

OCTOBER 2018 • ISSUE 1

13 UP FRONT

14 BUSINESS NEWS

Florence does not spare bowling; Sam's Town ready for World Cup.

28 NEW MEMBER SPOTLIGHT

Metro Fun Center embraces two "dying" sports with great results.

30 TIMELINE

Champ Husted to install scoring units; NAIR embraces synthetics.

33 INSIGHT

34 MARKETING

How to form late-start bowling clubs for kids. *By Dave Williams*

36 MONEY MATTERS

How the TCJA impacts year-end tax planning. *By Mark E. Battersby*

42 LEGISLATION

How will Judge Kavanaugh rule on labor cases? *By Alex Nichols*

43 IN-DEPTH

44 SOUND BUSINESS

Technology helps centers target multiple audiences. *By Keith Loria*



Ryan Gromfin, a.k.a. "The Restaurant Boss," will show proprietors how to maximize F&B profits when he appears at the 2019 BPAA Bowling Summit. Page 56.



The new VIP area at The Gulf Bowl in Foley, Ala., is helping attract an entirely new clientele that's willing to pay more for the experience. Page 71.

50 SMALL PLATES PROFITS

Proprietors redefine the concept of 'appetizers.' *By Bob Johnson*

56 BPAA SUMMIT PREVIEW

Ryan Gromfin on maximizing F&B profits. *By Terra Cooney*

60 COVER STORY

Giving back to community reaps unsought bonus. *By Bob Johnson*

64 EMBRACE THE HAM BONE

10 ways to monetize the PBA on FOX and the return of Rob Stone.

71 RENOVATION

The Gulf Bowl removes a lane to add a VIP venue. *By Abby Hayes*

79 ONE OF US

'A new form of entertainment' is a must. *By Dennis Bergendorf*

MORE

2 FRONT LINES

By Bob Johnson

6 A MESSAGE FROM BPAA

By Bart Burger

10 SAVE THE DATE

13 AT DEADLINE

Easy-to-run program announced for 2018 BVL Month in America.

13 BY THE NUMBERS

49

18 BUSINESS BRIEFS

22 STATE ASSOCIATION NEWS

32 PRODUCTS & SERVICES

33 FOOD & BEVERAGE

Give the power to the people to enhance your center's food menu.

33 PROMO PLANNER

Westy's Garden Lanes hosts feel-good 'Companions' fundraiser.

33 DIGITAL DIGEST

How to initiate the hiring process online. *By Lance Rasmussen*

33 QUOTE/UNQUOTE

Gary Forman

43 MUST READ

"Creating the High-Performance Workplace," *by Sue Bingham and Bob Dusin.*

43 THE LIST

5 ways to better achieve goals.

73 CLASSIFIED SECTION

Cover photo by Michelle Johnson.



Marcel Lessard and his daughter Kelly knew that when they finally were able to buy their own center, they needed to revamp the business model. Page 79.