

7 UP FRONT

12 BUSINESS NEWS

BPAA Management School, BBIA Convention, USBC removes two balls from approved list.

28 TIMELINE

Carom Bowling, lane "pre-inspections," Ed McMahon and Rudy Giuliani set for Bowl Expo.

31 INSIGHT

32 MARKETING

How to spike profits by using the programs of Strike Ten Entertainment.
By Stacy Karten

38 MONEY

New lease tax guidelines give proprietors much more to consider.
By Mark E. Battersby

40 FOOD & BEVERAGE

The basics have changed; how to be brilliant at them. A BCM interview with Jim Sullivan.

42 LEGISLATION

Rising wages create a summer bummer for young workers in many areas.
By Rick Berman

43 IN-DEPTH

44 VICTOR LERNER AWARD

Lessons learned as a child led to Wes Becker Jr.'s election to the BPAA Hall.
By Bob Johnson

The Premier Tower, a 68-story skyscraper planned for Melbourne, Australia, is being patterned after this curvaceous form from Beyonce's 2013 video, "Ghost." Today, designers get their inspiration from many sources. That goes for bowling center design, too. Story: page 70.



They did not arrive by carriage, but those attending the Billiard and Bowling Institute of America's 74th Convention did soak in some gorgeous scenery at the Greenbrier resort in White Sulphur Springs, W.V. Full coverage: page 14.

52 JOHNNY CUPCAKES

How this Expo speaker turned a prank into a million-dollar brand.
By Gianmarc Manzione

56 DESIGN TRENDS

Thirteen ways proprietors can use design to make their centers stand out. *By Keith Loria*

70 DESIGN INSPIRATION

Ideas for what a center should look like are everywhere; open your eyes.
By Barry Sparks

81 RENOVATION ON A BUDGET

Working with a well-versed lender can make all the difference.
By Terra Cooney

86 BEFORE & AFTER

A look at the amazing transformation of Airway Fun Center in Portage, Michigan.

94 ONE OF US

Wapensky honoree: Goins is a man who gets things done.
By Dennis Bergendorf

MORE

4 FRONT LINES

By Bob Johnson

7 AT DEADLINE

Ransomware attack in Florida

7 BY THE NUMBERS

128

8 A MESSAGE FROM BPAA

By Heath Shults

10 SAVE THE DATE

25 STATE ASSOCIATION NEWS

29 PRODUCTS AND SERVICES

31 PROMO PLANNER

Ideas for June

31 TRENDING

Restaurant menus in 2016

31 DIGITAL DIGEST

The power is in your hands

31 QUOTE/UNQUOTE

Conrad Hilton

43 MUST READING

Smarter Faster Better

43 THE LIST

Top 10 pizza toppings

88 ADVERTISER INDEX

89 CLASSIFIED SECTION