

CONTENTS

DECEMBER 2016 • ISSUE 3



Given the dramatic lighting, one could easily mistake Lucky Strike Lanes in Elwood, Ind., for a bowling "lounge." It's actually an independently owned "small center" that's doing business in a "big" way. Page 42.

7 UP FRONT

12 BUSINESS NEWS

BBIA to honor Panozzo; PBA unveils ESPN schedule; new BPAA board members.

25 TIMELINE

NBC launches "Bring a Friend" campaign; WIBC turns 75; East Coast show grows.

27 INSIGHT

28 MONEY

Surviving — and ways to avoid — an audit by the IRS. By Mark E. Battersby

34 MARKETING

17 creative promotions for the new year, month by month. *By Stacy Karten*

40 LEGISLATION

New technology could strand customers after just one drink. By Rick Berman

41 IN-DEPTH

42 SMALL IS BEAUTIFUL

First of two parts: Small-center success stories.

By Keith Loria and Terra Cooney

49 PERSONAL MANAGEMENT

Overcoming obstacles and excelling through life's seasons. By DeLores Pressley

54 PUMP UP THE FUN

How to make special events more special and more profitable.

By Barry Sparks

60 LIGHT VOLUME OIL PROJECT

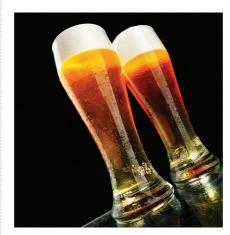
New patterns designed to keep casual customers coming back. By Lyle Zikes

66 BEFORE & AFTER

A Brunswick Zone XL center in Colorado gets a Bowlero makeover and rebranding.

74 ONE OF US

Al Blough still believes in leagues... and proves they can work. By Dennis Bergendorf



Two beers could be one too many if technology and legislation continue to "advance." Page 40.

MORE

2 FRONT LINES

By Bob Johnson

7 AT DEADLINE

BCA of Michigan names Bo Goergen new E.D.

7 BY THE NUMBERS

8 A MESSAGE FROM BPAABy John Harbuck

11 SAVE THE DATE

22 STATE ASSOCIATION NEWS

27 PROMO PLANNER

How to make Valentine's Day profitable — even on a Tuesday.

27 TRENDING

How a Trump administration can help small-business owners.

27 DIGITAL DIGEST

Snapshat offers a number of marketing opportunities.

27 QUOTE/UNQUOTE

Warren Buffett

41 MUST READING

Oh, Yes You Can! A How-To Guide for Rebuilding Confidence and Achieving Success

41 THE LIST

23 selected winners of the BBIA Industry Service Award.

69 CLASSIFIED SECTION

4 BCM DECEMBER 2016 www.bcmmag.com