

7 UP FRONT

12 BUSINESS NEWS

“Bowlers’ Day” in Chicago; IOC selects sports for 2020; Teen Masters signs QubicaAMF.

22 TIMELINE

Bowling and billiard receipts top \$1 billion; a NAIR payment plan; USBC shakes up team.

25 INSIGHT

26 MARKETING

Creative programs and a marketing action plan to fill unused lanes.

By Stacy Karten

30 MONEY

How to avoid the risks of borrowing from “shadow banks.”

By Mark E. Battersby

34 FOOD & BEVERAGE

Ten profit-enhancing bar promotions — including several that involve food.

35 LEGISLATION

Interlocks: MADD did not get the answer it sought in DMV research.

By Rick Berman

37 IN-DEPTH

38 COVER STORY

Tierney mines a golden relationship with the California Golden Bears.

By Bob Johnson

46 THE CUSTOMER EXPERIENCE

Today, providing good customer service is just a part of the equation.

By Barry Sparks

52 WEBSITE DESIGN

Advice for making your center’s site a powerful marketing tool.

By Keith Loria



John Tierney, proprietor of Albany Bowl, located six miles from the University of California campus in northern California, has a treasure trove of Cal sports memorabilia on display — and a whole lot more in his office. Learn why his relationship with the university is so important to his business in our Cover Story on page 38.

MORE

2 FRONT LINES

By Bob Johnson

7 AT DEADLINE

Brands of Ebonite to sponsor Junior Gold

7 BY THE NUMBERS

38

8 A MESSAGE FROM BPAA

By Amy Arcuri

10 SAVE THE DATE

20 STATE ASSOCIATION NEWS

24 PRODUCTS AND SERVICES

25 PROMO PLANNER

Getting customers home safely

25 TRENDING

Casinos deal with smoking issue

25 DIGITAL DIGEST

Social media is here to stay

25 QUOTE/UNQUOTE

Edwin Land

37 MUST READING

The Customer Experience Revolution

37 THE LIST

7 truths about leadership

74 CLASSIFIED SECTION