



BCSC Newsletter

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BCSC Annual Meeting Free to all Members & Non-Members

As temperatures get cooler and leagues hit their stride, thoughts turn to plans for next year. What better way to jumpstart your planning than by attending the BCSC Annual Meeting! This must-attend event, taking place on October 26 at Cal State Fullerton, is your chance to share ideas with fellow proprietors and managers. You can also learn about new ways to make money and save money

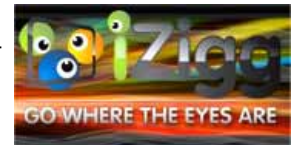
from the many BCSC partners that will be on hand to share information on their latest product or service.

The best part about attending this event is it is FREE for the first person from each BCSC member AND non-member center. That's right, get an entire day's worth of knowledge PLUS breakfast and lunch at no cost to you. See the enclosed flyer for registration information or contact the BCSC office at 818-789-0900 or bcsc@socalbowling.com.



BCSC welcomes newest partner, iZigg

iZigg mobile media company became the latest member of the BCSC partner family. This exciting new service is set to revolutionize the latest trend of communicating with customers through cell phone text messaging. A few BCSC members have already started using iZigg and have rave reviews. Turn to page 6 for the full story.



BVL Enjoys Continued Growth... CA Tops List

For the third year in a row, Bowlers to Veterans Link (BVL) has again posted an increase in contributions for the 2010-2011 fiscal year just ending, despite a bleak economy and stagnant league membership. While association contributions declined by 3%, donations from bowling centers and corporate partners helped push the final figures over the 2009-2010 total to \$761,660.26.

"We know that our supporters understand the importance of the BVL mission," commented BVL Board Chair Darlene Baker. "We are so thankful that America's bowling family has dug a little deeper to make sure BVL can continue to brighten the days and boost the spirits of our veterans and active duty military." Once again, California led the way in state contributions with over \$116,000. More than 700 state and local USBCs joined in the 2010-2011 campaign.



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President's Perspective

October 2011



This will be my last month of the two-year term as President that turned out to be three years! It has been a wonderful experience for me, and I have met a great number of wonderful people. The job of being president has its good days and tough days. The tough days seem to be when you're trying to convince a proprietor the values of being a BCSC member. The good days are creating programs with the board to make things right at each of our centers. My goal as president was to figure out ways of getting more people to bowl and visit our centers. Somethings worked and others seem to stroll at a little slower pace than expected.

I would like to take a moment and thank all the board members that have helped the association since I came on . Ideas from different people are what make things click, and this board was very helpful in getting that done. I'm sure that I stepped on a few people's toes, but my personality is what it is and if I did that to any of you, I APOLOGIZE.

When I came on board, Scott Frager was finishing his second year as Executive Director. I must tell you that working with him was a pleasure, even though our ideas were different from time to time. I think that's what makes a good team. Scott is one of the most organized and detailed people I know. That always made my job easier for running meetings and needing fast answers. Thanks to you Scott, I am leaving my position with my head up high.

My last bit of work will be the Annual Meeting for our association on October 26. I am very excited about these meetings because we have been able to produce them in So Cal for the past two years. Making this happen last year at California Adventure was one of my biggest goals, because I thought people would better attend if it was where we all live. I am looking forward to seeing all of you at Cal State Fullerton.

In closing, I want to wish Gary Forman, our new president-elect, lots of success with his board, and I hope he enjoys the job as much as I did.

Thanks to you all,

Tom Cristi
President
Bowling Centers of Southern California

Executive Director Report

“Can I get your card?”

Being a small business owner in the bowling industry one meets a lot of people from all walks of life. After initial greetings you find out about their work and if we're lucky, we see the potential to do business together. Most of these conversations end with the standard, “Can I get your card?” question.

As time goes on your Rolodex (if you still have one) grows and you begin to realize the arsenal of contacts you have your at fingertips to help you improve your career. This of course can take a good amount of time, which I know is hard to come by these days. Here at the BCSC one of our goals is to provide our members easy ways to network with colleagues and industry professionals. There is no better or easier event at which to do this than at the BCSC Annual Meeting on October 26 at Cal State Fullerton.

Not only is this the most attended member event of the year, the majority of BCSC partners will be on hand. Imagine an opportunity to meet with the very people who make up your Rolodex. BCSC members, BPAA leadership, BCSC Partners and other special guests will be in attendance.

Having an issue filling that Tuesday night 9 p.m. league? I bet there is a member with a great new idea they are willing to share. Do you have a blockbuster method to build that Saturday night open play waiting list? If so, this is one of your opportunities to help your fellow members. Got a compliment or a wish list that you feel the BCSC or BPAA should address? Well, we're excited to welcome BPAA Executive Director Steve Johnson, BPAA President John Snyder, Strike Ten V.P. Frank DeSocio at this meeting.

All of this, and more, conveniently delivered right to you, in Southern CA. No need to hop on an airplane or drive more than hour.

A week after our annual meeting, the BCSC Board of Directors will be meeting together to discuss and review how the BCSC has performed this past year and to begin planning for 2012. So, we encourage you to bring and share your ideas, goals and dreams to the annual meeting. After all, the BCSC is YOUR association.

There are so many reasons to attend this event, and I guarantee it is worth far more than the price of admission (FREE for the first person from each member and non-member center). For those of you sitting on the fence about attending; remember that for nothing more than a few hours of your time, it could mean the world of a difference for your business.

See you on campus October 26!



Scott Frager
Executive Director
Bowling Centers of Southern California



A message from BCSC's newest partner, iZigg

Before we introduce ourselves and iZigg, we wanted to take a moment to thank the members of the BCSC for giving us the opportunity to become a recognized partner. We're excited to be a part of the BCSC community and look forward to bringing a new approach to both acquiring and retaining customers in today's rapidly emerging Mobile Media world.

Our partnership with iZigg is a story of being in the right place at the right time. iZigg's vision to help businesses harness the advertising potential of the mobile phone while making mobile marketing affordable and attainable for businesses everywhere aligned with our passion to help small businesses grow by staying connected to their customers.



The iZigg story began in 2009 with Brian Underwood standing in the heart of Times Square observing the millions of dollars being spent on advertising, and yet, no one was looking up at the billboards. He saw that nearly everyone had their eyes on their mobile phone and quickly realized that we were on the verge of a major shift...not only in the way we communicate with each other but in the way we are communicated to.

When you look at the world today, it's no secret that we use our mobile phones for just about everything, and people carry their mobile phones with them everywhere. As a business owner, if you're not communicating via mobile, you are not communicating effectively with today's consumers...and that's where iZigg Mobile Marketing comes in. With iZigg, businesses and people can now stay connected through the world's most recognizable Mobile Media shortcode, 90210.

So what the heck is Mobile Marketing anyway? In a nutshell, Mobile or Short Message Service (SMS) Marketing uses the texting capabilities of mobile devices, primarily cell phones, to deliver marketing messages to existing or potential customers via text message.

With iZigg, you can send bowling, pro shop and snack bar discounts...provide information on league schedules and scores...announce upcoming promotions, raffles and events. iZigg can even be used to communicate with employees, for example...you can notify employees of upcoming meetings or events, changes in scheduling or simply use the raffle feature to give away prizes at company sponsored events.

In closing, we believe the more targeted and personalized your campaigns are, the more loyal a consumer will become to your products and services. With iZigg as the vehicle, our goal is to help you harness the power of mobile marketing while reducing your advertising costs and driving increased customer loyalty.

Again thank you to the BCSC and its members, we look forward to meeting you soon.

Sincerely,

Lucas Cantoni and Carri Wilson
Regional Agency Directors
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For more info, call Mark Atcheson at (818) 838-1247.

PEPSI REBATE CHECKS MAILED

Pepsi Rebate Checks for the 1st half of 2011 were mailed in mid-September. If you did not receive yours please contact Scott at the BCSC office (818-789-0900).

If you're not a part of the BPAA/BCSC Pepsi program, you are losing out on national Pepsi pricing, \$3.00/ gallon rebate and a host of other benefits. If you'd like to learn how the BPAA/BCSC can put more money in your pocket, give Scott at the BCSC office a call today at 818-789-0900.

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BCSC Member Spotlight

Bryan Alpert - Pickwick Bowl Burbank, CA - 24 Lanes

This month we visit with a former BCSC board member who manages the bowling center by day and rocks out by night!

By Chris Holmes

On a balmy September evening my wife and I made the short trip over to the legendary Venice Beach boardwalk. The sun had already set and there was a stiff breeze coming from the ocean. Most of the regular panhandlers and performers had packed up shop for the night and there was the perfect amount of peacefulness you would expect from this sleepy beach town.

As we made our way past famous Muscle Beach, the night air was filled with the steady thumping of a drum, and we could hear a crowd clapping and singing. We turned in to the Venice Bistro restaurant and bar where the party was clearly happening. After sitting down at the bar, I was pleasantly surprised to see that the source of that heavy beat was the BCSC's very own Bryan Alpert on his vintage drum kit!



Bryan has been the drummer for *The Ray Bandini Revue* for the last few years. The band offers an eclectic playlist of songs with genres ranging from classic rock to new wave to soul. RBR is fronted by three beautiful female singers that bring a fun level of excitement to every performance. The ringleader of the outfit, Ray Bandini (SPOILER: not his real name), keeps the party moving between songs with a variety of jokes that are sure to register at least a chuckle or two.

Despite having its usual post-summer lull, the Venice Bistro was hopping as customers danced, sang and even provided backup music on the tambourine. RBR encourages audience participation and the fan favorites kept the energy up throughout the evening.

Bryan has been playing music and bowling for quite some time. He has a passion for both and hopes he can combine them by taking *The Ray Bandini Revue* on tour to a bowling center near you! The band travels extensively throughout Southern California. So if you're looking for a new act to keep your bar packed or even need some entertainment for a special event, give Bryan a call. You can check out set lists as well as see videos of the band in action at raybandini.com. **Bryan can be reach at Pickwick Bowl 818-845-5300 x353 or balpert@pickwickgardens.com.**



Visa and MasterCard Hike Fees on Small Purchases

From Bloomberg News

Visa Inc. (V) and MasterCard Inc. (MA), the world's biggest payment networks, may face a merchant backlash by raising debit-card swipe fees on the smallest purchases to the maximum allowed under U.S. caps that take effect next week.

MasterCard will impose the highest fees permitted on all debit transactions, including so-called small-ticket purchases, for cards issued by the biggest U.S. banks, said a person with direct knowledge of the matter. Visa will do the same, Thomas McCrohan, an analyst at Janney Montgomery Scott LLC, wrote in a Sept. 21 note, without saying how he got the information.

The networks, which pass the fees to lenders such as JPMorgan Chase & Co. (JPM) and Citigroup Inc., now charge retailers 1.55 percent of the purchase price plus 4 cents for small-ticket transactions of less than \$15. That comes to about 7 cents for a \$2 cup of coffee. The cost to merchants for that item would more than triple under rules created by the Federal Reserve, which capped the fees at 21 cents, plus 5 basis points of the total and a conditional 1 cent for fraud-prevention.

"The mom-and-pop coffee shop that processes lots of \$3 transactions is really going to get hurt by this," said Brian Dodge, a spokesman for the Retail Industry Leaders Association, a trade group that represents the biggest U.S. merchants, including Wal-Mart Stores Inc., Target Corp. and Home Depot Inc.

The new fee structure won't apply to cards issued by banks and credit unions with less than \$10 billion in assets, which are exempt from the law, a provision of the Dodd-Frank Act.

During the debate in Congress last year and the rule-making process that ensued, banks and payment networks said that capping swipe fees, or interchange, would be tantamount to government price controls and result in unintended consequences.

The fee caps, set to take effect Oct. 1, replace a formula that averages 1.14 percent of the purchase price, or about 44 cents for the typical \$38 debit transaction. The change may cut annual revenue at the biggest banks by \$8 billion, data compiled by Bloomberg Government show, and the increase for small-ticket purchases may help them recoup some of it.

That also may help Visa and MasterCard assuage their biggest bank customers and stave off competition from other debit networks, including Pulse, a unit of Discover Financial Services (DFS), and First Data Corp.'s Star.

The limits, championed by U.S. Senator Richard Durbin, an Illinois Democrat, have led banks to end debit-card rewards programs and add fees for checking accounts. The looming increase in small-ticket swipe fees "underscores the anti-competitive nature of the fee-fixing relationship that big banks have with Visa and MasterCard and reaffirms the need for reasonable regulation of the swipe-fee system," Max Gleichman, a spokesman for Durbin, said in an e-mailed statement.



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