



Electric City Lanes is nothing like the center that preceded it in the Wisconsin town of Kaukauna. Page 68.

## 9 UP FRONT

### 12 BUSINESS NEWS

South Point to host the world; Turbo set for EB1 Demo Days.

### 24 BEC MONTHLY

Planned megamall in Miami to flip retail/entertainment ratio.

### 26 TIMELINE

Sieler elected BPAA President; BVL marks 50th; Hall to Texas.

## 29 INSIGHT

### 30 MARKETING

Profitable 'School's Out' promos for your center. *By Stacy Karten*

### 32 MONEY MATTERS

Guide to allowed write-offs after the TCJA. *By Mark E. Battersby*

### 36 WEALTH MANAGEMENT

You must be able to trust your financial advisor. *By Ron Getto*

### 38 LEGISLATION

Will Court's ruling on betting impact bowling? *By Alex Nichols*

## 43 IN-DEPTH

### 44 VIP PROGRAMS

Seven tips for developing repeat visits with frequency marketing.

### 46 COVER STORY

Quad Cities sports complex sees value in a BEC. *By Barry Sparks*

### 53 EXIT INTERVIEW

Schenk on digital efforts, PBA deal and more. *With Bob Johnson*

### 56 SAVING THE OCEANS

A former Starbucks COO creates a unique business. *By Keith Loria*

### 62 CHRISTMAS IN JULY

Now is the time to start making your holiday promotion plans.

### 64 HOLIDAY MENU PLANNING

4 recipes to enhance perception of your center's F&B offerings.

### 68 RENOVATON

Upgrades made "organically" at Wisconsin bowl. *By Abby Hayes*

### 79 ONE OF US

How Jim Wangeman built his business. *By Dennis Bergendorf*

## MORE

### 2 FRONT LINES

*By Bob Johnson*

### 6 A MESSAGE FROM BPAA

*By Frank DeSocio*

### 8 SAVE THE DATE

### 9 AT DEADLINE

PBA inks a new digital deal; Cirque du Soleil targets FECs.

### 10 BY THE NUMBERS

\$78,355

### 17 BUSINESS BRIEFS

### 18 STATE ASSOCIATION NEWS

### 29 FOOD & BEVERAGE

Create or enhance the sense of family with your own recipes.

### 29 PROMO PLANNER

Encourage picture posting for free publicity over the holidays.

### 29 DIGITAL DIGEST

Are Siri and Alexa aware of your center? *By Carey Tosello*

### 29 QUOTE/UNQUOTE

"Marvelous Mark" Kamp

### 43 MUST READ

"Wins, Losses, and Lessons," *by Lou Holtz.*

### 43 THE LIST

5 memorable quotes from Bowl Expo's keynoter, Lou Holtz.

### 73 CLASSIFIED SECTION

### 78 ADVERTISER DIRECTORY



Jim Wangeman has always believed in walking the concourse at centers he has managed and owned. Page 79.