perfect fit and he came aboard officially on January 24th.

The valuable lesson here is that it is always good to keep up on your networking skills in all aspects of your life because you never know where you will find that next golden statue.

A handwritten signature in black ink, appearing to read "Scott Frager". The signature is stylized and cursive.

Scott Frager
Executive Director
Bowling Centers of Southern California

Super Bowling



Before the Packers and Steelers kicked off at Cowboys Stadium, Hall of Famer Lynn Swann played host to the annual NFL Super Bowl Celebrity Bowling Classic. The event was given a Texas-sized upgrade in 2011 by having it extended over two days in what some call the “Bowling Capital of the World.” Arlington is home to the Interna-

tional Bowling Campus which houses the International Bowling Museum and Hall of Fame and the International Training and Research Center. Host Swann added, “The Classic has become a true Super Bowl tradition and its enduring popularity is a credit to the fun camaraderie that you’ll only find when you go bowling.”

L.A. County Storm Damage Tax Relief

With all the crazy weather Southern California has been experiencing over the last few months, we wanted to remind you of a special program in place for property owners of Los Angeles County. Property owners who have been affected by the recent storms may be eligible for tax relief if rain, mud or related damage amounts to \$10,000 or more. Misfortune/calamity forms are available on the Assessor’s website at assessor.lacounty.gov by clicking the Forms link and then selecting ADS-820/829.2 to fill in, print and then submit by mail or call (213) 974-8658. Thanks to BCSC partner R.C. Autry of Hyperseal for this valuable bit of information.

Assemblyman proposes raise in minimum wage



Newly elected state assemblyman Luis Alejo has submitted a proposal that would raise the minimum wage paid to workers in California to \$8.50 an hour, starting January 1, 2012. If passed, the minimum wage could be raised even more in the future to match increases in the Cost of Living Index without any voter approval needed. The proposal is in its early stages and has yet to reach a committee. We will keep you posted on its progression over the coming months. Voice your opinion on this issue by reaching out to your local assemblyperson in Sacramento with any questions or concerns.

Read between the LANES!!!



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The winning time

Bill Harmatz rode more than his share of thoroughbred winners. He's not doing badly in his bowling center, either.

Bill Harmatz did not have time on his hands when he sat on a thoroughbred in the starting gate. He says jocks don't think about very much in the last few seconds. "The main thing is to make sure your horse is standing on all four feet." If he has one foot behind the other, he'll fall as he jumps forward from the gate.

"You have a sixth sense when you're riding. All this comes to you; you don't think about it; it's just natural: You can feel the horse next to you and you know who's behind you. And before you go out in a race you always analyze your race—what your speed is and the come-from-behind horse and who's the horse you want to beat, and who's the horse you *have* to beat—you have to keep an eye on him when you leave the gate. This is all going through your mind. These are the things that make a difference between a top rider and a rider that just goes out there and rides. Your mind is clicking all the time."

Harmatz owns and runs Vista

Entertainment Center in Vista, CA, these days, about 50 miles north of San Diego and 20 minutes from the Del Mar racetrack. But he was a top rider in a racing career from 1953 to 1971. Most jockeys last three to five years, he says, and average about 4,500 races.

Harmatz rode 26,000 races in his career, often a half-dozen a day, and won 1,800 of

them, more than \$10 million in purses, rode in the Kentucky Derby four times, won the Preakness in 1959, and once rode six winners on a single day (at Bay Meadows Racetrack near San Francisco, April 23, 1954).

Thoroughbred racing is dangerous for jockeys. They sit astride high-strung animals who weigh a thousand pounds and run at 40 or 45 miles an hour on ankles small enough to snap in two. An ambulance follows the horses around the track. "You're going to get hurt," says Harmatz, who was not only long-lived as a jockey; he went into *Guinness* for the



Big day at Bay Meadows, April 23, 1954.

years he rode having broken no more than a collarbone.

In 1959, a contractor-neighbor wanted to build a bowling place in Vista. Harmatz was riding at Del Mar then and living near the Santa Anita racetrack in L.A. He advanced \$11,000 for the land and the contractor put up a building and 16 lanes of bowling for \$74,000. When the contractor got into financial trouble, Harmatz bought him out and leased it to a partnership who wanted to run a bowling business.

He was 28 that year and in his sixth year as a jockey. He'd been on horses since he was 13 or so, riding with junior high and high school buddies all over the hills in East L.A., where oceans of tract houses have been built since the 1940s. "Whittier was all riding stables. My dad was in the cattle business, so I was surrounded by livestock. Being small, I figured [it] would be the natural thing to ride horses," he says. His racing weight was 109.

"A friend of mine was an ex-jockey. He was an exercise rider at the time, and he was going with my ex-girlfriend. He would take me out to the racetrack every morning and then drop me off at school."

Harmatz was up in the morning at 5:30. By 6, he would be at Hollywood Park (which is in Inglewood) or Santa Anita, where he would walk horses until 8. By 9, he was in class.

"That's how you start, walking horses," Harmatz says. "Then [you] become a pony boy. He accompanies the horse out to the racetrack. You go on a saddle horse along with the thoroughbred to keep him settled down and in case he gets anxious. The exercise boy exercises him every morning. You take the horse out on the main track and gallop him for a mile, a mile and a half, probably 20, 25 minutes. That's how you learn. In those days there was

no school to go to to become a rider." The groom, who spends a good half-hour rubbing the animal down, and the trainer complete the horse's team.

Aboard Royal Orbit in the '59 Preakness. Horse and rider were both winners.



The year he graduated from high school, Harmatz's picture said his greatest ambition was to ride a thoroughbred down the stretch at Santa Anita. He served two years in the Air Force first. He began riding professionally at 22, "old for most jocks"; 16 or 17 was the usual starting age.

A horse race is "95%" the horse, according to Harmatz. As a jockey, the job is "just keep 'em out of trouble and read him and make sure the horse doesn't use himself up." Speed horses tend to give their all and spend themselves before the end; "come from behind" horses do what the name says. "Each horse has its own personality and it's up to the jockey to analyze him. If you've ridden the horse before, you kind of know the horse. If he's a speed horse, you want to try to save as much as you can. If a horse comes from behind, you want to make sure you move

in time and don't wait until the race is over before you start making your move to catch the horses in front.

"The main thing is you don't want to break stride. When a horse breaks stride he loses a lot of ground. It takes him two or three strides before he gets back into it. And by that time the other horses are

gone. The thing is you don't want to get behind horses that block you, so when you want to make a run you've got no place to go and you sit there and hold your horse and the race is over. You want to keep your horse out in the clear.

"You're always fighting for position. And when you find your position, you have to analyze your horse and know how much horse you got under you, so if a hole opens up, you can make the hole and get there on time. If you don't have enough horse and the hole opens up, you're dead.

"As you're running, the horses move, they come in, they come out. You have to watch the horse in front of you. If the horse is trying to get [to the outside], you know you can get in on the inside. If the horse is running in—'lugging in,' as they call it—then you want to go on the outside of him. You don't want to run up on the inside of a

horse that's trying to get in on you.

"When you make your move, you want him to move. You have your whip and that encourages the horse to give you a little more effort. You get instructions [from the trainer] before you get on your horse: 'My horse likes to run on the outside or doesn't want to be hit too much, likes a left-handed stick or a right-handed stick.' Some horses, you just shake it at him and you'll get more response [than from] hitting him."

It's all over in a minute and a half.

There is nothing to compare with it, Harmatz will tell you. "You know, to be a successful jockey you have to like horses, especially thoroughbreds. There's no greater sensation. It's like driving a great racecar at a match. When you ask them to run they just give you that speed and power. It's just wonderful sitting on top of

a thoroughbred."

Knowing you're going to get hurt is a downside for some. "It never bothered me. You just take that as part of the business." But the worst of it, for most

eventually borrowing—"never really put any cash in, borrowed on name and credit"—and buying. Among other deals, an office building in downtown L.A., a 720-acre ranch in outlying Thousand Oaks, and 10 acres

Knowing you're going to get hurt: "It never bothered me. You just take that as part of the business."

jockeys, was their weight. Some had to sweat off three or four pounds every day they went to race. Laps of the track, wearing a sweat suit, were a common way of doing what diets didn't.

Fortunately, Harmatz did not have a weight problem, and luckily for his longevity, he was married, had a child and "kept my nose to the grindstone." Not for him the prosperity earned by 20% of all jockeys that "kills more riders than it helps—the wine, women and song, and they fall by the wayside." He kept in good condition and maintains that although he quit at 39, he could have ridden another 10 years.

Famed jockey Bill Shoemaker made the difference. Living about a mile apart near Santa Anita and seeing one another at the track, they struck up acquaintance. Shoemaker wasn't investment-minded, Harmatz says, where Harmatz had four brothers in the real estate business. "Shoe" and Harmatz were

next door to Disneyland (for \$280,000 in 1957, two years after the theme park opened). Shoemaker wanted to keep racing so Harmatz quit the track to manage the portfolio.

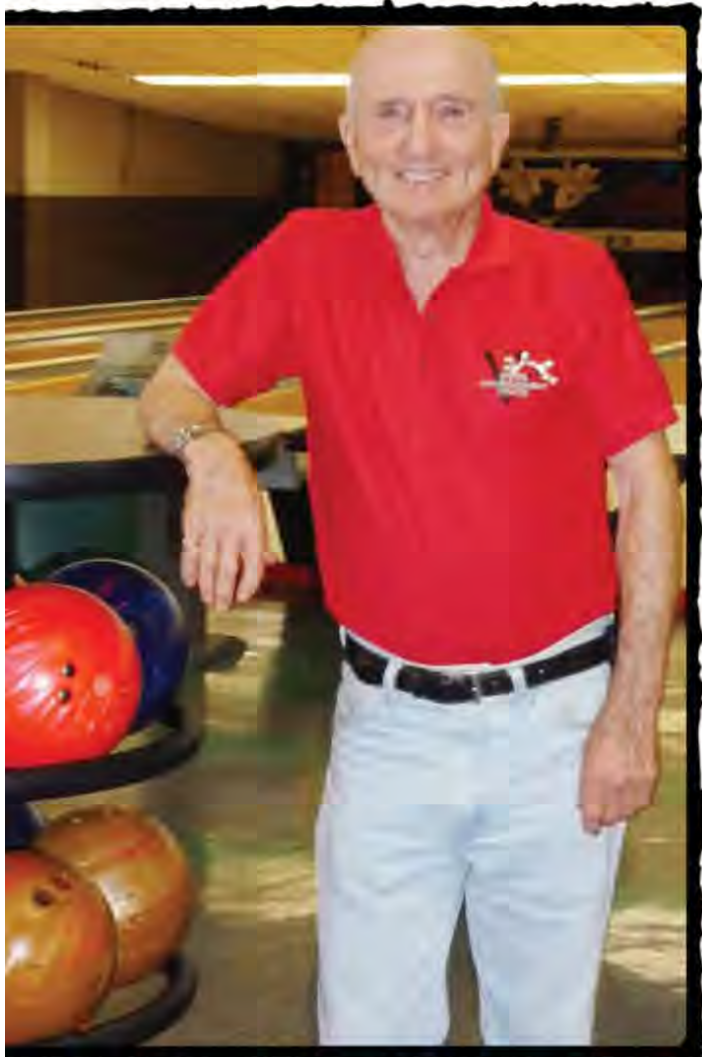
While at it, he bought another building downtown and fitted it out as one of the first self-storage businesses. In 1973, the yellow pages did not even have a classification for storage, he remembers.

But he grew bored. "I had too much time on my hands. The guys' lease ran out at [the] bowling center and I thought, 'Well, I'll go down and play with this thing and see what it's all about.'"

After he saw, in 1975, he decided the area needed more of what Vista Bowl could offer, so in the '80s he went from 16 to 40 lanes and from 13,000 to 46,000 square feet. Mid-way through the decade, he had three nightclubs in the building as well (rhythm and blues, rock, and after-hours), and customers were driving 100 miles from the desert north of L.A.

Harmatz "had all the action going," but fiercer drunk-driving laws, rising band prices, and security considerations put an end to the nightclubs. Today, there are a banquet room seating 250 and an arcade of 3,000 square feet.

"Now it's basically a bowling center, and it's doing great." Indeed. His ownership of the bowling center has been canny enough to make it one of the last three standing in northern San Diego County, a booming area where a lot of people around Vista make the time to bowl at Harmatz's place. □



At his Vista center.

BIG NEWS!



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BCSC Member Profile

John Balla - Kearny Mesa Bowl San Diego, 44 Lanes

Why I belong...

How long have you been in the bowling business? 25 years.

How did you get into the bowling business? My mom and dad bowled that kept me around the sport

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

Don't just start a bowling center. Start a complete family entertainment center. It can include party rooms, banquet rooms, bumper boats, batting cages, etc.

Please describe your market area? We have a great variety of bowlers. We bring in a lot of corporate and youth bowling as well as attracting industrial and residential bowlers.

What are some of the biggest challenges for your center?
The economic situation. Our leagues are up, yet overall business is down less than 1%. We are very lucky.



What is your most profitable area? Open play bowling is our best area. We have nightly specials: Mon-Thur - \$20 for a 3 hour session.

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

Membership discounts for group buying programs. Also, the constant flow of information throughout the year on different marketing programs.

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

I love dealing with people. Some consider bowling a sport and some think it is recreational.

When I see the smiles on my client's faces, that makes my day.

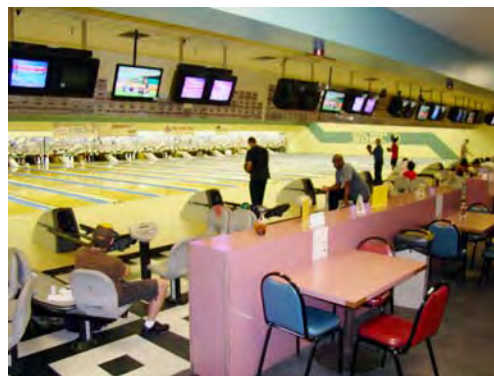
Is there anything you would like the BCSC to know that is unique about your business?

We're trying to get back to the good old days of recreating relationships with all of our bowlers.

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

The stigma attached to it as a poor man's sport. The bowling center is not a dark, dingy facility.

Do you have any hobbies? I am a high school volleyball coach.



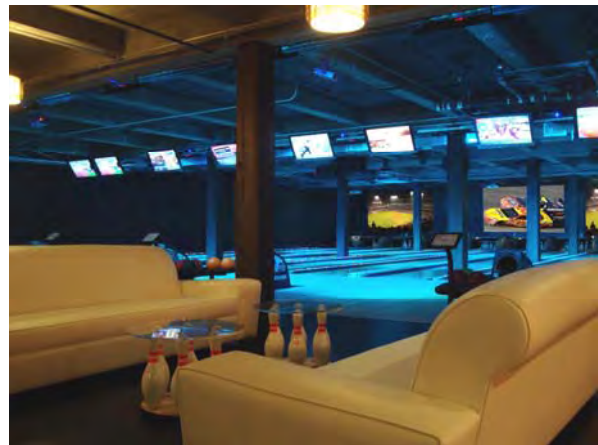


New “Underground” Bowling Lounge Opens in Lancaster

Murrey International is pleased to announce the completion of a new upscale 8-lane bowling center installation at the “Underground” in Downtown Lancaster California.

The “Underground” bowling lounge features Murrey’s World Class Bowling equipment including MML-3000™ synthetic lanes, DUO Computer Scoring System, BigScreen™ Masking Units and LCD 4,000 lumen projectors.

Murrey also installed their latest LaneFX™ light and sound system featuring DMX fully controlled



lane lighting allowing for pre-programmed constant color changing over the lanes. This unique concept allows the user to select any color in the rainbow for constant or changing light depending upon the mode selected.

The “Underground” is a welcome addition to the “BEX” Restaurant and “RoShamBo” cocktail lounge located on the Lancaster Blvd. street level just above the “Underground” bowling lounge. Owners Scott Ehrlich and Rick Gutierrez head up the Woodland Hills based InSite Development Company that is currently redeveloping the entire Downtown District of

Lancaster. *InSite chose Murrey Bowling for their ability to deliver quality state-of-the-art bowling equipment at an extremely affordable price level.* Stop by at 706 W. Lancaster Blvd. or call them at 661-945-2399.

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Switch Bowling and Billiards LLC
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scl4usc@aol.com



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



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Camarillo, CA 93011
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cambowlscott@yahoo.com

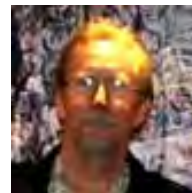
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Vice President

Buena Lanes
1788 S. Mesa Verde
Ventura, CA 93003
P: 805-656-0666
F: 805-656-0774
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F: 661-254-7562
craiggnla@dslextreme.com

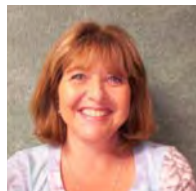


DOUG SVELA

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



DINA FINK

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



Joe Samuel

Victor Bowl
12277 Mariposa Road
Victorville, CA 92393
P: 760-241-7396
F: 760-241-1309
jsams@pacbell.net

JOHNNY HUMBLE

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



Tony Sands

Jewel City Bowl
135 S. Glendale Ave.
Glendale, CA 91205
P: 818-243-1188
F: 818-243-6260
tony@jewelcitybowl.com

Bowling Centers of Southern CA

13245 Riverside Drive
Suite 501
Sherman Oaks, CA 91423
Scott Frager, Executive Director
scottf@socalbowling.com

Phone: 818-789-0900
Fax: 818-783-2874
E-mail:



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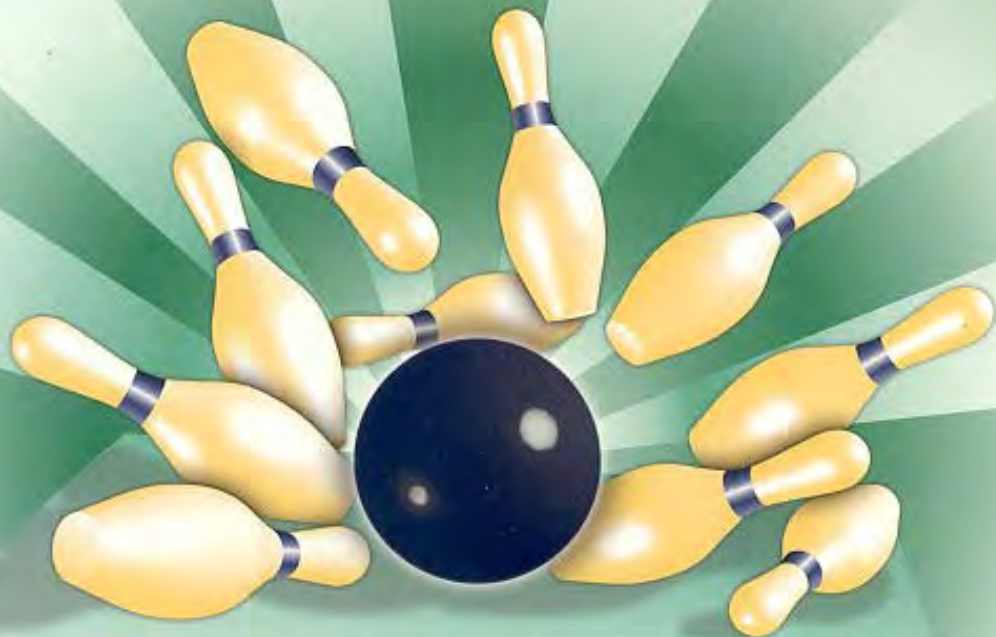


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