



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

**BCSC NOVEMBER 2016 DIGITAL NEWSLETTER
VOLUME 20, ISSUE 11**

The Tale of Two Scotts



Scott 1.0



Scott 2.0

BCSC Calendar of Events

Third Annual

Bowlum
Montclair



Tournament Finals

December
4th, 11:00 am

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

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BCSC's FAB 5 TOURNAMENT Sponsored by Classic Products

The Details:

- **12/4/16 State Finals**
11a.m. @ Bowlum
Montclair, CA
- **5-man Baker style**
- **Qualifying team(s) names and handicaps MUST be submitted by November 12, 2016**
- **Qualifying teams from your center compete for \$1555.00 GUARANTEED 1st Place**



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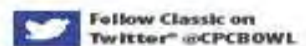
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President's Perspective



Not long ago, we were hit by a LAPD sting operation at our Northridge location. The only reason we know this is because a minor decoy was served alcohol. If our team member had done her job like she was trained to do and asked for ID from this individual, we never would have known it was a sting operation. I'm sure we have passed through numerous of these tests in the past since typically we are very diligent when it comes to serving alcohol. So diligent that we require our entire staff to take the TIPS course. The TIPS course is designed to train our staff for the responsible service, sale and consumption of alcohol. When we hire a new team member, if they don't already have a current TIPS certificate, they have 30 days to finish the course. We do this so hopefully the entire staff is on the lookout for possible violations. This is particularly helpful for the front desk staff who typically are the first ones to greet our guests. If they notice that someone is already intoxicated, they can inform the manager on duty who in turn will notify the bartenders and servers. In addition, our porters will be more aware when they are down on the lanes. We train them to look for intoxicated guests, outside alcohol and underage drinking. We also have some of the strictest rules in the industry when it comes to carding: We ID EVERYONE- young or old (we don't discriminate and we don't rely on our team to "guess" any one's age) and ALL IDs must be VALID. No VALID ID, NO SERVICE. And of course, no one under the age of 21 may drink alcohol. However, as many of you know, sometimes no matter how much training we do, some of our team don't always execute properly

In this case the decoy was not asked for ID by our team member and as a result, this person who served the decoy was ticketed and now has to appear in court. If convicted of this misdemeanor, the team member faces up to \$1000 fine and 24 hours of community service. Yes, it's your team member who gets cited, however, the business owner is not off the hook. We will face administrative charges which typically means a fine or worse, a suspension of your license. Our ability to sell liquor could be affected if our team does not follow the rules. The good news is that this our first offense in the 23 years I've been running our centers. From what the ABC Enforcement Unit tells me, license holders who have conducted business for 10 or more years without any issues will get a suspended fine (we won't have to pay), but will go on probation. So now we must be incredibly diligent in our efforts to stay in compliance or we chance having our license suspended.

This is what we tell our team: The local police or ABC Enforcement Unit performs two different types of stings.

President's Perspective, cont.

1. Minor Decoy. They will send a minor in to attempt to purchase alcohol. ID them and also ask their age. They cannot lie to you. When carding someone say, "You look so young, how old are you?" It makes for good conversation either way. Feel free to add this to your practice.

2. Intoxicated Decoy. They will send in intoxicated decoys to see if you serve them. Remember the law: You cannot serve someone that appears to be intoxicated. Let them know you would be happy to get them something to eat or some coffee, but you will not be able to serve them today. You, as the server or bartender needs to be able to deal with these types of situations, it is part of your job. Make sure you are cutting off your guests that have had enough to drink. Remember your TIPS training and watch for the behavioral cues: Relaxed Inhibitions (overly talkative, overly friendly, argumentative, relaxed), Slowed Reactions (talking or moving slower, glassy or unfocused eyes, forgetful, loss of train of thought), Impaired Judgment (drinking faster, complaining about strength of drink, making irrational or argumentative statements, becoming careless with money), Impaired Motor Coordination (stumbling, falling, bumping into objects, swaying when sitting or standing, Slurred Speech, Spilling their drink or missing their mouth).

Everyone in the building should be watching out for these behavioral cues! This makes our team stronger when everyone looks out for one another. If you see someone who is visibly intoxicated, inform the bartender, servers, front desk, and managers. If the person was drinking before they arrived, we do not want to put them on a lane. Let's get them out of the building before they become our problem. If they have already been served, let the server and bartender know they have had enough to drink. Anyone who has to cut someone off needs to alert a manager of the situation, so they can back the individual up if necessary. We never know how someone is going to react, but always make sure you take responsibility for the decision to cut someone off if you've been serving them. For example, "I'm sorry, I'm not going to be able to serve you. I want to make sure you get home safely."

If you are a server or bartender, make sure you are making conversation with each guest before you serve them. This will allow you some time to assess them. Ask them if they are bowling tonight. Compliment their earrings or shirt or hair....anything to get them to speak. Ask them how their day/night is going. Really interact with them. Not only is this great customer service, it allows you to do your job better. You are in control of the alcohol and remember, it is a privilege to drink, not a right.

Don't feel bad for doing your job. Card everyone. Anyone who doesn't follow company policy may face criminal charges if they serve a minor or someone who is already intoxicated. Serving/selling to minors will not be tolerated at any of our centers and will result in immediate termination. Don't risk your job for someone you don't even know. If you always remember to card everyone and assess them before you serve them, you won't be faced with any criminal charges.

Needless to say, our team member who was cited for serving the minor was terminated.

Executive Director's Report



The Tale of Two Scotts

Scott Frager and I go back 25 years to when he had only the IBI magazine and I was a Manager at the CSU Fullerton Titan Student Union. Two bowling centers ago and the addition of many hats later we retain a great relationship. I look forward to wearing the E.D. hat Scott F. has retired.

The elections are over, the holidays are coming and the baton has been passed between the two Scotts of BCSC after a great Annual Meeting and Golf Tournament.

We announced exciting news at the annual meeting of an exclusive \$0.50 per case increase for vending bottle and cans purchased through Pepsi and Scott F. renewed our Gold partnership with US Bowling after a year hiatus.

Please look forward, in this issue, to reading Tony's words of wisdom in his President's Perspective.

A couple **HIGH IMPORTANCE** items to remind you of for the next two months are **BPAA/BCSC Dues are renewable by December 31, 2016** for the \$2.00/lane discount or by no later than January 30, 2017 to be a member in good standing and **MUSIC LICENSING HAS MANDATORY RENEWAL BY DECEMBER 31, 2016. This is not paid through either Associations dues.** There are strict penalties if caught without it.

Once again I look forward to my serving you in my role of BCSC Executive Director

Scott P.

PS

We want to welcome John, of US BOWLING Corp.. He is new to the bowling business.

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BCSC and Pepsi Team up to Pour Greater Profits!

Dear Pepsi Center,

The New Local Southern CA Pepsi Program for the next several years was just announced at the BCSC 2016 Annual meeting.

Not only is the *Good News* that renewing your Pepsi agreement rebates will be going UP 39% for the National program, but local Southern California Bottle and Can purchases will entitle you to \$1.00 per case rebate as well, up \$0.50 per case.

As a "*Thank You!*" from BPAA for being on the Pepsi program those centers who have been on the program for more than a year will be receiving a Resign Bonus of \$.25 per gallon on the yearly average gallons that you have purchased throughout the program. This bonus will be sent out once the program renews. Just as a reminder, Members on the National Pepsi agreement are eligible to receive:

- \$4.50 PER - gallon funding on Pepsi fountain products (NEW!)
- Rebates on Cases of Bottles and Cans (NEW!)
- National account fountain pricing - Lowest possible price
- Equipment loaned to customer at no charge
- FREE SERVICE!
- Free national promotions every year

To review the agreement, just click on this [*link*](#). It will take you to BCSC's website where you can download the contract, sign the signature page, scan and email to ed@socalbowling.com

Renewals for both the Local and National programs must be in by December for the resign bonus and to insure there is no interruption on rebate reporting. IF you have any questions please ask.

Thanks!

Scott P.




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-  **NEW** Rebates on Cases of Bottles and Cans
-  **NEW** Cash Resign Bonus - Centers who resign before December 31st, 2016

-
-  National account fountain pricing - lowest possible price
 -  Equipment loaned to the customer at no charge (except where prohibited by law)
 -  Free unlimited service and parts
 -  Industry support
 -  Free national promotions every year
 -  Free digital menu board software and design services

For more information on the BPAA National Pepsi Program please call (800) 343-1329 or visit our website www.bpaa.com/pepsi

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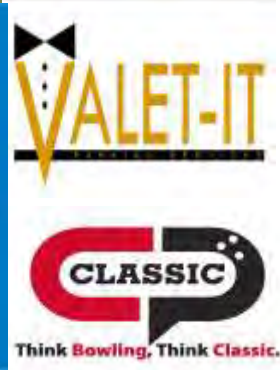


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