

# CONTENTS

## 11 UP FRONT

### 12 BUSINESS NEWS

Mike Aulby to lead Museum board; Thompsons will rebuild center.

### 22 NEW MEMBER SPOTLIGHT

A running race and music promoter gets into the bowling (and BBQ) biz.

### 24 TIMELINE

Hoey to lead Fair Lanes; two state lotteries to feature bowling; more.

## 25 INSIGHT

### 26 MARKETING

New lineage revenue through an old fundraiser format. *By Dave Williams*

### 32 MONEY MATTERS

Start planning for savings available next year. *By Mark E. Battersby*

### 36 LEGISLATION

BPAA gains strength as an advocate for its members. *By Alex Nichols*

## 37 IN-DEPTH

### 38 BOWLING SUMMIT

Educational sessions highlight the mid-winter gathering in Arizona.

### 44 PROFITS FROM PARTIES

A month-by-month planning guide to develop year-round business.

### 52 EVOLUTION OF SCORING

The systems have come a long way since their debut. *By Barry Sparks*

### 59 YEAR IN REVIEW

Acquisitions, transitions, disasters. You name it, and 2017 had it.

### 64 EXTERIOR IDEAS

From Changzhou to Texas, today's centers make a visual statement.

### 70 SAVE IT OR SELL IT

A&E remodels a center, and now its proprietors face a difficult decision.



As part of a makeover provided by the "Save It or Sell It" TV program, a center in Texas got a new look for its entrance and many upgrades inside. What will the owners do? Page 70.

### 71 COVER STORY

The dog days of winter: Storm signs a four-legged star of social media.

### 73 RENOVATION

A traditional 60-lane center bucks the trends and gets a makeover.

### 79 ONE OF US

There's no sibling rivalry at a two-sport center in Manitoba, Canada.

## MORE

### 2 FRONT LINES

*By Bob Johnson*

### 6 A MESSAGE FROM BPAA

*By Kelly Parker*

### 8 SAVE THE DATE

### 10 PRODUCTS AND SERVICES

### 11 AT DEADLINE

USBC changes designations for 704 leagues to Sport or Challenge.

### 11 BY THE NUMBERS

60

### 15 BUSINESS BRIEFS

### 16 STATE ASSOCIATION NEWS

### 20 BEC MONTHLY

F2FEC, Amusement Expo and 16th Foundations University this month.

### 20 BEC HOT LIST

*Compiled by Jay Trietley*

### 25 FOOD & BEVERAGE

Enhance your menu selections with specials during the month of April.

### 25 PROMO PLANNER

Attract new customers by helping to ease their pain on Tax Day.

### 25 DIGITAL DIGEST

Give customers a better picture of your center. *By Lance Rasmussen*

### 25 QUOTE/UNQUOTE

Brian Moran

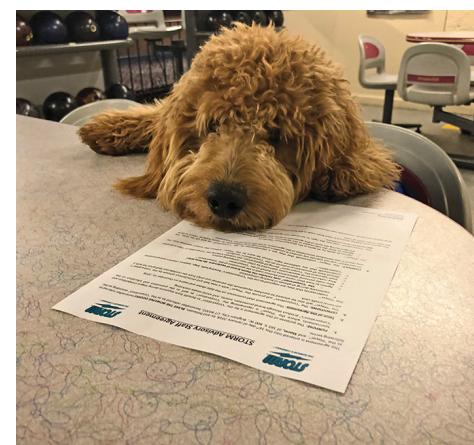
### 37 MUST READ

*The Buyer's Guide to Websites*, by Drew Bartron

### 37 THE LIST

5 ways to boost work performance.

### 74 CLASSIFIED SECTION



Blake "The Bowling Doodle" Simpson prepares to "sign" a deal with Storm in a modern version of guerrilla marketing. What proprietors can learn from Storm's move. Page 71.