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Rosendahl takes over at ZOT; Darrell Ducat passes away; more.

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Bowling at Barcelona's Olympic Village; Berglund inks extension.

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This marketing program really has some teeth to it. *By Stacy Karten*

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Setting up the right savings plan for you and employees. *By Ron Getto*

### 37 LEGISLATION

State lawmakers are at it again with new BAC proposals. *By Rick Berman*

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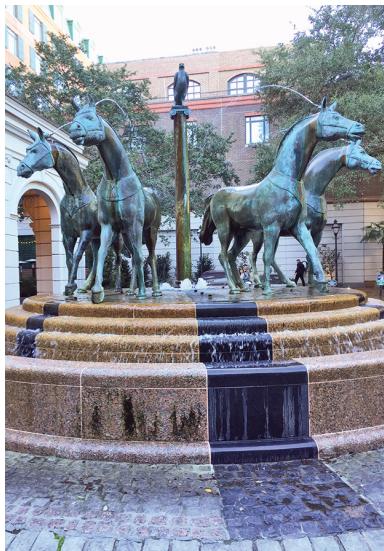
Using high-tech machines to help with marketing. *By Barry Sparks*

### 46 BPAA BOWLING SUMMIT

A potentially game-changing program debuts in Charleston.

### 49 TOUGH LOVE

A study reveals what customers really think about your center.



A sculpture called "Quadriga," featuring four 9-ft. bronze horses and a Carolina bird of prey, welcomed BPAA Bowling Summit attendees to the host Belmond Charleston Place hotel. Page 46.

### 52 DICK WEBER AWARD

Jason Belmonte welcomes the role of bowling hero. *By Tom Clark*

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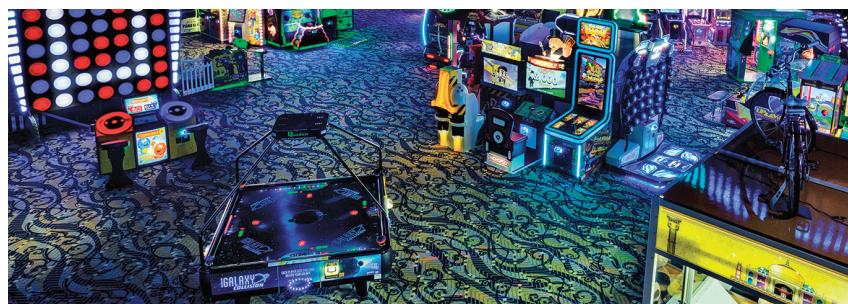
Kevin Hong generates lots of buzz with vintage photos. *By Jef Goodger*

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How one couple rebounded from a devastating fire. *By Abby Hayes*

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Flooring and carpeting make a huge impression. Industry experts explain how to make sure the impression your center projects is positive. Page 64.

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5 centers invest in modernization to meet expectations of customers.

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The original FatCats location in Salt Lake City gets a makeover.

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Business could not be better at this center. *By Dennis Bergendorf*

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"Winning Well: A Manager's Guide to Getting Results — Without Losing Your Soul"

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