



Chris Guidry of Fireside Lanes in Billings, Mont., says that joining the BPAA was “a no-brainer.” Page 26.

## 9 UP FRONT

### 10 BUSINESS NEWS

‘Balloonicles’ vs. Mother Nature; HyperBowling wins award; more.

### 24 BEC MONTHLY

LAI Games, SEGA partner; IAAPA Expo by the numbers; more.

### 26 NEW MEMBER SPOTLIGHT

Chris Guidry’s first trip to BPAA’s Bowl Expo won’t be his last.

### 28 TIMELINE

Naval Training Center bowl is dedicated; Ciniello leads BCAF.

## 31 INSIGHT

### 32 MARKETING

Using bowling parties to develop league business. *By Dave Williams*

### 34 MONEY MATTERS

Sage advice on the home-office deduction. *By Mark E. Battersby*

### 36 LEGISLATION

What to expect based on the midterm results. *By Alex Nichols*

## 37 IN-DEPTH

### 38 FAIR FIRING

Using authority and kindness for unpleasant task. *By Claire Sykes*

### 42 FIXATED ON FIXTURES

Drawing inspiration from BJI’s Architecture & Design Awards.

### 52 THOUGHT LEADERS

James Carville and Mary Matalin will headline Bowling Summit.

### 56 SUMMIT EXTRA

Event will end with visit to the WWII Museum. *By Terra Cooney*

### 60 HONORING VETERANS

BVL leaders deliver \$1.1 million check to the nation’s capital.

### 62 WASTE NOT, WANT NOT

Twelve ways to minimize food waste at your center’s restaurant.

### 65 BUILDING YOUR BRAND

Using storytelling to create a great reputation for your center.



BPAA’s 2019 Bowling Summit will take place next month in New Orleans. Meet the “thought leader” presenters. Page 52. Preview a special visit to the World War II Museum. Page 56.

### 68 ANNIVERSARY

Forward thinking gets Bowlers Supply to 50. *By Barry Sparks*

### 72 RENOVATION

Stardust Bowl’s latest project is a giant arcade. *By Abby Hayes*

### 80 ONE OF US

A willingness to take chances pays off. *By Dennis Bergendorf*

## MORE

### 2 FRONT LINES

*By Bob Johnson*

### 6 A MESSAGE FROM BPAA

*By Randy Thompson*

### 8 SAVE THE DATE

### 9 AT DEADLINE

Davis, Johnson and Lichstein are elected to the USBC Hall of Fame.

### 9 BY THE NUMBERS

50

### 14 BUSINESS BRIEFS

### 16 STATE ASSOCIATION NEWS

### 30 PRODUCTS & SERVICES

### 31 FOOD & BEVERAGE

Gut-friendly menus items and 3 other restaurant trends of 2018.

### 31 PROMO PLANNER

Aloma centers offering a ‘Winter All-Access Pass’ through January.

### 31 DIGITAL DIGEST

Use a calendar to ensure regular social posts. *By Lance Rasmussen*

### 31 QUOTE/UNQUOTE

Tim Cook, CEO of Apple

### 37 MUST READ

“The Small Business Bible,” by Steven D. Strauss

### 37 THE LIST

3 ways to build your email list.

### 74 CLASSIFIED SECTION