



# BCSC Newsletter

VOLUME 15, ISSUE 6

JUNE 2011

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## The Ball, Bag & Shoes program is back to the BCSC!

Back by popular demand! Thanks to the efforts of Nick Smith at Brunswick, we are happy to welcome back the ball, bag and shoes program! This package is a great way to get a casual bowler to become a league bowler. For only \$75 per set, Steve Cook's Bowling Supply will have all the items sent directly to your center. With eight different ball colors and six different bags to choose from, your bowlers will be able to put together the package they want. Shoes come in black or white with varying accents. Check out the enclosed packet with ordering information. Any questions, please call Chris at the BCSC office at (818) 789-0900.



## BCSC introduces Soccer Sports Club program

Are you looking for an exciting summer program for your bowlers? Look no further! The BCSC is working with Major League Soccer's two So Cal franchises, the L.A. Galaxy and Chivas USA, to put together an enticing package for your bowlers. This program includes tickets to see both clubs in action at the world-class The Home Depot Center in Carson. The mid-field seats being

offered are some of the best in the venue.

Also included are some great merchandise items like a mini-Galaxy soccer ball and a Chivas hat. Check out page eight or contact the BCSC office at

[bcsc@socalbowling.com](mailto:bcsc@socalbowling.com) or call 818-789-0900 to sign up your center today!



Presented by HERBALIFE.



## BCSC Giving: Donate to CBW Phone Card Efforts

For seven years the California Bowling Writers have organized a fantastic fundraiser that sends phone cards to U.S. troops overseas. This year they raised nearly \$7,000 enabling them to send 685 phone cards to troops in all branches of the military. The phone card charity started seven years ago and has now reached throughout the U.S. but primarily in California. California has been instrumental in pioneering many programs, Bowlers for Veterans Link being one of them.



The BCSC has been given a \$1000 donation challenge to meet. Please consider giving to this great cause. **Please send donations by July 5 to the BCSC office at 13245 Riverside Dr #501, Sherman Oaks, CA 91423. Make checks payable to CBW Phone Card Charity.**

## BCSC PARTNERS



**American Consulting Group**  
Eric Martin  
23361 Madero, Suite 220  
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**HPSI Hospitality**  
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HPSI is a national, group purchasing, service company that negotiates contracts, collects rebates, and audits invoices for our consumers in the food service, bowling, hospitality, and healthcare industries.



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**Lime Energy**  
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www.familyamusement.com

Lime Energy provides energy-efficient design/build solutions for lighting, HVAC, water, weatherization and renewable energy.



**The Lighting Store**  
CJ Fox  
1213 East 10th St. North  
Newton, IA 50208  
641-791-3397  
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## BCSC PARTNERS



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Lind Shoe Company supplies USBC-approved pins, house shoes and balls, essential items for pro shops. No-hassle warranty on all products. Contact us at sales@linds.com.



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 www.qubicaamf.com

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



**Switch Bowling and Billiards LLC**  
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 88894 Territorial Rd  
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 972-679-4824  
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Switch Bowling offers the latest technology and highest quality production methods. Check us out on www.switchbowling.com.



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## President's Perspective

June 2011



This is the true month for the start of summer. Graduations are going on everywhere, the weather is warming up, and we are sweeping winter leagues. In addition, I hope all of you are putting those summer leagues on the floor. Summer leagues are a great time to introduce new bowlers to league formation. Ball-bag-shoe leagues will surely help get some new people interested, and my favorite league to form this time of year is simply Learn To Bowl formats. Teaching people to bowl is usually warmly welcomed by new customers. The fact you showed an interest will surely pay off at the end. Fund raising leagues for youth organizations can also be a great short season idea for your summer session.

At our center we get lots of day camps to bowl and that means lights and music for the kids and, of course, some great food and beverage. This summer we are trying to get the summer camp counselors from all the programs to bowl league against each other in the evening. We think we have eight teams to start and I'm happy with that. Another idea we are trying is a Theme Park League. Fun Express is a company in Lake Forest that provides tickets to many bowlers at discounted prices. We try to create a list of places for our bowlers to pick from. It's a great idea for the kids and maybe an adult junior program. Whatever you try to do, it's all about presentation and convincing the customer that you really care about them.

This month is Bowl Expo in Arlington, TX for bowling center owners and managers. This year's event should be the best one ever as we all get our first look at the new BPAA offices and the new look of the USBC. I wish the USBC would use some of that money to start improving awards programs and care about what's going on in league bowling. For some reason they have distanced themselves and only appear via computer and paper. I still believe that it's a matter of time before the BPAA will run everything and get it right! If you have not made plans for Arlington, I think you should surely consider it. We are going to see the Women's U.S. Open final at the Dallas Cowboy's football facility.

The Sports Club programs continue to struggle in Southern California, and I believe the reasons are not economic. I think everyone needs to be more creative with the presentation and promotion. Flyers just don't give the feeling of what is offered. We need more displays on the concourse, and how about some gimmicks to get people's attention? Our first order of tickets for the Dodger program was basically pathetic for as many centers that signed up. Come on centers! We can do a better job when we make something a lot more important.

Now that I am done venting, please don't be mad at me – just try to hear what I am saying.

Tom Cristi  
President  
Bowling Centers of Southern California

## Executive Director Report

### “Something for Everyone”

The term “something for everyone” is a phrase we hear a lot in the bowling world as a way of touting the great variety of activities we offer our patrons. No doubt these days it is more important than ever to make sure everyone leaves happy to ensure repeat business.



I was thinking about this a few weeks ago when I was attending an event at Santa Clarita Lanes. Tom, Craig and their well-trained staff turn their sports bar into a comedy club several times a year. The event is emceed by BCSC's newest partner, Vic Dunlop. Vic and his comedy troupe (including NBC4's hilarious weatherman Fritz Coleman) had us rolling in the aisles. This is a great example of putting together a promotion to present your center in a fresh light to current bowlers while exposing a new demographic to bowling.

At the BCSC, we want to create an environment that makes you feel there is something for everyone too. “Everyone” in this case meaning, you, your bowlers and your community at large.

Seeing Vic at the comedy night reminded me of the BCSC Golf Tournament coming up on July 13 at Black Gold Golf Club. This event is for YOU. A chance to network with your fellow proprietors and just have a relaxing day away from “the office”. Even if your golf game isn't that great (like mine), you have the chance to visit with your peers, enjoy a delicious dinner while laughing your “you-know-what” off with Vic as our comedy auctioneer. Guaranteed worth the price of admission!

Do you want to get even MORE VALUE from your BCSC membership while ADDING VALUE for your customers? The BCSC has put together some new and even relaunched some programs that are specifically designed to do just that.

You've read on the front page that our Ball, Bag and Shoes program is back. And, it's better than ever. Steve Cook's Bowling Supply has worked hard to give the best price possible for your bowlers. You sold over 500 packages last year to new bowlers who are now, probably, bowling more often. Kudos!

Brand new is our Soccer Sports Club which Chris Holmes has put together on your behalf. It's an incredible package offering some of the best seats available at The Home Depot Center. We all know soccer is a tremendous youth sport. I'll bet you that more of our demographic enjoys the sport than you realize. Just ask your bowlers and they'll tell you. This is a great opportunity to expand your product offering without any cost to your center.

Lastly, I wanted to touch on what the BCSC can do for its community. Hopefully you saw, on the front page, the challenge given to the BCSC to fundraise \$1,000 toward the California Bowling Writers Military Phone Card program. It's amazing what a simple phone card can do for the brave men and women that serve our country overseas. With June falling between Memorial Day and the Fourth of July, I couldn't think of a better time to step up and offer a hand to our armed forces. To start the ball rolling, I am personally donating \$100 to help us reach this goal.

At the end of the day, your satisfaction with the BCSC is what matters most. We will continue to strive to bring you the programs and activities that will have you feeling there is something for everybody!

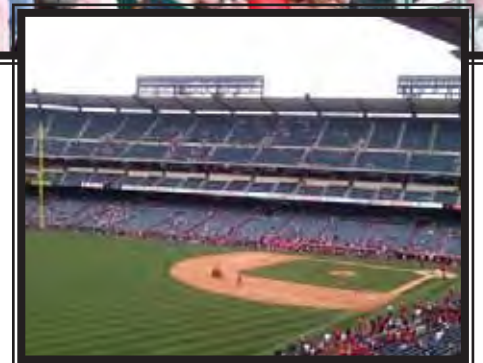
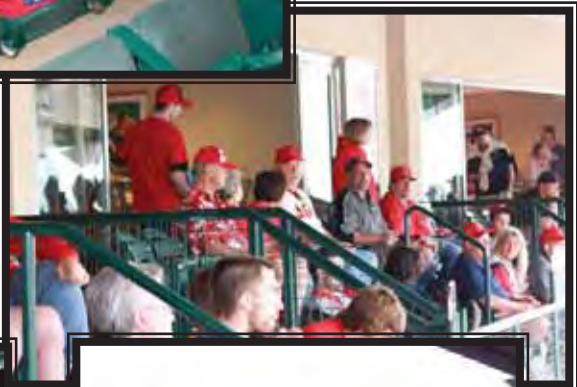
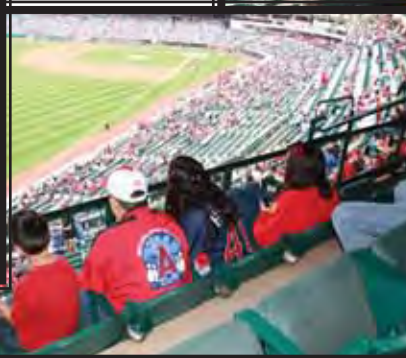
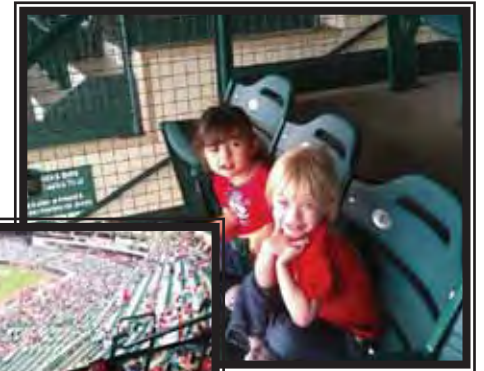
A handwritten signature in black ink, appearing to read 'Scott Frager', written over a white background.

Scott Frager  
Executive Director  
Bowling Centers of Southern California

## BCSC Angel game a “suite” success



On Sunday, May 22 over 170 BCSC bowlers headed to Angel Stadium to watch the Halos take on the Atlanta Braves. As part of a special promotion for this year’s sport club, the bowlers enjoyed the game from a luxury suite! To top it off, the suite was catered with ballpark favorites like hot dogs, chicken wings, pizza and nachos that got rave reviews. Spectators had the option of watching the game on the balcony or relaxing on one of the plush couches inside. As an added bonus, all fans in attendance received an Angels reusable grocery bag. The best part of the day of course was the Angels winning 4-1, thanks to a two-run homerun courtesy of Torii Hunter. While there are no more suite days this season for the BCSC, your center can still take part in the next Angels regular season game on June 27 or the next Dodger game on June 26! Call the BCSC office for ticket order information.



Thanks to Malinda Nelson and Stephanie Maurer for the photos!



## **BCSC Soccer Sports Club is HERE!**



Presented by  HERBALIFE.



**This new program for your bowlers will include tickets to see both of Southern California's soccer clubs in action at the world-class The Home Depot Center in Carson. The mid-field seats being offered for the sports club are some of the best in the venue.**

**Each bowler will receive:**

- **One mid-field ticket to Chivas USA vs. D.C. United game on September 10**
- **One mid-field ticket to LA. Galaxy vs. Real Salt Lake game on October 1**
- **One Chivas USA hat**
- **One Galaxy mini soccer ball**
- **Special on-field walk through experience prior to Chivas game on September 10**

***ALL FOR ONLY \$65 PER BOWLER!***



*The center with the most bowler sign-ups will receive a Chivas team signed autograph soccer ball PLUS 4 complimentary seats to a 2011 Chivas game!*



Contact the BCSC office today to register your center, and purchase a promotional kit. [bcsc@socialbowling.com](mailto:bcsc@socialbowling.com) or 518-789-0909



***“Yumm!”***

That’s what your bowlers will say. If you think ice cream is just a summer treat...not with Dippin’ Dots! You can put these cool screen slides compliments of Dippin’ Dots on your scoring system advertising, use them on your website, birthday party flyers, or posters. And keep your customers hungry for Dippin’ Dots ice cream!

*“It’s an inexpensive way of providing dessert.”*  
 –Tom Cristi, Santa Clarita Lanes



Screen Shot #1

If you don’t have a Dippin’ Dots ice cream cooler or vending machine, you’re missing out. The average center nets more than \$250/month in profit. Give us a call if you’re interested in adding one in your center today. But hurry! We only have a limited number of units available for placement.

For high-resolution versions of the screen slides or more info about Dippin’ Dots, email or call the BCSC office at [bcsc@socalbowling.com](mailto:bcsc@socalbowling.com) or 818-789-0900.



Screen Shot #2

# 2009 Member Profile

## BCSC Member Profile

### Stephanie Maurer - Irvine Lanes

#### Irvine, CA - 40 Lanes

## Why I belong...

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

*16 years*

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

*I grew up at a bowling center (Orange Bowl). My mom worked there, so I have been bowling since I was little.*

**What are some of the biggest challenges for your center?**

*Coming up with new ways to get our name out there to those people that have no idea we exist or to those that have not visited us lately.*

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

*The ideas we get to bounce off of each other at the meetings help a great deal. The rebates don't hurt either.*

**What is your most profitable area?**

*We have three highly profitable areas. Liquor, catering, and meeting rooms.*

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

*Business has definitely slowed. I became manager back in September of 2009 (though I have worked here since 1997) so I have had to come up with numerous ways to entice the public to visit our facility over doing other recreational activities. My marketing manager, the owner, and I try to meet every week to bounce ideas off of each other.*

**What's the next major project you're planning for your business?**

*In 2007 when the economy took a turn, we already had plans for a large sportsbar. I hope to be able to restart that construction in the future.*

**Married? Kids?**

*I have been married since 2003 and have 2 beautiful daughters.*

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

*Live, Laugh, Love*

**Tell us about your food truck promotion....**

*Over the past six months we also have created a relationship with OC DIN DIN A GO GO. This is a group of food trucks that travel all over Orange County and have a huge following. They utilize our parking lot every Wednesday evening from 5:30PM – 9:30PM. You would be amazed at how many people actually come out to eat their food! I have sampled many of the truck's food and have yet to sample something that I didn't like. They are also more than willing to promote with us, such as on June 1, we teamed up with Karl Strauss and OC Din Din A Go Go to offer \$1.00 tastings of a few of Karl Strauss's products. OC Din Din A Go Go and Karl Strauss tweeted & Facebooked to all of their thousands of members – Free Advertising for us! The event was a success and we look forward to hosting more in the future.*



## BPAA looking for “Young Guns”

The BPAA are searching for new members for their Young Guns committee. This group is a committee within the BPAA whose goal is to bring new, interested proprietors and managers to the BPAA Culture. They are looking for anyone that may be interested in getting involved in the association. To find out more for you or one of your employees please contact Drew Guntert at the BPAA. 817-385-8449 or [drew@bpaa.com](mailto:drew@bpaa.com).



## Special Pricing on Lefty O'Doul's for BCSC Members



New BCSC partner Lefty O'Doul's announced last month they will be extending special pricing on all cases of their Margarita and Bloody Mary mixes. The new retail price is now \$48 per case (12 bottles). This is a \$5 savings per case! Contact Dennis Deiro at Lefty O'Douls to learn more about this promotion or to receive some free samples of the mixes in your centers today!  
[dennis@elitesalesmarketing.com](mailto:dennis@elitesalesmarketing.com) or 714-815-8804.



## Women's Pro Bowling Exhibit to open at Bowl Expo

50 Years of Women's Pro Bowling is an all new exhibit opening at the International Bowling Museum & Hall Of Fame in Arlington, TX during Bowl Expo. Help celebrate the tremendous contributions of women's pro bowling to our game and industry by attending the ribbon cutting ceremony on Wednesday, June 29 at 6:30 PM. Email Joan Romeo for more information at [romeotmt@pacbell.net](mailto:romeotmt@pacbell.net).



# BCSC Regional Meeting at Round 1 - May 4, 2011

A big thanks to Hideki Okada for hosting a fantastic BCSC regional meeting at his Round 1 location. Over 20 BCSC members were on hand to check out the first of the Japanese bowling franchises in America.



24 State-of-the-art Lanes.



House balls imported from Japan.



Mr. Okada explains the automatic show dispenser machine.



50% of Round 1's revenue comes from their massive gaming area.



Will and Bill Mossonette chat with Dave Osborn.



Mike Monyak made the trip from Vegas!

## An update from the BCSC political lobbyist regarding the proposed “soda tax”

**Subject:** California proposal to allow local soda taxes pending third reading in state Senate

In case you were not already aware, we wanted to let you know that SB 653—which allows local governments in California to impose a number of local taxes, including on soda—has been approved by the Senate Appropriations Committee and is currently pending a third reading in the Senate. The local taxes would have to be subject to voter approval, but SB 653 authorizes local county boards and governments to impose those taxes.

The bill sponsor has indicated that he would like to try and reach an agreement on the state budget, and that SB 653 will only come into play if a budget cannot be agreed upon. As you may know, Democrats have been pushing for tax extensions in the state, while Republicans have vowed not to let any tax increases or new taxes go through.

Because the proposal is pending final consideration in the Senate, we wanted to make you aware. If you or any member centers in the state would like to contact Senate leadership, we have included some contact information along with a suggested letter to help explain how multiple local soda taxes could hurt your operations in the state.

**Cynthia Tsai**  
tel 202.463.7100

Dear [Senator],

On behalf of [Company name], I write to ask that you consider the negative effects of legislation (SB 653) that would allow local soft drink taxes in California.

Though the economy is beginning to improve, the road to recovery will be long for the hospitality industry. Adding various soft drink taxes on top of other costs that our centers are already facing in the economic downturn will hurt our stores, our employees, *and* diners.

The hospitality industry has been hit by a “perfect storm” of price pressures. The economy, rising food prices, and a high state minimum wage have exacted a huge toll on California’s hospitality industry. New taxes will cause job loss in an economy that is already experiencing some of the greatest unemployment in years. For small businesses like ours, an additional tax could force some centers to shut their doors forever.

Bowling center customers are not the only ones who pay for food and beverage taxes—they come at the expense of the industry and our employees. A heftier bill will drive some customers to stay at home. Facing additional local taxes (even a small soda tax) can mean a decrease in sales when customers decide to cut back on their orders or stop visiting our establishments entirely. What’s more, allowing for different tax rates in over 100 counties will make it difficult for our [###] locations across the state to comply.

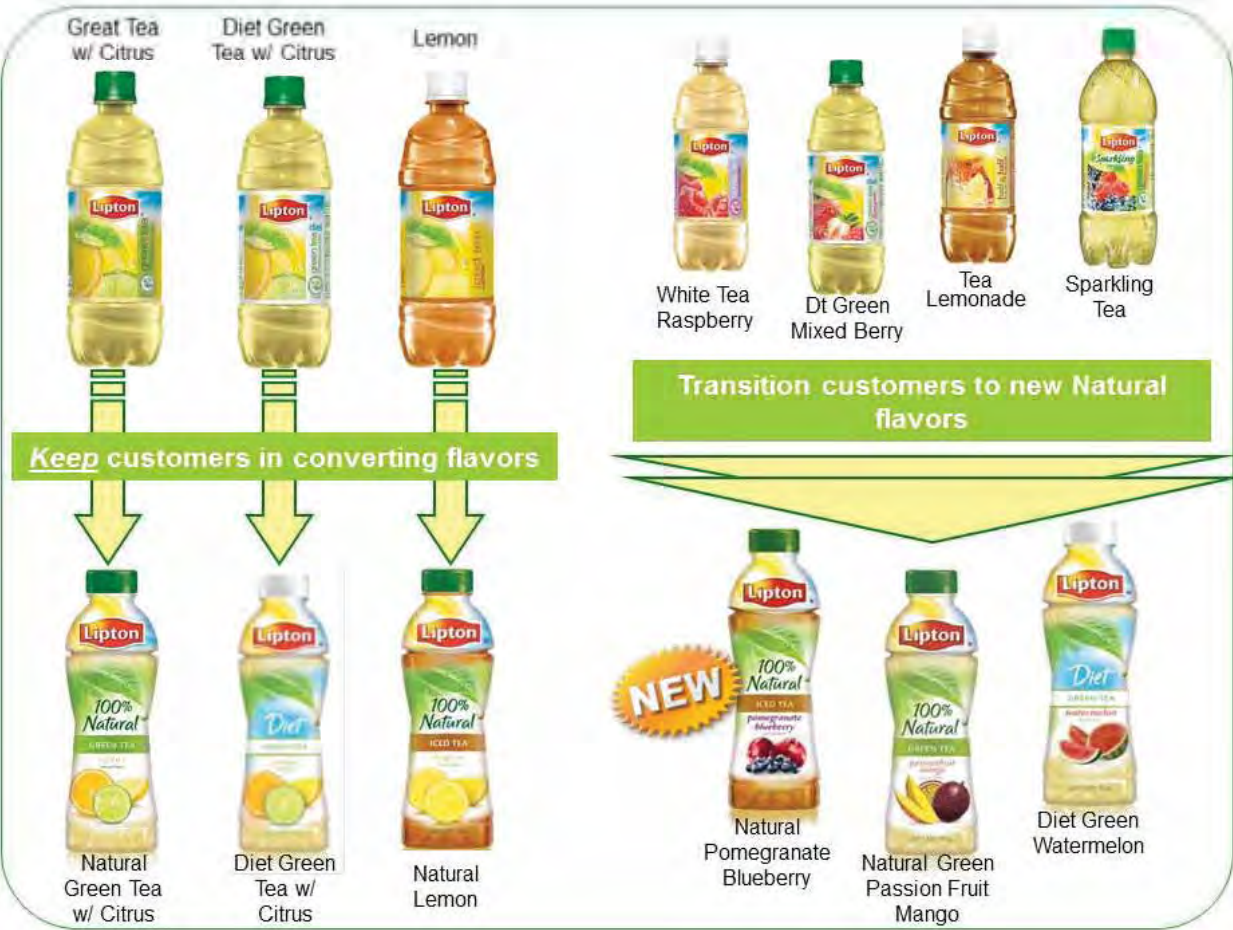
Food and drink taxes are also unpopular and often repealed. In November, voters in the state of Washington repealed a soda tax that was approved by the state legislature earlier in 2010. A national poll in September 2009 found that two-thirds of Americans oppose taxes on soda or other high-calorie foods.

We ask that you please take this into account when considering the impact of a variety of local taxes, including on soft drinks, on the state’s hospitality industry. Thank you for considering the overall negative impact of such a policy on California’s businesses.

Contact the BCSC office to receive a digital copy of the  
above letter to send: [bcsc@socalbowling.com](mailto:bcsc@socalbowling.com).

# Introducing Lipton Natural

## LIT Natural Single Serve Line Up



Contact Mark Atcheson at Pepsi for more details:  
818-838-1247 or [mark.atcheson@pepsi.com](mailto:mark.atcheson@pepsi.com)

# Pacific Coast Regional Meeting at Bowl Expo

*Pacific Coast States: California, Arizona, New Mexico, Nevada & Hawaii*



## JOIN US!

*Sunday, June 26, 2011*

*6 p.m. - 7 p.m.*

*Gaylord Texan Resort, Conference room: Texas 1  
(Room subject to change, so please check the onsite signs)*

*You're invited to join fellow proprietors, managers and the state executive directors to discuss the state of bowling in the Pacific Coast Region.*

### *Sample Agenda Items*

- Election of Jason Altman BPAA Pacific Coast Regional Director*
- State of the industry of each state in the Pacific Coast Region*
- BPAA and State Relationship*
- Interstate Marketing/ Promotion ideas (How can we all work together?)*
- Open discussion about topics that matter most to you*

*If you have any items you'd like to have discussed, please contact Scott Frager at (818) 789-0900 or email [scottf@socalbowling.com](mailto:scottf@socalbowling.com).*

## BCSC BOARD OF DIRECTORS



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**President**

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**Vice President**

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**CRAIG GOODMAN**

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**Secretary / Treasurer**

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**JOHNNY HUMBLE**

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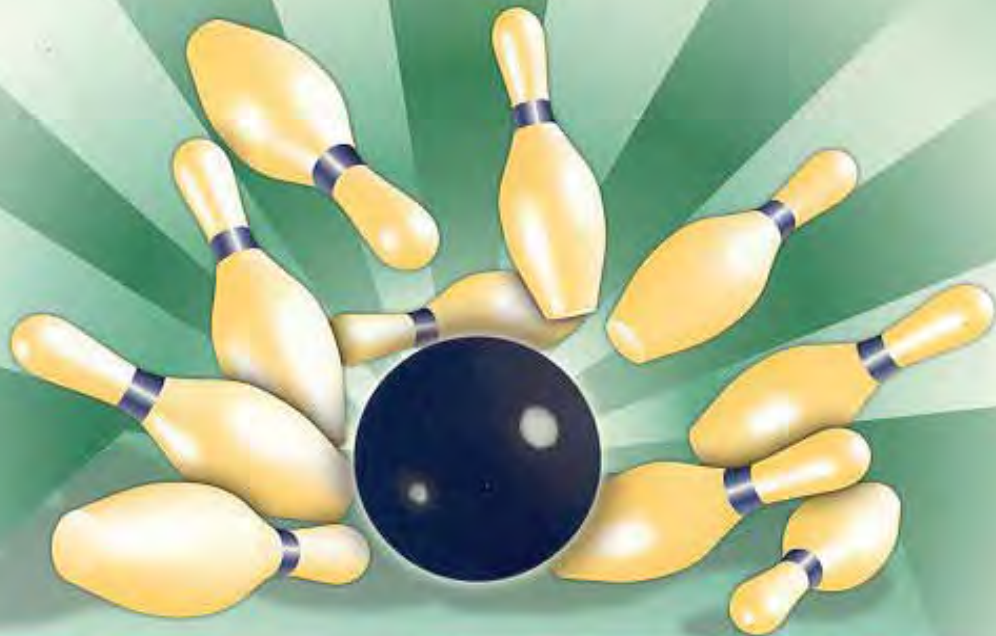


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