

CONTENTS

DECEMBER 2017 • ISSUE 3

11 UP FRONT

14 BUSINESS NEWS

A big BVL check presentation; an Ultimate deal for Brunswick; more.

30 NEW MEMBER SPOTLIGHT

Fascinating facts about 15 cities now home to BPAA centers.

32 TIMELINE

Scheduling snafu for Queens and All-Star; Bowling HQ to Orlando?

37 INSIGHT

38 MARKETING

A positive marketing attitude leads to bigger profits. *By Stacy Karten*

40 MONEY MATTERS

Using IRS rules to turn a loss into a gain. *By Mark E. Battersby*

44 THINK TANK

Developing lifetime customers, step by step. By Mark Bares

46 LEGISLATION

A BPAA fly-in to discuss key issues with lawmakers. *By Alex Nichols*

47 IN-DEPTH

48 CASHLESS PAYMENT

New card systems offer options that guests desire. *By Barry Sparks*

54 SUMMIT PREVIEW

Tom Morrison on providing value and more. By Dennis Bergendorf

58 YOUR LIFE CYCLE

Decisions on the future based on where you are now. By Ami Kassar

61 THE YEAR IN PICTURES

BCM cameras were on hand for lots of memorable events in 2017.

72 RENOVATION

Dave Small's new mantra is, "Go big or go home." By Bob Johnson

82 ONE OF US

Getting noticed when competition is fierce. By Dennis Bergendorf



The Aloma Bowling Centers company in Florida is in the midst of remodeling its centers. The latest to get the treatment: Airport Lanes in Sanford. Details may be found in the Business News department. Page 14.

MORE

2 FRONT LINES

By Bob Johnson

6 A MESSAGE FROM BPAA

By Frank DeSocio

11 AT DEADLINE

The theater-and-bowling complex trend continues in Ankeny, Iowa.

11 BY THE NUMBERS

4

12 SAVE THE DATE

18 BUSINESS BRIEFS

22 BEC MONTHLY

HyperBowling is previewed by QubicaAMF at IAAPA Expo.

26 STATE ASSOCIATION NEWS

36 PRODUCTS AND SERVICES

37 FOOD & BEVERAGE

Main Event adds six menu items.

37 PROMO PLANNER

A Valentine's Day opportunity.

37 DIGITAL DIGEST

A must: making website mobilefriendly. By Lance Rasmussen

37 QUOTE/UNQUOTE

Walt Disney

47 MUST READ

How to Get People to Scream Your Name and Beg for More, by Tom Morrison

47 THE LIST

7 business resolutions.

77 CLASSIFIED SECTION



In case the sign on the building does not clearly convey to passersby that Foothills Bowl in Auburn, Calif., is a bowling center, the topiary treatment given to the giant plant outside erases any doubt. It's quite a sight, and provided the motivation for this issue's special feature, "The Year in Pictures." Page 61.