

BCSC Newsletter

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MARCH 2011

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BCSC Member Benefit: Free online course through the BPAA's *Bowling University!*

The BCSC has purchased a limited number of online courses through the BPAA's online learning service, *Bowling University*. This accredited program gives you and your employees that opportunity to gain valuable training through a variety of topics focused on bowling. Some of the course topics include marketing, operations and human resources. The BCSC is looking for centers to

be part of a free test group that can provide feedback on the courses' content and effectiveness. Depending on results, this could become a benefit offered to all centers. To be part of the test group contact Chris Holmes at the BCSC office at ChrisH@socalbowling.com or 818-789-0900.

Dodgers & Angels Rollout New Sports Club

With spring quickly approaching this month, soon we will hear the sound of a ball cracking against maple wood... of course I mean the return of the famous BCSC Sports Clubs! The Dodgers and Angels are featuring some great benefits that will get your bowlers excited to join a league. The Dodgers are offer-

ing a variety of ticket options including the "All-You-Can-Eat" section. Similarly, the Angels are offering food and beverage with every game ticket.

The Halos' package also includes tickets to a catered suite for one game. If you missed the club's rollout, call the BCSC office at 818-789-0200 to order an interactive promo kit.



Program Update: Kids Bowl Free

Kids Bowl Free has TWO huge opportunities for your center to gain positive PR in your community. First, they have gotten approval from the director of the PALA (Presidential Active Lifestyle Award) that ties to the President's Council on Physical Fitness, Sports & Nutrition. In addition it also is a part of the "Let's Move" campaign that the First Lady is promoting. With their partnership, KBF is going to be able to use the presidential seal on its bus and Kids Bowl Free



Cards going to schools. Second, they are going to be raising funds for the Bowlers To Veterans Link (BVL) on the tour. This organization provides support to troops overseas and those returning from duty. Get your center registered at www.kidsbowlfree.com.

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

President's Perspective

March 2011

I would like to take a moment to thank all our BCSC Members for renewing their memberships for 2011. It is a compliment to our association and the BPAA for showing the value of being a member. We are planning some great new programs for 2011 to make your membership even better. For those of you not on board, you really must take a better look at what is being offered. I think you will find that membership hold tremendous value that pays off big in the end. Also, I know it is a little early, but mark your calendars for October 26, 2011 for our annual meeting.



This month gets started with our roll-out for the Dodgers and Angels Sports Clubs. These programs have been in the struggle mode for the past few years, and we have made some great changes to try and make them better. The roll-outs are slated for the first week of the month and I hope you are all satisfied with some of our new ideas. Lots of centers are talking about "Instant Gratification" for their league bowlers. How about each night of your baseball leagues offering hot dogs, peanuts, popcorn or Cracker Jacks at a price conducive to the league? It may sound corny, but that's what people get at the ball games.

March is also the month for St. Patrick's Day and that means some liquor promotions for your bar. Green beer is always popular for draft sales and of course you must all be selling Guinness for the Irish Ladies that come to celebrate. You can get some St. Patrick's decorations from your beer distributors SIMPLY BY ASKING. The Irish also seem to frequent Jagermeister for a little celebration during their holiday so a shot special could work very well.

As the weather is starting to warm up, it is a good time to start thinking about getting a Dip N Dots machine for your center. Our distributor is a great guy with great service and I really believe the income you earn from doing nothing is worth taking a look. Contact the BCSC office and talk to either Chris Holmes or Scott Frager about your installation.

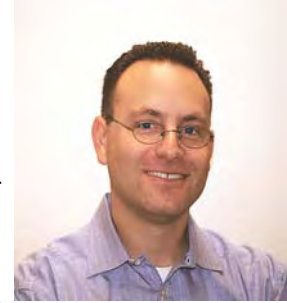
In closing, for those of you who did not know Bill Harmatz, we have really lost a pioneer in our sport. The association is going to miss him and his great ideas for bowling. Vista Lanes, we are there to help you in any way!

Tom Cristi
BCSC President

Executive Director Report

“The WIFM of the BCSC”

LOL, OMG, TTYL... we've all been witness to the destruction of the English language in the new-age of texting, but here is one acronym we're all interested in, WIFM (What's In It For Me?). As Tom mentioned in his column this month, we had a great membership renewal for 2011 and it is part of my duty to show what's in it for you as a member.



Thanks to the hard work and commitment of our board we are able to provide a number of no/low cost benefits beyond the “biggies” of Pepsi rebates and music licensing. You read on the front about the BPAA's online education courses we are hoping to offer to all centers. I encourage you to be part of our FREE test group. Another benefit most of you took advantage of was our free registration to the BCSC annual meeting that we will be extending into 2011.

Don't forget about all the intangible perks of being a member. The regional meetings are designed to bring the issues of the association to you while minimizing time commitments for our members. Being able to network and share thoughts with the people that do what you do everyday provides an outlet that will no-doubt help you grow.

Finally, there is an event that may be off your radar but exists to give you a voice in our state government. The 23rd Annual BCSC/NCBC Legislators Bowling Party was held in Sacramento last month. California's two associations hosted over 160 state legislators and their staffs to a fun night of bowling and to share with them the plight facing small business owners in the state. The hope of the event is to remind them of how even small tax changes on food, beverage and entertainment can make a big difference in how proprietors operate. I would like to thank Craig Goodman, Tony Mendola and Scott and Teresa Poddig for making the trip up north with me to represent the BCSC. Check out page 8 for some fun pictures of the evening.

At the end of the day, I want you to truly value your membership in the BCSC and when you attend meetings you have no problem answering the question... WIFM.

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

Scott Frager
Executive Director
Bowling Centers of Southern California

How do you merchandise? Win a free jersey!



With the Dodgers and Angels Sports Clubs under way, it is now more important than ever to merchandise your leagues and other promotions. As you can see from the photo on the left, Santa Clarita Lanes pulls out all the stops when it comes to merchandising their Dodgers league. It is these types of displays that

catches a casual bowler's attention and could turn them into a league bowler. The more effort you put in, the better the results. Do you have a unique way of merchandising at your center? Send a photo of it to bcsc@socalbowling.com and be entered into a drawing to receive a FREE jersey of your choice from the jersey program. Submit your photo by March 28 and the winner will be revealed next month!

Industry veteran , Biber, passes away

We are sad to report the passing of a former BCSC family member David Biber. Most in Southern California will remember David from his time at Tava Lanes in Riverside. He passed away on February 2. David was an excellent bowler with many perfect 300 games and numbers awards over his career. David was the first bowler to bowl an 800 series in the California Men's State Championship Tournament and he finished 15th in the nation in the 1986 Team USA competition. In lieu of flowers, memorial contributions may be sent to the Bank of Hemet: 1600 E Florida, Hemet, CA 92543 to "David Biber's Children's Memorial Account.



BCSC Member Perk: FREE Classified Listings



Are you in the market to purchase some used equipment? Looking for someone to run your food and beverage services? Even looking to sell your center? The BCSC offers free classified listings in this very newsletter every month. Send the information along with any pictures to bcsc@socalbowling.com and we will post it at no charge to you!



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QUBICAAMF

2011 BCSC/NCBC Legislator Bowling Party



New sick leave legislation introduced



AB 400, the Healthy Workplaces, Healthy Families Act of 2011, would require employers to provide all employees with 9 days of paid sick leave per year. (Small employers, with 10 or fewer employees, would be required to provide 5 days of paid sick leave per year.) The paid sick time would accrue at one hour for every 30 hours worked and could be used by employees, for

example, with a personal illness, to care for a family member, or to deal with a domestic violence or sexual assault situation.

Similar legislation has been introduced the past three years but has remained controversial as lawmakers continue to express concerns over how the mandate would impact businesses. We will continue to keep you updated on the legislation.

MESSAGES FROM THE



ATTENTION ALL BOWLING CENTERS ACCEPTING CREDIT CARDS

NEW IRS REQUIREMENTS APPLY TO ALL
MERCHANTS ACCEPTING CREDIT CARD
PAYMENTS

IRS reporting mandates described below will be implemented starting January 2011 for reporting in January 2012.

Important IRS requirements for 2011

The Housing Assistance Tax Act of 2008 included the enactment of new Section 6050W of the Internal Revenue Code that requires reporting entities to report payments in settlement of card and third party network transactions to the IRS for each calendar year beginning January 1, 2011 for all merchants. Reporting entities will be required to file an annual information return with the IRS and provide each merchant with a corresponding Form 1099-K, reporting monthly and annual gross sales. The first such information return and Form 1099-K will be due in January, 2012 for the 2011 calendar year. In order to perform this function in 2012 and each year thereafter, the reporting entities must have the correct Taxpayer Identification Number (TIN) and Tax filing name for each merchant.

.These are federal laws and apply to all merchants and service providers.

Action Required: Call your merchant service provider ASAP to validate your Tax ID number.

CALL YOUR MERCHANT SERVICE PROVIDER OR
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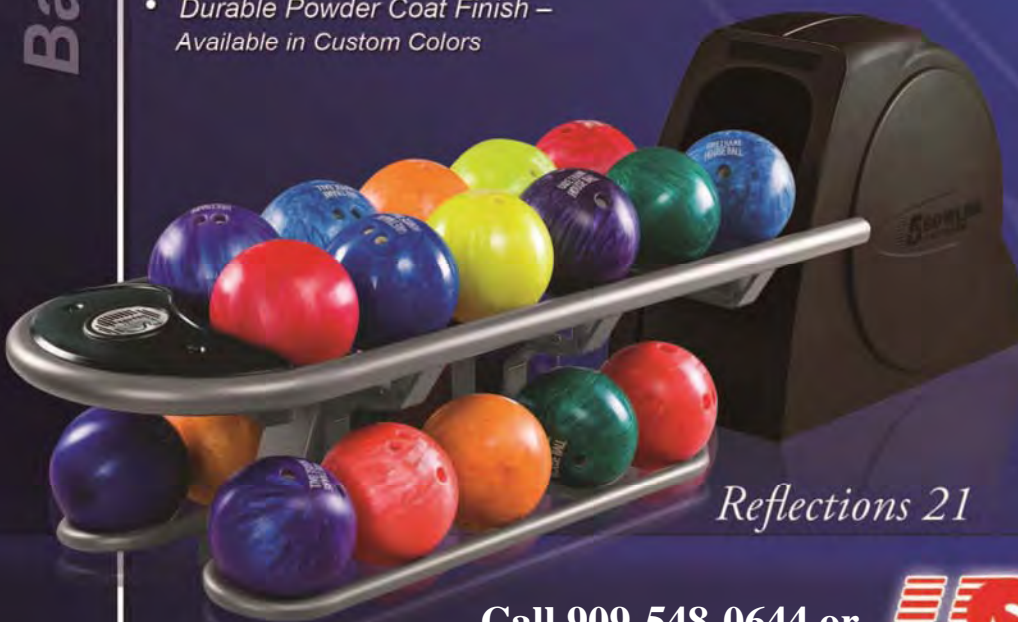
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Features

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Reflections 11



Reflections 21

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BCSC Member Profile

**Dina Fink - Buena Lanes
Ventura, 42 Lanes**

Why I belong...

How long have you been in the bowling business?

20 years.

How did you get into the bowling business? *I was bowling in a women's morning league and saw that there was an opening in the playroom. My kids were small and I thought it would be a great part-time job that I could be with the kids during the day and work at night when my husband would be home. When I worked during the day, they were able to come to work with me which worked out great.*

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

Have a lot of patience and really get to know your bowlers.



What are some of the biggest challenges for your center?

Economy of course. Also, teenagers today are not as motivated in working as they were years ago. They want to come in and do as little as possible and get that check every other week

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

Getting to know the owners and managers of the other centers. Also being involved in helping the centers bring in new ideas and promotions

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

I love the bowlers. They are really down to earth. Everyone comes in looking for a good time and most of time they are in a good mood.

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

I do not care for the awards that the bowlers are receiving from USBC. They need to make some changes as there is really no goal for the bowlers.

Do you have any hobbies? *Of course bowling, but my real love is golf.*

Married? Kids? *I have been married for 29 years to my high school sweetheart Chris and we have three children: Shannon, Ryan and Stephen.*

Favorite Movie? *Sleepless in Seattle*



AMERICAN CONSULTING GROUP

We want to alert you to some recent court, legislative and regulatory agency decisions that will have a significant impact upon employers in California and in other states. Two of the most recent employment law issues that caught our attention were the recent ruling by the National Labor Relations Board against a company specific to their social networking policies (Facebook/ Twitter et al) and the new Department of Labor program designed to assist workers with wage and hour claims by connecting them to a private attorney to handle their case.

Social networking sites have become mainstream and are here to stay, creating challenges for employers managing their company policies on employee use of social networking both within and outside of the workplace. The recent National Labor Relations Board (NLRB) ruling that Facebook postings are “protected” in many instances and overbroad policies are unlawful is just one additional- and urgent- sign for employers that they need to develop properly drafted, very specific company policies addressing the use of social networking sites.

Social networking poses many potentially challenging issues for employers and owners in many other areas, including hiring discrimination, defamation, privacy & confidentiality, infringement upon Federal Trade Commission marketing guidelines, termination of employment, workplace violence / workplace security, and harassment.

Consequently, ACG consultants will be continuing to strongly encourage all our clients to be extremely diligent about updating both their company employee handbook and social networking policies. By properly updating these critical employment documents, employers can protect against legal exposure and also provide their HR administrative function with the guidelines to effectively deal with any challenges that arise specific to social networking issues. Bottom line, the time for employers to properly develop their own company-specific social networking policy is now, rather than in response to threatened litigation or some other challenge.

Additionally, the federal Department of Labor’s Wage and Hour Division (WHD) recently announced a new program to assist workers in pursuing wage and hour claims against their current or former employers by connecting them with private attorneys

What this means is many workers with claims specific to laws such as the Family Medical Leave Act (FMLA) and the federal Fair Labor Standards Act (FLSA) will be receiving notification that due to the “high volume of claims and lack of agency resources,” the WHD will provide them with contact information for private attorneys with expertise in wage and hour or protected leave laws. The WHD has also stated that they will provide assistance to both the employee and their attorney in obtaining any relevant case information that may be advantageous while pursuing legal action against the employer.

In the past, many complaints filed the WHD would get lost in the bureaucracy and ultimately would be dismissed. With the advent of this new program, however, we believe it is reasonable to assume that many more FMLA and wage and hour related lawsuits will now be filed against employers by attorneys who are referred by the WHD.

In summary, stepped up regulatory enforcement specific to employment and workplace safety compliance is a continuing trend at both the federal and state level. The newly implemented WHD/DOL program described here is just one of many similar programs we expect to be implemented in the coming year. One of the most effective defenses to protect against compliance exposures is for businesses to perform a complete HR “audit” of their company that includes all of the company’s wage and hour practices and employment policies, including social networking. Lastly, every company employee handbook should be updated or at least reviewed annually.

***For your customized social network policy contact BCSC Partner
Eric Martin at 800-747-8666***

*We always like to hear about new leagues being offered at centers.
Check out this one currently being run at Santa Clarita Lanes.
Send us your fun league ideas to bcsc@socalbowling.com.*



A NEW SPIN ON BOWLING...

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Game Format:

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- *Number of pins knocked down is your score for the frame
- *A STRIKE counts as 30
- *There is NO 11th and 12th Frame (10th frame bonus balls)
- *10 frames to bowl, so 300 is still the best game possible

Sample Score:

ANY TWO BOWLERS MAY BOWL TOGETHER
Open To Adult and Youth Bowlers

Name	1	2	3	4	5	6	7	8	9	10
TOM	9	6	X	X	9	8	X	X	X	9
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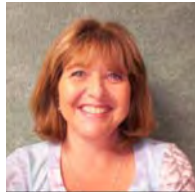
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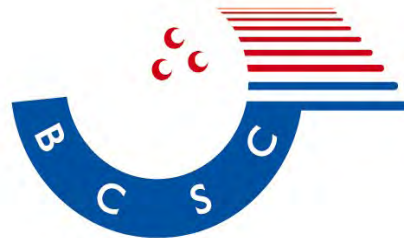


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WBPI

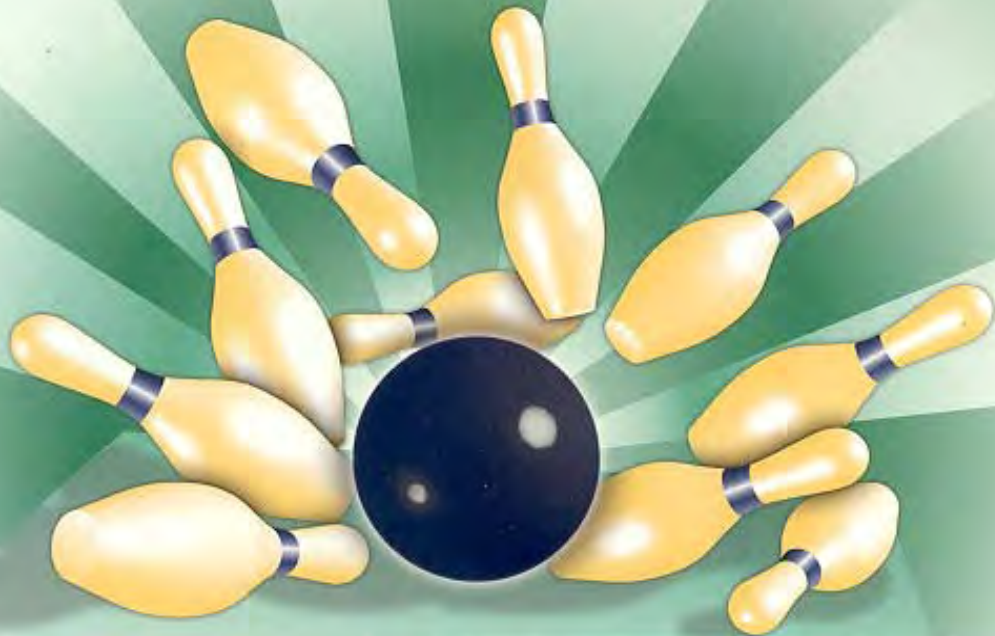


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