



# BCSC Newsletter

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NOVEMBER 2011

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## BCSC Annual Meeting Draws Crowd on Memorable Day

Even though it was probably many years since last stepping in a classroom, BCSC Annual Meeting attendees headed back to school for a memorable day at Cal State Fullerton. The day was filled with learning, laughs and a lot of business. The majority of BCSC partners were on hand to showcase their latest wares and give some incredible deals on goods and services.



Once the official meeting ended, the crowd enjoyed a presentation by a former state auditor who provided some helpful tips. Also, Carey Tosello from eBowl.biz showed the crowd the potential growth of bowling using Facebook. Select members were honored with the BCSC annual awards:

**Friend of the Year:** Kids Bowl Free

**Person of the Year:** Doug Svela

**Executive Director's Award:** Craig Goodman

As the year ended, a handful of BCSC board members had their terms in office end: Tom Cristi, Dan Mueller, Scott Poddig and Doug Svela. As they stepped down, a new board was elected including new officers:

**BCSC President:** Gary Forman

**BCSC Vice-President:** Dina Fink

**BCSC Treasurer/Secretary:** Craig Goodman

**Returning Board of Director Members:** Joe Samuels, Tony Sands, Johnny Humble and Nicole Ellison. **New Board of Director Members:** Ron Plander, Ron Briseno, Will Mossontte and Steve Davis.

## NLRB Postpones Start Date for Highly Contested New Poster

The National Labor Relations Board (NLRB) announced on October 6 that it is postponing the implementation date for its recently issued employee-rights notice. The new effective date will be January 31, 2012. The NLRB's stated reason for the postponement is to "allow for further education and outreach". This posting requirement has been contested by many businesses and trade organizations including the U.S. Chamber of Commerce. The postponement is perhaps a result of the NLRB's poster currently being both under legislative and legal attack. Legislation has been introduced to block implementation of the new poster, and lawsuits have been filed by many high profile groups.

Please call ACG with any questions relative to this bulletin or any other current HR, employee relations, labor, safety or environmental concerns:

Eric Martin - The American Consulting Group

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## President's Perspective

November 2011

I would like to take a moment to make you all aware of a new food card handler law that was recently signed by the Governor. Although not signed until the end of September, and although the bill was not passed by the Legislature until late August, it retroactively goes into effect as of June 11, 2011.



Please see the article on page 11 that I downloaded describing the requirements. It is my understanding that San Diego, Riverside and San Bernardino counties are exempt from this requirement because they already have longstanding food handler training requirements in place. (This makes sense because, when we ran a center in Riverside County in the early 1990's, the foodservice employees had to have health cards way back then.)

It seems that the health departments will actually be enforcing this requirement as of January 1, 2012. The six month period preceding January 1<sup>st</sup> will be to educate foodservice establishments and allow time for the employees to take the certification courses. From what I have read, new employees must obtain their cards within 30 days of hire.

For Fountain Bowl, I personally have contracted with Serv-Safe and purchased a supply of online courses for Fountain Bowl employees (Serv-Safe is a division of the National Restaurant Association), at a cost of \$15 each. While it is true that the employee owns the certificate (and can of course take it with him/her), I decided to pay the certification costs for the employees just as we do for the USBC RVP program that we participate in. Employees, according to what I have read, need to re-certify every three years.

These requirements are IN ADDITION to the food safety certification that a member of management must possess. Simply having a food safety person certified at your establishment will not be sufficient.

If you have any questions, I would suggest you contact your local Environmental Health Department – the one which does your food service inspections.

Best,

Gary Forman  
President  
Bowling Centers of Southern California

## Executive Director Report

### “School Pride Shows”

As I was walking into the Titan Student Union the day of the BCSC Annual Meeting, I was taken back to the University of Kansas. While my days as a Jayhawk were many moons ago, I can still recall the pride in attending KU and my thirst for knowledge. And while college may have been one of the most enjoyable times of my life, I also worked plenty hard.



The same can be said in running a business today. There is fun to be had, but in the end you have to put your nose to the grindstone and get stuff done! Just like hitting the books and going to class was a requirement of success in school; the desire to learn is an integral part of growing, and prospering professionally. Plus, it helps protect the future of our industry.

I saw that desire in the faces of proprietors and managers at the Annual Meeting. Whether it was networking with their peers, learning about a new product or service from a BCSC partner or listening to the wisdom of a presenter, those attending came in with the mindset that this was much more than just a “free lunch”.

Much like a person takes pride in their alma mater, I hope you can take pride in your membership. When you are asked, “What do you do?”, do you have a proud response? Being part of an industry that brings joy to over 70 million people every year has to be something worth saying with your head held high.

I applaud those people in attendance at the Annual Meeting for taking the steps to not only better themselves but better the entire bowling world. In the end, this commercial-grade “fraternity” that brings the best men and women from So Cal’s bowling world together is what connects us to the “school” of the sport for which we all share a passion.

**ROCK, CHALK, JAYHAWK!**

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

## A message from BCSC's newest partner, Beach Cities Wholesalers

As the newest member of BCSC, Beach Cities Wholesalers is thrilled to be part of the BCSC. We look forward to helping bowling center members create more profit from their existing food and beverage operations through our expertise and product line.

Beach Cities Wholesalers has a combined fifty-years experience in the retail concession industry. Beach Cities Wholesalers understands not only what it takes for you to be profitable: we understand how to help you achieve this goal. We don't simply drop the boxes and go. If you need input in creating, improving and making your food and beverage service more profitable, our years of experience can help pave the way to more profit.



Nowadays, there is a lot of talk about a "NINE-NINE-NINE" plan. We promote our "ONE-ONE-ONE" plan for your bars and lounges: ONE ounce of popcorn, which cost ONE-tenth of a dollar (yes, ten cents!) can yield ONE more drink purchased by a customer.

For example, if your bar or lounge provides free fresh popcorn in a #2 paper boat (i.e., a medium french-fry tray), you not only give your customer a fresh, salty snack, your "dime" investment entices them to stay for another drink purchase! We have calculated an increase of 20-40% in beverage sales at bars and lounges by providing fresh popped popcorn -- AT ONLY TEN CENTS A POP!

What are the economics of our plan? Simple. All you need is a Gold Medal Popcorn machine (a bar-size machine ranges from \$579.00 and up) and Mega-Pop popcorn packs (our pre-measured mix of popcorn seed, season salt and popping oil). Mega-Pop packs give you consistent, quality product every time a kettle of popcorn is popped.



So let's do that math: Let's say your bar does about 200 drinks a day at an average price of \$3.50. If you can increase service volume by ONLY 10% (or 20 drinks a day), your net sales increase (after drink costs) should be around \$2.50 a drink. Times that by the added 20 drinks and you've got an additional \$50.00 a day in profit.

But what about the cost of the machine? No problem: at that mere 10% increase, deduct the cost of popcorn (let's say 100 servings) and you are left with a variable gain of \$40.00 for the day. Now times that by a month... the machine will pay for itself in no time at all!

And after that, the increased profits are all yours! Think of it -- ONE ounce of popcorn at ONE tenth of a dollar can have a tremendous increase in your alcohol sales -- and at a lower cost than any nut or pretzel mix on the market. ONE more thing: pretzel and nut mixes don't have the aroma of freshly popped popcorn! Who can resist that!

***Now for the clincher: for the cost of one case of Mega-Pop popcorn packs (less than \$30.00 a case), Beach Cities Wholesalers will loan you a machine for two weeks to try out our plan. If it is successful, we will make sure you purchase the right machine for your operation. All you need to do is call Tom at 562-355-4074 to make arrangements for a temporary loaner machine.***

Beach Cities Wholesalers looks forward to hearing from you!

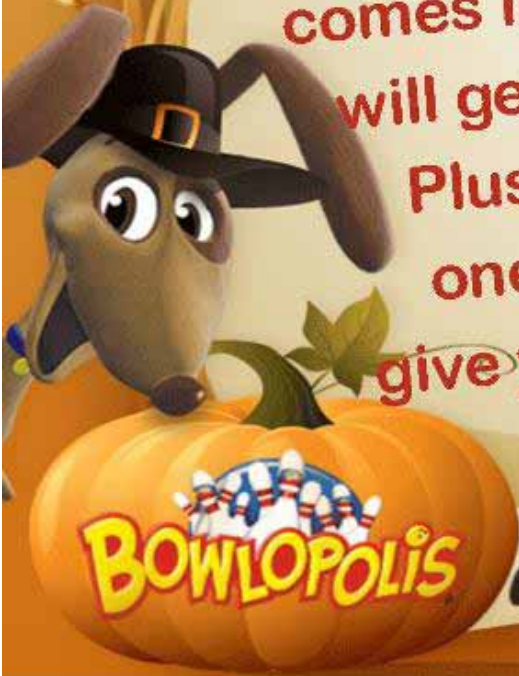
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# BCSC ANNUAL MEETING AT CAL STA



BPAA Executive Director Steve Johnson addresses the crowd discussing the BPAA's future and Bowl Expo 2012



Doug Sveta accepts the BCSC Person of the Year award from ED Scott Frager

Partner Larry Linder presents Dan Mueller of Buena Lanes his recognition on another stellar year



Departing BCSC Board Members Tom Cristi and Scott Poddig





Former state auditor Craig Kiso gave a very insightful presentation regarding current tax issues facing centers.



Melanie Smith and Dan Reeves from Vistar provided some tasty treats.



New BCSC Partner Carey Tosello of eBowl.biz showed the latest trends in Facebook marketing.



The always colorful Cowboy Bob from Team Cobra imparted the secrets of his rental shoe empire



The guys from Western Pacific: Randy, Lee, and Al



# GAME ON

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## California Food Handlers Must Get Safety Training

**RE: Presidential Perspective, Page 4 - by Eric Burkett | Sep 29, 2010**

In a move industry insiders say could mark the beginning of a national trend, Gov. Arnold Schwarzenegger signed new legislation requiring nearly all of the more than one million food handlers in the state of California to be certified in safe food handling procedures.

The new law, Senate Bill 602, was approved by lawmakers in a 74-1 vote in late August and then hung in limbo as the bill's supporters wondered whether the governor would sign the bill despite the fact the California Assembly hasn't passed a budget.

Two years ago in the midst of yet another budget impasse, Schwarzenegger refused to sign any policy bills until the state's massive budget shortfall was addressed. The governor, whose term ends in January, signed the bill Monday; the budget, which still has not been passed, is 90 days late. Sponsored by Sen. Alex Padilla, D-Pacoima, SB 602 goes into effect June 11, 2011 and requires all food handlers working in restaurants and other food service facilities to be certified in safe food handling practices within 30 days of hire.

Food handlers hired prior to the new law's effective date will need to obtain certification before then. Employees working at temporary facilities are exempt from the requirement. Currently, restaurants need only one person on staff to be so certified and that typically falls to a manager or someone in a similar position.

Restaurants and retail businesses are required to maintain records documenting that their employees are properly certified, and employees will have to keep their certification current as long as they work in food service.

For the sake of those who can't get to a certification class, which will be handled by local agencies, the new law also specifies that at least one online version of the class will be made available. Industry groups and media have praised the bill. The California Restaurant Association, which claims 22,000 member businesses, supported the measure from the beginning.

"[Senate Bill] 602 is lawmaking at its best," said CRA President and CEO Jot Condie in a release. "All stakeholders were at the table, working together toward a shared goal of ensuring food safety. We wanted a common-sense approach to training restaurant employees to safely handle food and to avoid a patchwork of local regulations. SB 602 achieves both of these goals." The bill was based upon models already enforced in three Southern California counties.

Following a Hepatitis A outbreak in San Diego in the 1980s, local government made certification of all food handlers mandatory. The idea, said Liz Pozzebon, assistant director for the San Diego County Department of Environmental Health, was to increase safety by increasing knowledge about food safety procedures. The result was a notable decrease in incidents of foodborne illness in San Diego restaurants.

Over the years, the department has continued to monitor food handlers' knowledge. In 2003, Pozzebon said, 1,200 food service workers were surveyed about major violations and to determine what they knew "before better emphasizing food-safety risk factors during inspections and on food handler training materials." Five years later, the survey was repeated and the department found a decrease of more than 60 percent in violations at retail establishments and a 50 percent increase in food handler knowledge, she said.

"The most successful businesses, food safety-wise, are those that have good procedures and training in force, reinforced by the presence of a food safety manager," Pozzebon said. Similar programs in Florida, Oregon, and Washington have resulted in dramatic improvements, according to figures from Padilla's office. "A study by the Florida Department of Health found that the Florida state food handler program has lowered foodborne illness by an average of 7 percent a year since its inception - a total reduction of 79 percent in one decade."

## **BPAA TO UNVEIL FIRST OF ITS KIND CRM DATABASE AT 2012 BOWLING SUMMIT**

### **Highly-Anticipated "Real Time" Web-Based Customer Relations Management Program to be Introduced During "Game Changer" Session on January 23, 2012**

ARLINGTON, TX - October 19, 2011 - The Bowling Proprietors' Association of America (BPAA), the bowling industry's leading trade association, announced today the launch of **BPAA Customer Connect**, a highly anticipated web-based CRM program that will reshape the industry's ability to connect and engage with bowling center consumers. BPAA Customer Connect, which will be unveiled at the 2012 Bowling Summit, is a new, FREE benefit available to BPAA member centers as an added value for 2012. BPAA developed this breakthrough program which will enable proprietors to create, track, and market events, leagues, tournaments and more - all with real data, in real time, for real results.

"Most bowling proprietors will tell you that data is king and having a robust database is critical in today's operating environment. Through BPAA Customer Connect, we are empowering our member centers by helping them to connect with their customers on a deeper level than ever before," said Steve Johnson, executive director of the BPAA. "At BPAA, we say that 'it pays to belong' and Customer Connect will do just that for our members. Whether it is building a database, keeping tabs on events and leagues or keeping customers engaged and coming back, this solution will add even more value to every BPAA member center."

Bart Burger, vice president of business development, and Heath Shults, director of technology for the BPAA, will unveil the Customer Connect database during the "Game Changer" session on Monday, January 23, 2012 at 3 p.m. PT. During the session, they will highlight the features and benefits of BPAA Customer Connect, including:

- Web based and accessible from anywhere
- Database segmentation
- Automatic national change of address
- Real-time updates on USBC league data
- Secured data backup system
- Seamless integration with BPAA Webservices
- Direct mail barcode printing
- Tracking and reporting tools
- Data collection widget
- Direct mail options
- League callback feature



The BPAA Customer Connect "Game Changer" session is part of the newly-revamped education series and conference schedule aimed to reduce and most efficiently utilize the time required for proprietors to be away from their centers. Additional guest speakers and presenters will be announced leading up to the 2012 Bowling Summit.

The BPAA's Annual Bowling Summit is the premier strategic midwinter conference for bowling center proprietors, managers and industry leaders, offering education, networking and industry insights on new and upcoming products. The 2012 Bowling Summit will be held from January 22 to 24 at the Meritage Resort in Napa Valley, California. Registration for the 2012 Bowling Summit has been reduced to \$99 for BPAA members until December 19, 2011. To register and for additional information, please visit [www.bpaa.com/summit](http://www.bpaa.com/summit).

###

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Direct: 817.385.8472, Email: [ron@bpaa.com](mailto:ron@bpaa.com)

**All music licensing fees MUST be paid directly to the BPAA NO LATER than  
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For more information on ASCAP, BMI, and SESAC please visit the following links:

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WBPI

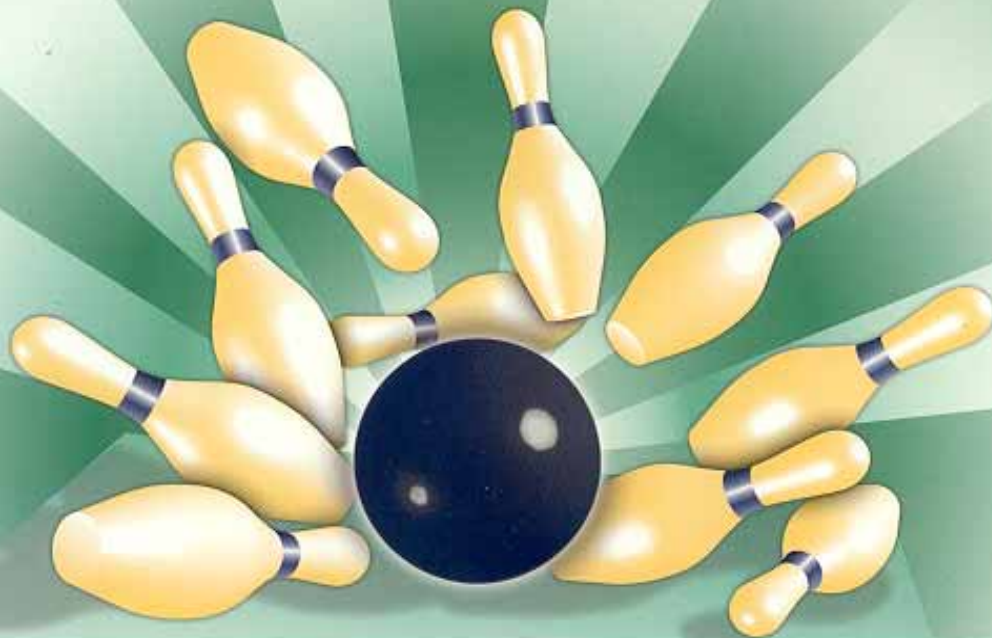


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