



When his wife passed away, Chuck Kelley “needed a project.” He found it in buying his town’s bowling center. Page 26.

## 9 UP FRONT

### 16 COVER STORY

Brent Perrier dies just five months after his retirement. *By Bob Johnson*

### 18 BUSINESS NEWS

Kings opens new venue; next Andy B’s to Branson, Mo.; much more.

### 26 NEW MEMBER SPOTLIGHT

New name of Lakeview’s bowling center has very special meaning.

### 32 TIMELINE

FTA approves sale of Perry-Auste to Brunswick; new viscosity spec.

## 35 INSIGHT

### 36 MARKETING

A 10-step strategy for improving summer sales. *By Stacy Karten*

### 38 MONEY MATTERS

Modernization takes money. Here’s how to find it. *By Mark E. Battersby*

### 42 WEALTH MANAGEMENT

As bowling center owners, we have a lot going for us. *By Ron Getto*

### 44 LEGISLATION

New year, new list of political and governance issues. *By Alex Nichols*

## 45 IN-DEPTH

### 46 TINY HOUSE NATION

Bucking the odds, small centers continue to thrive across the U.S.

### 48 10 PIN PUB

This updated center is now modern by still cozy. *By Terra Cooney*

### 50 SOUTHGATE LANES

Craft beers, customer service and lists lead to success. *By Abby Hayes*

### 52 K&L LANES

A center below a supermarket with delicious burgers. *By Keith Loria*

### 54 MAIN STREET ALLEY

Community spirit brings Nebraska center back to life. *By Barry Sparks*

### 56 BCM YEAR IN REVIEW

Top business stories, words worth noting, and other nuggets of info.

### 66 INTERIOR IDEAS

Inspiration for ‘reimagining’ your center from the BJI Design Awards.

### 80 ONE OF US

It’s a dream come true for Tom Barberini. *By Dennis Bergendorf*

## MORE

### 2 FRONT LINES

*By Bob Johnson*

### 6 A MESSAGE FROM BPAA

*By Frank DeSocio*

### 9 AT DEADLINE

Strike Spirits to Provide Top-Shelf Liquor in Bowling Pin Bottles.

### 9 BY THE NUMBERS

784

### 10 SAVE THE DATE

### 21 BUSINESS BRIEFS

### 22 BEC MONTHLY

Notes from IAAPA Expo; strong results for Dave & Buster’s; more.

### 24 BEC HOT LIST

*Compiled by Jay Trietley*

### 28 STATE ASSOCIATION NEWS

### 34 PRODUCTS AND SERVICES

### 35 FOOD & BEVERAGE

Getting ready for St. Patrick’s Day.

### 35 PROMO PLANNER

The ‘Last Bowler Standing’ event.

### 35 DIGITAL DIGEST

Starting and managing your center’s text club. *By Carey Tosello*

### 35 QUOTE/UNQUOTE

Vince Lombardi

### 45 MUST READ

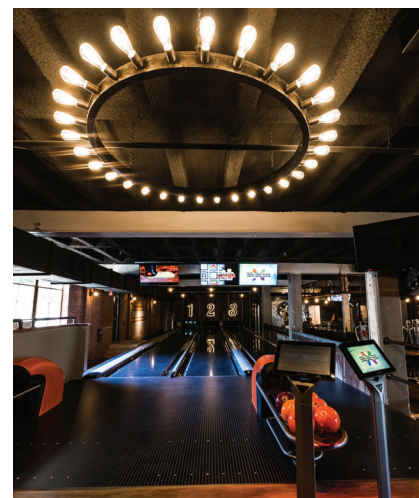
The Leadership Secrets of Hamilton, *By Gordon Leidner*

### 45 THE LIST

International Women’s Day ideas.

### 74 ADVERTISER DIRECTORY

### 75 CLASSIFIED SECTION



Stone Pin Company in Greenville, S.C., is a great example of the interior design diversity found in today’s bowling-based entertainment centers. Page 66.