

BCM OFFICIAL PUBLICATION OF BPAA

CONTENTS

SEPTEMBER 2019 • ISSUE 12

11 UP FRONT

12 BUSINESS NEWS

THE ROW inks deal with USBC; youth age cap will drop to 18.

24 TIMELINE

Japan bowling market still on upswing; Reichert to step down.

27 NEW MEMBER SPOTLIGHT

New owners and new name for Texas center. *By Johnny Campos*

33 INSIGHT

34 MARKETING

Gobble up Thanksgiving sales and P.R. value. *By Stacy Karten*

38 ACCOUNTING

A look at the fun side of taxes. Seriously? By Mark E. Battersby

42 LEGISLATION

BPAA's message to DOJ: Don't change your tune. By Alex Nichols

43 IN-DEPTH

44 THE BCM INTERVIEW

Robby Spigner rejoins `family business.' With Barry Sparks



Robby Spigner, flanked by his parents, Barb and Bill, has taken the "family business" to a whole new level. Page 44.



52 FOOD & BEVERAGE EXTRA

Minimizing waste will help you maximize your facility's profits.

54 VINTAGE ALLEYS

Explore some of Wisconsin's hidden treasures. *By Kevin Hong*

64 CREATIVE LEAGUES

The theme of a group program is limited only by imagination.

66 RENO HARD-HAT TOUR

Stadium gets major 'refreshing' before 2020 OC. *By Bob Johnson*

68 MODERNIZATION

Expansion adds lanes (and lots more) to FEC. By Bob Johnson

80 ONE OF US

No FEC plans for this Michigan center. By Dennis Bergendorf

MORE

2 FRONT LINES

By Bob Johnson

6 A MESSAGE FROM BPAA

By John Warling

8 SAVE THE DATE

11 AT DEADLINE

Following a 100% ratings jump, PBA unveils its 2020 schedule.

11 BY THE NUMBERS

16 BUSINESS BRIEFS

18 STATE ASSOCIATION NEWS

25 BEC MONTHLY

32 PRODUCTS & SERVICES

33 FOOD & BEVERAGE

'Instagrammable' menu items can boost exposure and profits.

33 PROMO PLANNER

How to become 'Halloween Central' in your community.

33 DIGITAL DIGEST

The different functions of social media platforms and websites.

33 QUOTE/UNQUOTE

President Theodore Roosevelt

43 THE LIST

4 suggestions for nurturing your center's social media content.

43 MUST READ

"500 Social Media Marketing Tips," by Andrew Macarthy

74 CLASSIFIED SECTION

79 ADVERTISER DIRECTORY

4 BCM SEPTEMBER 2019 www.bcmmag.com