

CONTENTS

9 UP FRONT

10 BUSINESS NEWS

84-year-old center closes; center owner dies in pinsetter accident.

21 TIMELINE

Murrey & Sons moves into 1-acre plant; Pierce & Stevens acquired.

26 NEW MEMBER SPOTLIGHT

Florida center gets a rock-n-roll theme; a sign made out of pins.

29 INSIGHT

30 MARKETING

Boost business with an in-house/online newsletter. *By Stacy Karten*

34 MONEY MATTERS

Creative ways to hang on to more money. *By Mark E. Battersby*

38 WEALTH MANAGEMENT

Time is running out to invest intelligently. *By Ron Getto*

42 LEGISLATION

Help for navigating new small-business IRS rules. *By Alex Nichols*



Live music can bring energy to a bowling center's bar or lounge — or even on the lanes. Bowling centers across the nation are striking the right chord in a number of ways. Page 44.



The birthday party of an autistic boy in Oklahoma City could have been a very sad occasion were it not for the staff of the Main Event entertainment center where the party was held. Page 9.

43 IN-DEPTH

44 LIVE MUSIC

Managed well, it can spike F&B sales. *By Dennis Bergendorf*

52 COVER STORY

Focusing on people is key to Stars & Strikes' growth. *By Barry Sparks*

60 BPAA SUMMIT PREVIEW

Josh Liebman on managing the guest experience. *By Keith Loria*

64 AAMA GALA

Competitors find common ground, honor leaders. *By Barbara Peltz*

68 RENOVATION

San Jose State's bowling area gets modern makeover. *By Abby Hayes*

72 PHOTO ESSAY

Increasing awareness via "FOX & Friends" and NASCAR auto race.

80 ONE OF US

Mountaineer Lanes overcomes the odds. *By Dennis Bergendorf*

MORE

2 FRONT LINES

By Bob Johnson

6 A MESSAGE FROM BPAA

By Justin Moore

8 SAVE THE DATE

9 AT DEADLINE

Royal Pin's Doty, BCM's Johnson are elected to PBA Hall of Fame.

9 BY THE NUMBERS

70

14 BUSINESS BRIEFS

16 STATE ASSOCIATION NEWS

28 PRODUCTS & SERVICES

29 FOOD & BEVERAGE

Use holiday-themed cookies to keep the cash register ringing.

29 PROMO PLANNER

Victory Lanes creates lots of buzz with its "Paint-A-Pin" contests.

29 DIGITAL DIGEST

Improve communication with "Workplace" tool. *By Carey Tosello*

29 QUOTE/UNQUOTE

Shaquille O'Neal

43 MUST READ

"Love & War: 20 Years, Three Presidents, Two Daughters and One Louisiana Home," by James Carville and Mary Matalin

43 THE LIST

3 new tricks for old businesses.

75 CLASSIFIED SECTION