



*Serving bowling centers in Southern California for more than 75 years!*

BCSC DECEMBER 2016 DIGITAL NEWSLETTER  
VOLUME 20, ISSUE 12

**Who “We” are. Our President’s Perspective**



## BCSC Calendar of Events

January 2—December 30, 2017  
Bowling University  
Free to BCSC Member Centers

January 10-11, 2017  
Joint NCBC-BCSC Board Retreat  
San Diego

Early 2017  
Educational Bootcamp  
Location TBD



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# BCSC FAB 5 TOURNAMENT Sponsored by Classic Products Your State Finalists

Cal Bowl   Empire Bowl   Forest Lanes   Fountain Bowl  
**Harley's Valley Bowl   Harley's Simi Bowl**  
 Jewel City Bowl   Kearney Mesa Lanes   Mira Mesa Lanes  
 Oaktree Lanes   Winnetka Bowl  
**Zodo's Bowling and Beyond**

Champions  
Forest 1



2nd Forest 2  
3rd Jewel City  
4th Cal Bowl



## President's Perspective

This will be my last article for the newsletter as my presidency comes to an end December 31. It has been a pleasure serving our members and the board. I have considered it my responsibility (with the board's and ED's support) to come up with ideas to enhance the profitability of our members. This is a very broad statement and, as you know, takes on many forms of action. As a board we are not only tasked with coming up with ideas, but more importantly, figuring out how to execute those ideas to achieve success for as many of our members as possible. During these past two years, I have concentrated on three areas where I believe the the BCSC can help its members achieve their goals. The first is simply to get more guests through our doors; the second is to educate our members and; the third is to share my experiences and opinions with our members.



We have been very proactive on the education front. Last year we had a Beth Standlee seminar that was highly received and this year we had the 3-day BPAA Management School which benefited many centers. Coming next year from the BPAA will be a one day bootcamp (topic to be disclosed later) in March and another 3-day Management School for 2018. It is such a popular event with other states that we now have to book two years in advance. Probably, the educational benefit I'm most excited about is the one which starts Jan. 2, 2017. I am absolutely thrilled that the BCSC is offering its members FREE online classes from the Bowling University through the BPAA as a member benefit. This is an incredible opportunity to take advantage of some amazing training programs for free. These classes are normally \$75 per class. I don't know if you have seen the catalog of online classes lately, but they are very impressive.

## President's Perspective, cont.

Check out this page, <http://bpa.com/bowlinguniversity/Online-Education/Courses> to see their offerings. They are broken into nine diverse modules from Customer Service to Finance. Each module is broken down even further. For example, the Human Resources component is comprised of, Staffing & Recruiting, On-Boarding, Employee Relations and a Staffing Procedures Lab. Each one of these mini-courses contain 3 -5 lessons. In all, for the Human Relations section alone, there are 20 lessons! Multiply that by 9 modules and you have 180 lessons. All for free. Please be on the lookout in this newsletter and emails to come to learn how to register and more importantly, using some best practices from states that already utilize this program. Please take advantage of it. In the coming months, feel free to email or call me to learn how I'll be using it.

This President's Perspective has not only been my forum to share my opinions but also experiences I have had, either positive or negative which might in some way help our members. To me, that's what this association is all about; sharing experiences, successes & failures. I know my experiences are very similar to that of our membership. Sooner or later, if you're in this business long enough, you will experience almost everything. Nothing makes me happier than knowing that one of my experiences I have shared through these articles has helped one of our members. I have grown up in this business and I have managed a center for 25 years, but I still ask my fellow members for advice. I never stop learning and I'll never stop sharing. The BCSC is an excellent vehicle to achieve this. Thanks again for allowing me to serve you.



## **Executive Director's Report**

### **DUES ALERT... DUES ALERT!!!**

**December 30, 2017 is the last day  
To submit payment for 2017  
Renewals with the \$2.00 discount!**



*\*\*Yes, BPAA will be processing all renewals received by January 3 at the discount rate, but also be reminded that cancellation letters will be mailed February 1 for all non-renewals.*

### **RENEWAL ALERT... RENEWAL ALERT!!!**

Many of your BCSC Partners are up for renewal. How about giving the Partners a chance to give your center an end of the year present?

### **PEPSI RENEWAL ALERT... PEPSI RENEWAL ALERT!!!**

Pepsi-pouring Centers,

If you haven't renewed your contract with Pepsi, there is just time to sign the new National agreement by the end of the year while also receiving the benefits of our Local Pepsi deal. Don't miss out on your signing bonus as well as the savings and rebates.

Any questions? Please call us, and our office will get you signed up!

**Cont...**

## **EDUCATION ALERT... EDUCATION ALERT!**

As mentioned in Tony's President's Perspective, education and training have been part of the BCSC Board of Directors directive for the past two years.

This coming year will be no exception.

The BOD have put your dues to work twice by giving each member center the opportunity to be part of an educational BOOTCAMP and use Bowling University for all of 2017. In fact, you or your center staff may have already received the flyer for Bowling University via e-mail (refer to page 5) giving every center the go ahead to register staff this month for classes starting next month.

5 Easy Steps to get you started:

1. Go to [www.BowlingUniversity.net/welcome](http://www.BowlingUniversity.net/welcome)
2. Look at the Curriculum
3. Pick your choice of subjects. (Dictated by what you hope to accomplish by Staff)
4. Sign your Staff up before January 5th for the first session by giving the information requested. (Miss that deadline? Sign up on January 6th for a February start.)
5. Give information of who the reporting goes to. (The owner or manager who is to get the graded course information.)

\*\*There are several Best Practices that can be applied to this program. I am available, as well as Gerald, to help with ideas to get your staff involved.

## Look What's New Beginning in 2017...

**Bowling Centers of Southern California** purchased an **unlimited** year's subscription to courses offered by BPAA's Bowling University!

And, yes, this means as many courses during each month's session for as many employees who want to take courses from the **Online Training and Management Certificate Program**



**The subscription begins January 2017, but registration begins December 15th!**

**Bowling University Online "Welcomes" you and your team to the online subscription program.**

**[www.BowlingUniversity.net/welcome](http://www.BowlingUniversity.net/welcome) is your one stop for all things related to the subscription service program!**

**You can register directly online for the January session (beginning December 15th), see important deadlines and view the course catalog all in one spot.**



**What do I need to do first?**

**Which courses are right for me and/or my team?**

**Don't stress!**

**We are here to help you get the most out of the Bowling University Online Training and Management Certification Program (OTMCP). Still have questions?**

**Gerald Morrow ([gerald@bpaa.com](mailto:gerald@bpaa.com)) will be your main contact; however, if he is unavailable, please contact Sheri Owens [sheri@bpaa.com](mailto:sheri@bpaa.com).**



*“If you want to make an investment in your center, invest in these courses. It will open your eyes to a new world of opportunities to grow your center.”*

**Drew Bergeron, Manager  
North Bowl - North Attleboro, MA**

*“Even though I think we are good at what we do, the Basic Food and Beverage Operations course had me stop and refocus on seeing ways we could be better. In the course, I created a better checklist for café and bar crew to maintain cleanliness. The very next month, we received an outstanding score on our Health Inspection!”*

**Melanie R. Coleman, Proprietor  
Holiday Lanes LLC - Bossier City, LA**

*“The BPAA provided the traditional and out-of-box tools needed to educate myself and staff, while gaining a better understanding of bowling, customer service and operating a successful business.”*

**Don Diego Aguilar II  
Desert Strike Lanes - Fort Bliss, TX**

*“If every key employee, manager and owner in the bowling industry took these courses, we would all be much better off for it.”*

**Lewis Sims, Proprietor  
Dynasty Lanes - Willard, OH**

*“The course was telling me to be pro-active rather than re-active regarding facility maintenance. I was a new owner frustrated that my facility seemed to have endless maintenance issues. However, after taking the online course, I have established a pro-active maintenance schedule for the facility and the facility is running more efficiently.”*

**Neil Pinheiro  
Ibowl.ca Family Fun Center  
Cambridge, Ontario**

*“By utilizing the newly gained knowledge, I modified our job descriptions. It is now easier for our supervisors to prepare their interview sessions and to ask the right questions to job applicants, which ultimately helps our organization to hire the right people for the jobs. And having the right people for the job saves money.”*

**Marlies McKie, Executive Assistant  
SpareZ, Inc.- Ft. Lauderdale, FL**

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## BCSC GOLD LEVEL PARTNERS GLOSSARY

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General Manager  
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• San Diego • Sacramento  
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[www.gilbertkelly.com](http://www.gilbertkelly.com)

### useTray.com

Peter Kellis  
650-521-6253  
[peter.kellis@useTray.com](mailto:peter.kellis@useTray.com)

### Western Bowling Proprietors' Insurance

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Clovis, Ca 93611  
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Fax: 559-298-2110  
[www.WBPIprogram.com](http://www.WBPIprogram.com)  
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### Herzog Insurance Agency

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Pleasanton, CA 94566  
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Classic Products Corp.

Bob Andrews  
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### Dippin' Dots

John & Cheryl Hiller  
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Santa Clarita, CA 91350  
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### Golfstream Inc.

Darren Dummit  
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Los Angeles, CA 90021  
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## BCSC PARTNERS



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### Family Amusement Corporation

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**Valet-It Parking Services**  
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