



BCSC Newsletter

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SEPTEMBER 2011

INSIDE THIS ISSUE:

Important Events	1
BPAA Menu Boards	1
BPAA Officer Recruitment	1
BCSC Partners	2-3
President's Perspective	4
Executive Director's Report	5
Obituary: Vic Dunlop	6
Soda Tax Update	6
Vic Dunlop Tribute	7
OC Regional Meeting	8
The Lighting Store	9
Qubica-AMF	10
Member Profile	11
School Grant Program	12
Pepsi	13
CBW Letter	14
Board of Directors	15
WBPI	16

October will be a month to remember for the BCSC

It is easy to get caught up in the excitement of leagues returning to your centers this month, so we wanted to make sure you're looking ahead to a very busy October. Both the West Coast Bowling Convention and the BCSC Annual Meeting take place in October from the 2-4 and the 26, respectively. See inside the newsletter for details on these Must-Attend events!

BPAA Introduces New, FREE Menu Board Software

Thinking About Changing Up Your Snack Bar Menu Boards? Check out the NEW FREE software from BPAA that helps you create your own professional Digital Menu Board.

- Dynamic and customizable menu boards that capture attention and increase sales
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 - Easily manage category descriptions, menu item descriptions and price points
 - Promote deals and special offers with promotional bar
 - Only available to BPAA centers pouring Pepsi under the National Agreement
- Contact terry@bpaa.com for more information and how you can get your free software.



BPAA Looking for Volunteers to Serve

The BPAA Nominating Committee will be conducting interviews during the Bowling Summit in January 2012 for anyone interested in serving as a BPAA officer or board member for 2012-13. Applications are being accepted through Thursday, December 15, 2011. For your copy of the application



or for more information, contact Judy@bpaa.com or call 800.343.1329, Ext. 8461. The BPAA's Bowling Summit returns to California's beautiful and relaxing Napa Valley and the Meritage Resort January 22-25, 2012. You don't want to miss this rejuvenating, informative and educational mid-winter conference. This is a great time to take a break from all those fall & winter leagues and get re-energized for the rest of winter and spring. More details to come soon, but mark your calendars now and make plans to attend!



BCSC PARTNERS



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Eric Martin
23361 Madero, Suite 220
Mission Viejo, CA 92691
800-747-8666
www.american-consulting.com



Herzog Insurance Agency
Bob Herzog
235 Main Street
Pleasanton, CA 94566
800-300-1303
info@herzogins.com



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Britannie Betti
303 Paterson Plank Road
Calstadt, NJ 07072
800-524-2343x3406
bbetti@betson.com



Hyperseal, Inc.
Jim Busch and RC Autry
34-901 Spyder Circle
Palm Desert, CA 92211
760-324-7900
sales@hypersealinc.com
www.hypersealinc.com



Bowling Music Network
Adam Melrose
787 Adelaide St North, Suite 2
London, Ontario, CN N5Y 2L8
866-684-8324 x226
adam@bowlingmusic.com



Kids Bowl Free
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239-389-9583
brucetalks@aol.com
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CJ Fox
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Newton, IA 50208
641-791-3397
cj@soundandlightkaraoke.com
www.soundandlightkaraoke.com

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Brenda.Shaffer@cobraproducts.com
www.cobraproducts.com

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



Murrey International, Inc.
Bill Snoberger
14150 S. Figueroa St.
Los Angeles, CA 90061
Ph: 310-532-6091
www.murreyintl.com
sales@murreyintl.com



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



Western Bowling Proprietors' Insurance
Larry Linder
1535 E. Shaw Street, Suite 100
Fresno, CA 93710
800-200-9998
Fax 559-227-4461
Larry.Linder@att.net



Pepsi
Mark Atcheson
1200 Arroyo St.
San Fernando, CA 91340
818-838-1247
Mark.Atcheson@pepsico.com



Win Stuff
Laura Allen
47-00 33rd St.
Long Island City, NY 11101
718-937-3333 ext. 181
Fax: 718-937-1037
lallen@winstuff.com



QubicaAMF
Joe Roussin
190 S. Summertree Road
Anaheim Hills, CA 92807
714-974-9436
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QubicaAMF, the leader in new bowling center development and existing center modernization, bowling equipment and support services.

President's Perspective

September 2011

Well, I know that it's time to start talking about Winter Leagues, but the weather just doesn't seem to be working with us!!! The only thing about this hot season is that our centers are weather-proof. Hot weather does the same as cold weather for getting people into the building.



Talking to other centers lately, I have been hearing that league business looks pretty good for the new season, but the Friday and Saturday night open play is suffering. I must agree that it's a serious issue at my center too, but hopefully we can create an idea through the BCSC to get that problem resolved.

At our last board meeting there was discussion about the association creating a program through discount clubs such as Groupon, Screamin Deals, etc. We are trying to get an open play coupon for all the centers to use with everyone having some sort of the same idea. We feel we can get some regulars as well as new faces to start bowling again. Hopefully this will be getting started sooner than later. I'm sorry to say that we have been lagging with programs this year, but we will get it going ASAP.

Even though I may be repeating myself each month, I hope everyone is planning to attend our annual meeting this year at Cal State Fullerton. This event is something we started putting on again last year, and you must admit, the price of FREE is pretty good!!! This is a great chance to meet fellow members in the association, see what BCSC and BPAA offer you for your dues, have some good food, and of course a nice gift to take home from the association. Another nice thing going on at the event will be a changing of the guard for our board. It's time for five members to step down and time for five new members to join on. I really like that idea because new ideas are always good even though some people don't like change!!! Change is always good.

In closing, my dear friend Vic Dunlop passed away recently and for those of you who got to meet him, he was truly a breath of fresh air. I will miss him dearly, and the laughs he provided have all disappeared now. REST IN PEACE BIG FELLA

Tom Cristi
President
Bowling Centers of Southern California

Executive Director Report

“Minds Over Matters”

With all the various matters of day to day life of running a bowling center, it is easy to feel like you're stuck inside your own personal bubble left to fend for yourself and figure out how to survive in today's world. It can be tough to break out of that bubble, but when it happens great ideas are created.



I was witness to this at the last BCSC Regional meeting that took place at Fountain Bowl on August 30 for the Orange County Region. We had representatives from a half dozen centers on hand to share ideas on what is working to get new bowlers, what's not and everything in between. While all these centers were no more than 20 miles apart from each other, their communities, centers and personalities differ quite greatly.

Despite the differences in socioeconomic makeup of their customer, all the managers/proprietors could agree that bowling can appeal to everybody. It is a matter of finding a way to reach people with a message that will make them want to head down to their local center for a few games.

The meeting proceeded with a display of brainstorming at its best. Open communication with opinions, theories, facts and even a few jokes kept the conversation moving and before we knew it, an idea had formed. By combining a number of resources like the BCSC's powerful macro buying position and pool of marketing dollars, the program proposal was one that could not only work for Orange County but the entire BCSC and beyond. Keep an eye out for details on the program in the coming months for what will hopefully be “the next big thing”. Check out some of the pictures on page 10.

This meeting is a perfect example of what can happen when great minds come together. It is something we want to encourage all BCSC members to participate in. The next time there is a regional meeting in your area, make the effort to stop by. You might be surprised when a couple hours during one day can turn into a new revenue stream. Of course, the next chance for EVERYONE to bring their collective thoughts together is our annual meeting in October. If great things can come out of a lunch meeting with ten people, imagine what an entire day can do with our entire organization working together.

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

BCSC mourns the loss of partner, friend Vic Dunlop

President Tom Cristi and the BCSC is sad to announce the untimely loss of one of our partners and freinds, Vic Dunlop. Vic passed away Saturday, August the 13th after being hospitalized for a heart condition. He was 63 years old.

Vic had been making the bowling industry laugh for the past four years as headliner Vic Dunlop's Comedy Night at Santa Clarita Lanes, the West Coast Bowling Centers Convention, 2011's BCSC Annual Meeting and the 2011 BCSC Golf Tournament and other events. Vic was a fixture in the L.A. comedy scene for over 46 years. He loved making people laugh with his honest, and sometimes raw, comedic style. His contagious smile and laugh put audiences at ease while he performed his special type of comedy magic. A few months ago, Vic became a proud partner of the BCSC. Within weeks of joining he had received gigs from several centers. He was very proud of his partnership and looked forward to the upcoming year of entertaining bowlers in Southern CA.



In order to celebrate the life of Vic Dunlop and help his family in their time of need, Santa Clarita Lanes will be hosting a Tribute Dinner and Comedy Show on October 8th. See the next page for more details. Please join the BCSC in expressing condolences to Vic's family by joining in this evening to honor the man, the legend, Vic Dunlop.

UPDATE: State soda tax proposal

SB 23-1X, the proposed "soda tax" that would allow local soda taxes to be imposed in California has gone through some major developments.

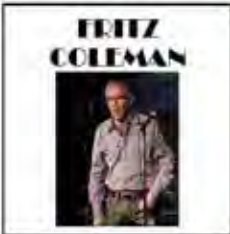
The legislation authorizes any county or city to levy a local tax on a number of items, including sweetened beverages, alcohol, cigarettes, tobacco, income, and sales and use. The local taxes would be subject to constitutional and voter approval requirements. SB 23-1X specifies that the sweetened beverage tax cannot exceed 1 cent per fluid ounce, and that the revenues may be allocated towards the county, city, or school districts. The language from a similar bill (SB 653) was inserted into SB 23-1X, which was approved by the full Senate on June 10. The legislation is still awaiting consideration by the Assembly.

However, the bill sponsor had said he would only push the local tax proposal if a budget deal could not be reached. Because a budget deal has been reached, we have decreased the threat level for this bill; it will not appear on future lists unless there is new activity.

This is fantastic news for the BCSC and bowling centers across California. It shows how the power of a groups voice can make a difference in today's political climate.



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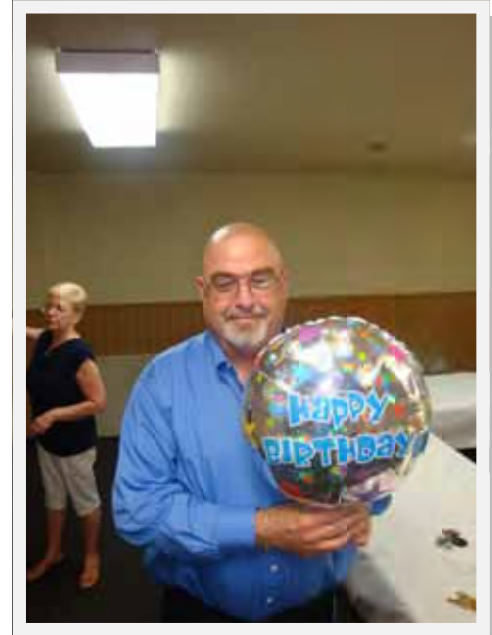
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www.santaclaritalanes.com

Call Craig Goodman at Santa Clarita Lanes
to order your tickets

BCSC Orange County Regional Meeting August 30 - Fountain Valley



BCSC Secretary/Treasurer Gary Forman celebrated his birthday the day of the meeting.



A delicious deli lunch spread was provided for all in attendance.



A variety of topics were discussed and even a formation of a new program for the entire BCSC. STAY TUNED!

BCSC PARTNER

News Release

FOR IMMEDIATE RELEASE:

Media Contact: CJ Fox

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Fr. 18	1	2	3	4	5	6	7	8	9	10	Total
Jack	X	X	8	-	9	-	8	-			71
Sean	X	8	-	X	7	/	9	/			65
Nicole	8	-	9	/	9	-	8	-			44
Luke	8	-	9	-	8	-	8	/			25

Player **Nicole** m.p.h. 27.32

AccuVision



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Our newest and most unique addition to the Bowler Entertainment System (BES) is designed to customize the bowler's experience.

With Signature Grids, now you can import pictures and graphics into the system to create a custom scoring background. The system resizes and optimizes the graphic, offers a real time preview feature and allows you to save and predefine custom configurations for easy use.

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QUBICAAMF



BCSC Member Profile



Ron Briseno - Vista Entertainment Center
Vista, CA - 40 Lanes

Why I belong..

How long have you been in the bowling business?

4yrs – But I grew up in a bowling alley starting at age 7 and bowling until age 22.

How did you get into the bowling business?

My wife is the controller for the corporation and mentioned to the owner Billy Har-
 matz that I had bowling knowledge and senior management experience the center
 needed at the time. He offered me the job.

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

Run your center as a business and not as a bowler. Bowlers don't like change and let's
 be real most people don't like change. But in the entertainment industry which is what
 our sport and center are a part of, we must change with the market, times and culture
 of our specific customers and marketplace. We must make our decision first from a
 business point of view, then look at the possible effect on the house and league bowlers
 before making any changes. But Change Is Good!

What are some of the biggest challenges for your center? Quality Staffing and on-
 going training.

What is your most profitable area? Our newly remodeled sports bar and our bowling.

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

The vendor partnerships and rebates. Scott Frager has done an excellent job working with me whenever need-
 ed. He's always able to accept my call, return my call or reply to my emails whenever I've needed to com-
 municate with him. Thanks Scott!

How has business been since the economic downturn?

Business has been "GREAT"! We've increased revenue and profits for the past three straight years and this
 year we're on track for a fourth. It's taken a good management team, lots of time
 and hard work but most of all a game plan and commitment by our staff.

What is the next major project for your center?

Give our snack bar a facelift. This past February we installed a new scoring sys-
 tem and in March remodeled our sports bar.

Married? Kids?

Married to my wife Louise for 23yrs. I have two daughters Ashley 22, just gradu-
 ated from Vanguard University with a degree in communications and Aarica in
 her second year at the University of Redlands.

Do you have any hobbies?

Family, work and community service groups such as: The Rotary Club of Vista,
 Vista Optimist Club and I sit on the board of the Vista Village Business Associa-
 tion and Vista Chamber of Commerce.

Do you have a quote to live by? "Be thankful of the gifts you receive each day".

What is your favorite song? Into the Mystic – Van Morrison

What was the last book you read? The Bible

Favorite movie? The Godfather - Original

Why did you join the BCSC association? To partner with an organization built to help us, the bowling cen-
 ters, with legislation, make us aware of new products and services and network with professionals in the in-
 dustry with years of knowledge.



FREE MONEY FOR BOWLING IN SCHOOLS

Is there a school in your community that could use \$1,200 for instructional bowling equipment? Of course there is! The Bowling Foundation is offering an incredible program to give money to schools to get kids excited about bowling! Reach out to local teachers or PTAs you worked with in the past to see if they would be interested in applying. Then, contact the BCSC office at 818-789-0900 or bcsc@socalbowling.com for complete application information.



THE BOWLING FOUNDATION

BOWLER'S EDUCATION IN-SCHOOL BOWLING PROGRAM GRANT

OVERVIEW

Purpose

To fund the implementation of The Bowling Foundation's Youth Bowler's Ed In-School Bowling program. This program provides opportunities to teach students the sport of bowling with instructional curriculum and equipment available to use in school or other facilities.

Eligibility

Public or private educational institutions, grades K-8; or 501(c)3 non-profit organizations serving youth in grades K-8. An organization or school is eligible to receive funding once every three years. Individuals are not eligible to apply or to receive awards.

Types of Grants Available

Equipment Grant: Grants awarded will be in the form of bowling equipment, (bowling lane carpets, balls and pins, with teaching curriculum) to be given to the school or organization.

Proposal Review Process

If your funding request meets The Bowling Foundation criteria, the following steps will be taken:

- Your application will be assigned to a Foundation program officer for review.
- During the review process, the program officer may arrange a meeting, conference call, or site visit to discuss your program.
- When the review process is complete, the program officer will make a recommendation to the Foundation's Grants Committee.
- The Grants Committee will make the final decision regarding which applications are funded and for how much.

Evaluation/Reports

The Foundation will require a report describing activities and outcomes from the award. A post-award evaluation may be required.

Grant Award

Approx. \$1,200 (6 in-school bowling lanes with balls and pins. Includes teaching curriculum)

Additional Funding and Fundraising

Schools and organizations can partner with The Bowling Foundation to organize bowling FUNdraiser events for students to raise money for the school, project and The Bowling Foundation charities. Contact The Bowling Foundation or see the website for more information, www.bowlingfoundation.org

Deadline

January 15, 2012, awarded grants will be announced, January 23-25, 2012. Grant recipients will be notified by U.S. mail the week of January 31st. Award winners will also be posted on The Bowling Foundation website, www.BowlingFoundation.org, by March 1, 2012.

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*Prize awarded in the form of a \$1,000 check per month for a period of five years.

NO PURCHASE NECESSARY. Void where prohibited. Game subject to Official Rules. For two (2) free game pieces send a S.A.S.E. postmarked by 11/11/11 to Pepsi/BPAA "Pepsi, Pins & Payday" Game Piece, P.O. Box 760002, El Paso, TX 88576-0002. Limit one (1) request per stamped outer envelope. VT residents may omit return postage. Game begins 9/19/11 and ends the earlier of 11/11/11 or when game piece supplies exhaust. Redeem prizes by 12/23/11. Open to legal residents of the U.S. residing in the 50 United States or D.C. who are 18 years of age or older (19 in AL and NE). For Official Rules and a Free Game Board go to www.GoBowling.com. PEPSI and the Pepsi Globe are registered trademarks of PepsiCo, Inc.

For more info, call Mark Atcheson at (818) 838-1247.

PEPSI SERVICE ISSUES

As part of the current Pepsi contract with the BPAA, member centers are not charged for the first three service calls to their centers. However, due to ongoing discussions with Pepsi and the BPAA, Pepsi has agreed to cover service issues beyond the first three visits. If your center has any invoices for such service visits or has a current issue that needs to be resolved, please contact Scott at the BCSC office (818-789-0900) to get help.



California Bowling Writers

Joan Romo, President

Donna Dillard, Secretary – 575 Westgate Street, Pasadena, CA 91103

(626) 683-8342 – www.calbowlingwriters.org

June 30, 2011

Bowling Centers of Southern California
13245 Riverside Drive, #501
Sherman Oaks, CA 91423

Dear BCSC members,

Thank you for your very generous donation of \$1000.00 to our California Bowling Writers "Phone Cards for the Troops" charity drive for 2011-12. It was such a pleasant surprise to hear of your donation at our recent meeting.

Thanks to people like you, our charity drive has been a success. This past year, we raised \$7400 to purchase the cards and we have a wonderful connection to help us send the cards direct to the troop area in time for them to call their loved ones on Valentine's & Mother's Day. Since 2004 we have raised over \$39,000! We thank you for believing in our charity drive

We are also pleased that these cards will give each recipient 300 minutes of international calling time and AT&T has given us a "deal" on the cards.

Your name has been listed on our website as a donor at the above address. Again, thanks for your support.

Tina Martin

Tina Martin, Treasurer
California Bowling Writers

The California Bowling Writers, formed in 1998, is open to all California bowling journalis, promoters and supporters of the sport of bowling. The purpose of the organization is to encourage and educate both members and non-members in communications through print, promotion and use of electronic media. CBW will recognize and reward those who create media awareness by providing outstanding bowling photography and journalistic excellence. For more information visit: <http://www.calbowlingwriters.org>

**If you wish to contribute to the Phone Cards for the Troops fund
please contact the BCSC office at 818-789-0900.**

BCSC BOARD OF DIRECTORS



TOM CRISTI
President
 Santa Clarita Lanes
 21615 W. Soledad Canyon Rd.
 Santa Clarita, CA 91350
 P: 661-254-0540
 F: 661-254-7562
 scl4usc@aol.com



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



SCOTT PODDIG
 Harley's Camarillo Bowl
 305 Arneill Rd.
 Camarillo, CA 93011
 P: 805-482-0747
 F: 805-987-5170
 cambowlscott@yahoo.com



DAN MUELLER
Vice President
 Buena Lanes
 1788 S. Mesa Verde
 Ventura, CA 93003
 P: 805-656-0666
 F: 805-656-0774
 buenalanes1@earthlink.net



CRAIG GOODMAN
 Santa Clarita Lanes
 21615 W. Soledad Canyon Rd.
 Santa Clarita, CA 91350
 P: 661-254-0540
 F: 661-254-7562
 craignla@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



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



GARY FORMAN
Secretary / Treasurer
 Fountain Bowl
 17110 Brookhurst St.
 Fountain Valley, CA 92708
 P: 714-963-7888
 F: 714-965-1158
 gcf@fountainbowl.com



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

Phone: 818-789-0900
 Fax: 818-783-2874
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WBPI



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