



## Association Promotes School Bowling Programs at N.J. P.E. Conference

The BPA of North Jersey exhibited at the annual statewide Physical Education conference in Long Branch on February 23-24 and enjoyed a nice response to the school bowling programs which were being promoted.

One of the more popular programs that attendees inquired about was the in-school bowling program which includes the kit with a carpeted lane, bowling pins and ball, plus the lesson plans for the curriculum. Accompanying this newsletter is information and pricing about the Bowler's Ed kit.

Our exhibit booth included two new pop-up banners and a well designed school programs promotional brochure.



**Two New Pop-Up Banners Were Attention Getters.**

## Association to Reach Out to Companies to Offer Free Summer Bowling Parties

Your bowling center will have the opportunity to develop more bowling parties and sales this summer when the BPA of North Jersey implements a Free Bowling Party promotion this spring. Additional details will soon be provided but the basic concept is that we will fax a letter to companies, organizations, etc., in your market area advising them they have won a free bowling party (i.e., bowling, shoe rentals, potato chips) and they should contact your bowling center to make arrangements. The free party will open the door for you to promote other parties (particularly holiday parties) and activities.

# What's Your Fear?

Recently, I attended a series of meetings with clients, not just in the bowling business, but with people in automotive, retail, small manufacturing and the import/export business. In all of the meetings there was an “agenda template” which had to be adhered to as well as a set of headlines that were consistent across all meetings, such as Background, Key Issues and Key findings.

Next came a status of projects 1, 2, 3 and 4. Then the hard stuff, what problems have we encountered in pursuing this project to its end game? How close are we to meeting deadline? Any new opportunities? What are the recommendations, costs and timetable for these new opportunities? And finally, what is the one “thing” we should do now?

What was interesting, if not mind blowing to me, that in each of these meetings, the participants used existing data, accepted data and “safe” data to justify their recommendations. It was as if they were using the “science” to prove they would do the “same old marketing fix,” but with an ever so slightly nuanced idea. Nobody was taking any chances. Yet one young lady did just that. She presented original findings done by their research company and came up with some very creative ideas.

Why did everyone else in these six or so meetings not do anything original? Why did they deny that new facts were out there? There’s a long history of “denialism”, defending the status quo and ignoring what others discover... That the Earth rotates around the Sun. That the world is millions of years old. That we walked on the Moon. The denials all sound the same. They don’t come from stupidity, from people who aren’t smart enough to understand what’s going on. They come from people who won’t look. Why won’t they look? Two related reasons, internal and external. The external reason is affiliation. What happens to one’s standing when you dared to question the accepted status quo? What are the risks to doing your own research, to putting out a theory only to have other people challenge you because “you don’t have the experience in the industry I have and we will take those findings with a grain of salt. (Right Mr. Edsel?) What will you say was the reason you lost your job? For being bold? For coloring out of the lines? For trying to do better? There is more data available to more people than ever before. And the prize for using statistics and insight to contradict the scientific status quo is huge. If a theory doesn’t sit right with you, look closer, not away. Do the science, including knowing when your theory isn’t right. The internal reason is fear. The fear of having to re-sort what we believe. Of feeling far too small in a universe, that we know holds 6,000,000,000 of us. By looking closely we have a chance to make change happen. If we look at what disappoints us, threatens us, we can set very clear goals. If you’re reading this and you’re the employee, you’re never going to see change unless you have verifiable proof that your theory is correct. “Just the facts, Madam”, said the detective dudes of the 50’s thinking that All Facts are TRUE. Today we find that truth has many meanings. I figured that out when people were saying one thing and shaking their head another way. We now want our facts to be true. Amazing!

**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.**



**Fred Kaplowitz**

# 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 Stacy Karten at the Kaploe Group (410-356-0936) and advise him.

## Rockaway Lanes to Host PBA Eastern Regional

Rockaway Lanes will again be hosting their annual PBA Eastern Regional tour stop on Saturday and Sunday, April 11 and 12, 2015.

Preceding the Pro event will be Pro-Ams on Friday, April 10. The junior pro-am is at 5:30 pm and the adult pro-am is at 8:00 pm.

Rockaway Lanes is giving away four free entries for each pro-am to member centers on a first call basis. Contact Dori at Rockaway Lanes at 973-627-5800 or e-mail mgrrockawaylanes@aol.com.



## Unlock Your Potential at BPAA International Bowl Expo in June

The BPAA International Bowl Expo will take place June 22-26, 2015 at the Paris Las Vegas Hilton & Casino and Las Vegas Convention Center.

The theme of this year's convention is "Unlock Your Potential".

For more information or to register, call 800-343-1329 or visit [www.eastcoastbowl.com](http://www.eastcoastbowl.com).

## 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

Richard Mark  
Rockaway Lanes  
973-627-5800

### Secretary

Dawn Perry  
Garwood Lanes  
908-276-2040

### Treasurer

Tom Martino, Jr.  
Majestic Lanes  
732-826-6800

Visit Us On-Line At  
[WWW.BOWL-NJ.COM](http://WWW.BOWL-NJ.COM)

# Please Support Our Trade Members!

## **300 Bowling Creations**

Marketing Services, Outside Sales, Learn-to-Bowl Classes

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**

Contact: Glenn Gable and Dave Sapp, 20434 Krick Rd. West, Walton Hills, Oh 44146

Ph: 800-222-2695

Fax: 440-232-3635

www.donerite.com

## **EBN Manufacturing & Sales**

(Manufacturing, Sales & Support; Pinsetter Parts, Supplies and Service)

Contact: Ed Fox 800A Creek Road, Bellmawr NJ 08031 Ph: 888-435-6289

Fax: 888-435-6280 Email: edfox@ebnservices.com www.EBNServices.com,

text madeinusa to 41242. EBN Services is where bowling meets American Manufacturing.

## **League Pals**

The Future of League Bowling. League Management Made Easy.

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: 866-663-9331 www.GoMobilytix.com Email: Kris@GoMobilytix.com

## New Jersey Restaurant Association

(Trade Association)

Contact: Allyson O'Brien, 126 West State Street, Trenton, NJ 08608  
Phone: 800-848-6368 Fax: 609-599-3340 www.njra.org Email: aobrien@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 Open Play Opportunities!

- **Mother's Day - Sunday, May 10**
- **Memorial Day Holiday Weekend - Friday through Monday, May 22-25**
- **Father's Day - Sunday, June 21**
- **Independence Day - Saturday, July 4**

# Kegel™ Lane Machine Replacement Parts

Replacement parts for your Kegel® manufactured lane machine.

**Kegel#153-0202C (brown)**

\*Replacement squeegee blade at a fraction of the OEM price!

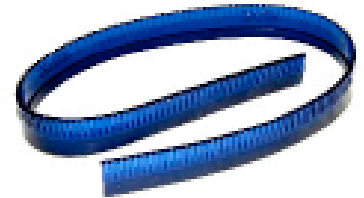
Kegel List Price \$112.00  
EBN List Price \$81.90  
**EBN Sale Price \$71.33**



**Kegel#153-0202E (blue)**

\*Replacement squeegee blade at a fraction of the OEM price!

Kegel List Price \$112.00  
EBN List Price \$99.63  
**EBN Sale Price \$71.33**



**Kegel#153-0001 3" CASTER**

\*Exact replacement. Available as an assembly or individual wheels.

Kegel List Price(assembly)\$44.25  
EBN List Price(assembly) \$35.70  
**EBN Sale Price \$27.20**

Kegel List Price(wheel only) N/A  
EBN List Price(wheel only) \$13.99  
**EBN Sale Price \$11.19**



**Kegel#153-0002 2" CASTER**

\*Exact replacement. Available as an assembly or individual wheels.

Kegel List Price(assembly)\$31.00  
EBN List Price(assembly) \$27.50  
**EBN Sale Price \$23.25**

Kegel List Price(wheel only) N/A  
EBN List Price(wheel only) \$12.25  
**EBN Sale Price \$9.25**



**KEGEL LANE EDGE GUIDE ROLLER**

\*Made from a synthetic material that will out last the OEM design.

**Kegel#153-8410 ROLLER**

Kegel List Price \$21.65  
EBN List Price \$18.50  
**EBN Sale Price \$13.99**

**Kegel#153-2401 SPRING**

Kegel List Price \$2.40  
EBN List Price \$2.15  
**EBN Sale Price \$1.72**

**Kegel#153-2407 SHOULDER BOLT**

Kegel List Price \$1.50  
EBN List Price \$1.40  
**EBN Sale Price \$1.16**

**Kegel#153-6417 MOUNTING BAR**

Kegel List Price \$18.50  
EBN List Price \$14.80  
**EBN Sale Price \$11.84**

