

# CONTENTS

## 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 Beyoncé'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 Manzzone

### 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