



A Service of the Bowling Proprietors' Association of North Jersey, Inc.

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Season's Greetings & Happy New Year!

The Bowling Proprietors Association of North Jersey wishes all of our members, associates and families a very happy and healthy holiday season and new year!

Welcome Nadine DiLeo as New Co-Executive Director

Nadine DiLeo has assumed the role of co-Executive Director of the BPANJ, taking over for Stacy Karten, who is stepping down due to health reasons.

Nadine brings 19 years of bowling industry experience to the position, including serving as General Manager of Stelton Lanes and past President of the BPANJ. "I am honored to be taking on the role of Co-Executive Director for the BPA of NJ. My years of experience as a hands on General Manager allow me to fully understand the challenges our members face. It is my intent to expand our market base and create a brand that will be recognized throughout New Jersey. Kaploe Marketing Group is on board to take our members in a new and innovative direction," Nadine said.

"While we are sorry to see Stacy retire, we are happy that he has reached this milestone and will have the opportunity to spend more time with his children and grandchild. We wish him all the best in the future. At the same time we are pleased to announce that Nadine has joined the Kaploe group and will bring her unique and invaluable resources to her new position as a Kaploe consultant and in her role as a co-director of BPANJ," remarked Fred Kaplowitz.



Nadine DiLeo

Offense vs. Defense

It has often been said, especially in professional football, that “the best defense is a great offense”. Or was it “the best offense is a great defense?”

After 20 years of providing marketing and management consulting services to businesses within the entertainment category, as well as other industries, their strategic business approach is either “offense oriented” or “defense-oriented”, based upon the team the leaders, managers or owners have assembled.

Every client says they want more revenue, but in reality, some are actually AFRAID of more revenue. They are the defensive businesses who tend to hire defensive employees. People who are content with the status quo; people who say, “Oh we tried that and it didn’t work.” And never look for the reason why.

People who believe that they are in a “sunset industry” or a “no growth industry” or “very low growth industry” and, thus, have no motivation to do anything differently...other than to say, “Nothing works anymore.” (Including them!!) Or people who just want to ride it out until they can sell.

Or they hire people who are mere auditors always thinking about theft; that someone is stealing, that they have to micromanage everything and their strategic vision is, “Don’t lose what you have and protect the principle at all costs”. People who say, “I will invest as little as possible to market my business” and are slow, very slow, to embrace dynamic and new internet marketing processes.

Some have even hired internet companies to do this for them and may have even been successful with it, but the center no longer manages or plays in the game...they have hired replacements to play what they believe is “offense.” Yet, when they don’t see immediate returns in 90 days, they fire the company and move even further away from “the offense” culture and dig their heels in even deeper to play “better” defense.

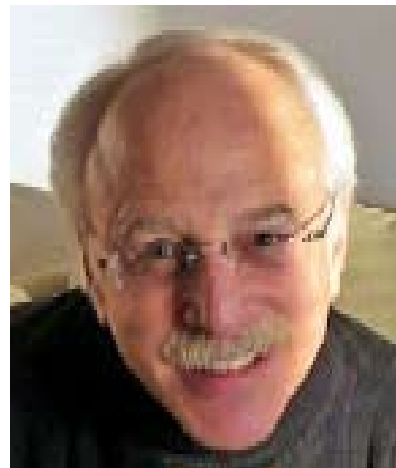
In fact, the worst situation that the defensive company can be in is to hire a bright, intelligent motivated person to develop a new set of programs. And when that employee stays up and burns the midnight creative oil to present proposals with facts and conclusions to owners, managers and employees, they eventually get, “that won’t work”; “you can’t do that because of blah, blah, blah.”

Eventually and usually before six months that new employee quits, having been frustrated by the defensive players’ fear of risk, finger pointing and blame. While employees are very concerned about any changes, it is usually, the leader, the manager and/or the owner the owner is even more scared than the employees and this attitude just permeates the organization... So they continue to play defense and still don’t understand why their business begins to atrophy.

On the other hand, those companies who are led by the “offensively oriented proprietor, manager or company executive wants all employee input; wants to reward them for new ideas; has established a culture of “teamwork”, goal setting, easy to implement processes, and constant training. In this offensive minded environment, every idea is valuable, is considered and evaluated thoroughly from the perspective of “how can we run this play”? What new resources will we need to make it happen? How quickly can we roll it out in an alpha and then beta test? It is this organization that truly values every employee and accepts new ideas from all.

Unlike the defensive company that says, ah we’ve heard that before, it just won’t work here, the offensive-company looks for reasons to make it work, to reward the employee for his /her idea suggestion, recommendation and creativity. What kind of people do you think they tend to hire? That’s right. The aggressive self-starter who wants to achieve, who wants to be part of a team and who respects everyone on that team. If you find yourself in the former category (defensive), look in the mirror and evaluate yourself first.

Offense or Defense? The choice is yours. But I know what I would do.



Fred Kaplowitz

This article is a blog written by Fred Kaplowitz, President of the Kaploe Group, and Executive Director of the BPA of North Jersey. Visit <http://fredkaplowitz.blogspot.com> to read more of Fred’s blogs.

Bowling Proprietors' Association of North Jersey, Inc. Members For 2015

Bowling Center

- Boonton Lanes
- Bradley Beach Bowl & Rec Center
- Circle Lanes
- Garwood Lanes
- Harmony Lanes
- Howell Lanes
- Jersey Lanes
- Majestic Lanes
- Monmouth University Lanes
- MWR Bowl
- Oakwood Lanes
- Rockaway Lanes
- Sparta Lanes
- Stelton Lanes
- T-Bowl II
- West Hunterdon Lanes
- Woodbridge Bowling Center

Location & Telephone

- Boonton, 973-335-0123
- Brad. Beach, 732-774-4540
- Ledgewood, 973-584-8600
- Garwood, 908-276-2040
- Middletown, 732-671-2100
- Howell, 732-462-6767
- Linden, 908-486-6300
- Hopelawn, 732-826-6800
- W. Long Bran., 732-614-9774
- Lakehurst, 732-323-2027
- Washington, 908-689-0310
- Rockaway, 973-627-5800
- Sparta, 973-729-6135
- Piscataway, 732-985-2695
- Wayne, 973-694-5800
- Frenchtown, 908-996-2248
- Woodbridge, 732-634-4520

Do you not see a bowling center listed here which might be a prospect for membership in our association? Please call Nadine DiLeo at the association officw at 732-261-7151 and advise her.

2016 Bowl Expo Scheduled for Vegas

The BPAA International Bowl Expo will be held June 26-30 at the Mandalay Bay in Las Vegas. This year's convention will feature a keynote address by Denver Broncos quarterback and NFL MVP Peyton Manning.

His presentation on June 29th will focus on his insights about the importance of teamwork and leadership and the keys to success in any endeavor.

The Expo will also include a wide array of educational seminars and a fantastic trade show. For more information, visit BowlExpo.com or call 800-343-1329.

Association to Exhibit at NJ State Phys Ed Conference

The BPA of North Jersey will be exhibiting at the New Jersey State Phys Ed Conference on February 22 & 23 in Long Branch.

Besides promoting the In-School Bowling Program at the booth, the association will also be presenting the program in a one hour class. Roger Petrin, Youth Development Specialist for the IBC Youth, will be assisting. If you are interested in working the booth, contact Nadine DiLeo.

Striking Success Newsletter

Striking Success is published in January, April, July, and October by the Bowling Proprietors' Association of North Jersey, Inc. For more information, contact John Fatagati at 908-486-6300 (Jersey Lanes).



OUR MISSION IS TO ENHANCE YOUR PROFITABILITY!



President

John Fatigati
Jersey Lanes
908-486-6300

Vice-President

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Rockaway Lanes
973-627-5800

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Contact: Dave Williams, 812 Edison Glen Terrace, Edison, NJ 08837

Ph: 732-632-8690

Cell: 732-861-9645

Email: DaveWMR300@aol.com

Bowling Music Network

Bowling Music Network is a company built on the needs of the business of bowling. Our goal is to provide a service that enhances the experience of the bowling consumer while creating new profit opportunities for bowling center proprietors.

Contact Adam Melrose. 1-866-684-8324, ext. 226. Sales@bowlingmusic.com.

www.bowlingmusic.com

Brouwer, Hansen & Izdebski Insurance

Contact: Dave Stanton, PO Box 1010, Haddonfield, NJ 08033

Ph: 856-795-7500

Fax: 732-349-2276

www.bhi-insurance.net

Brunswick Bowling

Contact: Dan Borgie, 525 W. Laketon Ave., Muskegon, MI 49441

Ph: 231-725-4966 or 1-800-YES-BOWL

www.brunswickbowling.com

Email: dan.borgie@brunbowl.com

Done-Rite Pins & Capital Equipment

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www.donerite.com

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Fax: 888-435-6280

Email: edfox@ebnservices.com

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www.Leaguepals.com

Contact: Mark Duca - Phone: 973-506-9664 Email: Mark@Leaguepals.com

Marcel Fournier Bowling Services

(Brokerage & Appraisal Services, affiliated with Sandy Hansell)

Contact: Marcel Fournier, 304 Dunlawton Avenue, Port Orange FL 32127

Ph: 386-233-0924; 800-732-4145 Fax: 386-767-3226

Email: MarcelSellsFI@aol.com

Please Support Our Trade Members!

Miller/Coors Brewing Company

Contact: George DeFeo, 379 Thornall Street, Edison, NJ 08837
Phone: 732-325-8370 Email: George.defeo@millercoors.com



Mulbro Manufacturing Company

Contact: Ray Mullen, PO Box 386, Middlesex, NJ 08846-0386
Ph: 732-752-8073 Fax: 732-424-1280
Email: rcmullen@att.net and mulbromfg@hotmail.com

Mobilytix

(Develops mobile Apps and provides fully integrated marketing services)

Contact: Kristopher Brus
Phone: 866-781-6296 www.GoMobilytix.com Email: Kris@GoMobilytix.com

New Jersey Restaurant & Hospitality Association

(Trade Association - Free ServSafe & Legislative Updates)

Contact: Karen Vitale, 126 West State Street, Trenton, NJ 08608
Phone: 800-848-6368 Fax: 609-599-3340 www.njra.org Email: kvitale@njra.org

QubicaAMF Worldwide

(Capital Equipment) 8100 AMF Drive, Mechanicsville, VA 23111,

Phone: 866-460-7263, Fax: 804-559-8650 www.qubicaamf.com, info@qubicaamf.com

Sports Reporter

(Bowling Newspaper)

Contact: Dan McDonough, PO Box 1491, Secaucus, NJ 07094
Phone: 201-865-5363 Email: Mcdonough1@aol.com

The Kaploe Group

(Marketing & Management Consulting)

Contact: Fred Kaplowitz, 34207 Town Green Drive, Elmsford, NY 10523
Phone: 914-592-2836 Fax: 212-592-2839 Cell: 516-359-4874
Email: fredkaplowitz@gmail.com www.kaploegroup.com

Upcoming Holiday Related Open Play Opportunities!

- Martin Luther King Birthday - Monday, January 18
- Valentine's Day - Sunday, February 14
- Presidents' Day - Monday, February 15
- St. Patrick's Day - Thursday, March 17

MECHANICS' TOP CHOICE OF AMERICAN MANUFACTURED PARTS!

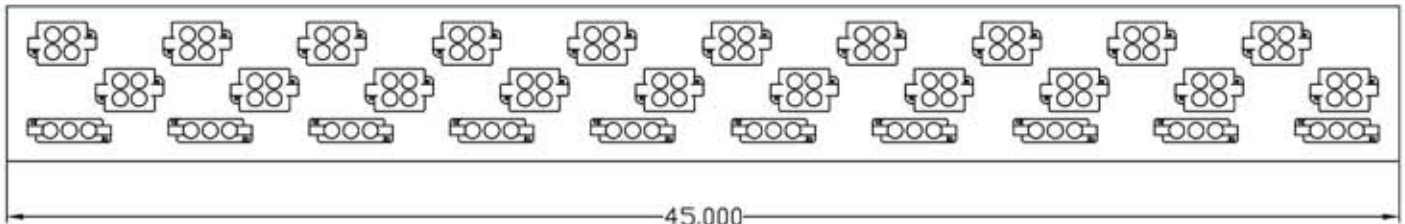
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