



From the left, Storm Bowling co-founder Bill Chrisman and President Dave Symes look on as Jason Belmonte signs an "historic" extension with the company. Business News, page 10.

9 UP FRONT

10 BUSINESS NEWS

Industry leaders remember Mark Voight; PBA ratings still strong.

24 NEW MEMBER SPOTLIGHT

"KC" bought a center for all the right reasons. By Johnny Campos

26 TIMELINE

Tapered oil conditioning debuts; earthquake damages L.A. centers.

31 INSIGHT

32 MARKETING

10 tips to help increase sales and boost profits. By Stacy Karten

36 ACCOUNTING

A detailed look at the real cost of borrowing. By Mark E. Battersby

42 LEGISLATION

The "Fight for \$15" gains steam at the state level. By Alex Nichols

43 IN-DEPTH

44 BOWLING SUMMIT

New Orleans gathering educates and inspires. By Bob Johnson

50 MEDIA AWARD

American League MVP is a VIP of bowling exposure. By Bill Vint

52 HITTING THE TRAIL

Texas proprietor will walk 2,190 miles for the BVL. By Rosie Crews

56 BOWL EXPO PREVIEW

It could happen anywhere: How to prepare for an in-center crisis.

58 UP, UP AND AWAY

Parent company of Allegiant Air is opening FECs. By Barry Sparks

65 REDEMPTION

Deciding between a prize center and a prize store. By Frank Seninsky

68 MODERNIZATION

New activities now complement league bowling. By Abby Hayes

71 FEC SUMMIT

When bowling meets an FEC... and vice versa. By Barbara Peltz

78 ONE OF US

Nice problem for South Carolina center. By Dennis Bergendorf

MORE

2 FRONT LINES

By Bob Johnson

6 A MESSAGE FROM BPAA

By Amy Arcuri

8 SAVE THE DATE

9 AT DEADLINE

BPAA Treasurer and Hall of Famer Mark Voight passes away.

9 BY THE NUMBERS

43

14 BUSINESS BRIEFS

16 STATE ASSOCIATION NEWS

22 BEC MONTHLY/HOT LIST

30 PRODUCTS & SERVICES

31 HUMAN RESOURCES

When an employee termination meeting goes off the rails.

31 FOOD & BEVERAGE

Spice up profits with specials over the Cinco de Mayo weekend.

31 DIGITAL DIGEST

Protecting your data base from various viruses. By Carey Tosello

31 QUOTE/UNQUOTE

Josh Liebman

43 MUST READ

"Not Everyone Gets a Trophy," by Bruce Tulgan

43 THE LIST

10 good marketing habits.

73 CLASSIFIED SECTION

David Kellerman photos by Mike Forcucci/One Voice Communications



Bowling is still the name of the game at Fun Bowl, but a recent renovation project added new revenue-generating opportunities. Modernization, page 68.