

CONTENTS

SEPTEMBER 2018 • ISSUE 12

9 UP FRONT

10 BUSINESS NEWS

Bowling joins Macy's Thanksgiving Day Parade; "tweekers" called out.

24 NEW MEMBER SPOTLIGHT

It's impossible to ignore a center with a name like Split Happens.

25 TIMELINE

IBM computer to produce league sheets; room-nights proof sought.

27 INSIGHT

26 MARKETING

The importance of understanding your competition. By Stacy Karten

32 MONEY MATTERS

Benefits and pitfalls of mergers and acquisitions. By Mark E. Battersby

36 WEALTH MANAGEMENT

It pays to know about fees involved in your investments. *By Ron Getto*

42 LEGISLATION

A look at what's next in the world of music licensing. *By Alex Nichols*



Kyle Petty was among the thousands who visited the bowling tent during the Go Bowling at the Glen weekend at New York's Watkins Glen International raceway. Page 54.

43 IN-DEPTH

44 LANE TECHNOLOGY

Managing your center beyond the foul line. *By Dennis Bergendorf*

49 STOMPING GROUNDS

Tips from experts when buying flooring and carpets. *By Abby Hayes*

54 GO BOWLING AT THE GLEN

Photographic highlights from the latest STE auto racing promotion.

56 PIZZA PRIMER

Profit possibilities plentiful with pie programs. By Terra Cooney

60 SOUVENIR SOCIETY

How selling gift items can bolster your bottom line *By Keith Loria*

66 RALLYING CRY

Bowlers supporting efforts to save Cloverleaf Bowl from developers.

68 CHANCE ENCOUNTERS

Rasmussen discovers a burger joint with a bowling theme.

70 RENOVATON

Reinvesting in the business pays dividends for center in Topeka.

79 ONE OF US

Veteran manager finds success as a proprietor. *By Dennis Bergendorf*

MORE

2 FRONT LINES

By Bob Johnson

6 A MESSAGE FROM BPAA

By John Harbuck

8 SAVE THE DATE

9 AT DEADLINE

Illinois Grand Prix Scholarship Program tops \$2 million plateau.

9 BY THE NUMBERS

44



Cloverleaf Bowl has been a community meeting place for close to 60 years. Now, bowlers are joining forces to help the owners save it from developers. Page 66.

15 BUSINESS BRIEFS

16 STATE ASSOCIATION NEWS

22 BEC MONTHLY

26 PRODUCTS & SERVICES

27 FOOD & BEVERAGE

Food trends of 2018: from tasty tips to non-traditional donut.

27 PROMO PLANNER

On Thanksgiving, don't forget your employees when giving thanks.

27 DIGITAL DIGEST

Getting the best prices on airfare, hotels, et al. *By Carey Tosello*

27 QUOTE/UNQUOTE

John D. Rockefeller

43 MUST READ

"The Personal MBA: Master the Art of Business," by Josh Kaufman

43 THE LIST

4 ways to utilize your wall space.

74 CLASSIFIED SECTION

4 BCM SEPTEMBER 2018 www.bcmmag.com