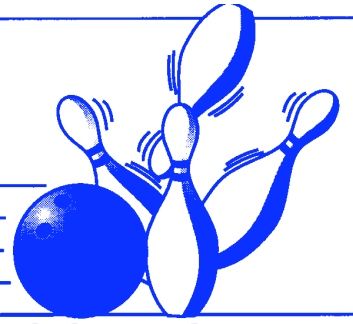


STRIKING SUCCESS



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

Vol. 15, No. 1

Northern New Jersey

January 2015

HAPPY

HOLIDAYS!



WARMEST
WISHES
FOR A
HAPPY &
HEALTHY
HOLIDAY SEASON
& NEW YEAR!



It's Beginning to Feel a Lot Like Christmas

It's beginning to feel a lot like Christmas for a lot of folks and that means more time with families and friends, more travel, more sleepovers, preparing dinners, going to dinners, more football games and TV watching, going to the movies and even going...bowling. YAY!

I know I have talked about this in the past, but it is during the next 4 weeks, that your business should see a lot of traffic. However, recent research has shown that these upcoming Fridays and Saturday days and nights are not as good as they once were simply because for those people who are not celebrating at your bowling center, more people are having holiday parties at home or at other venues like restaurants, hotels and country clubs. Your challenge is how to bring these people in either after their weekend party or during the week.



Fred Kaplowitz

Here are two ideas to think about.

Become the "After Party" Place. Whole industries have grown out of this phenomenon. After the Sweet 16, the Bar Mitzvah, the Graduation Party, the Quinceañera party (hope I got that right) a whole other informal party takes place.

Here's a sample headline: "After The Party, the Real Party Happens at Happy Lanes"

So why not develop an after party package that includes light food snacks, beverages and, of course, great cosmic bowling, music, lights and your choice of your favorite music. Send this information to your 15 to 35 year olds. Price it between \$9.95 and \$19.95 – depending on what types and quantity of food you offer, demographics of the market and any competitive pressures.

You will have to stay open later, even though your alcohol service goes down at 2am or so. Communicate it on your website, via Facebook and cross promo fliers in other noncompetitive retail outlets like, hair salons, nail salons, clothing stores, shoe stores and hardware stores. Offer a \$X off admission to the after party, complements of your promotional partner. If you live in an inexpensive radio market, look at that as a medium to reach the 15 to 34 yr. old market...but do it quickly.

Become the "Family and Friends End of The Year Party Place". Encourage families and friends to go bowling weekdays, weekend days any time from now thru the end of the year, but especially during the week between Christmas and January 4 (schools go back in session January 5).

Here's a sample headline: "Holiday Family and Friend Memories You Will Never Forget Start at Happy Lanes."

You can also turn this into a fund raiser and give \$X back to the school as a way to raise money for their cause. Create a simple 9 pin no tap bowling program, offer various food packages (maybe the same ones you have been offering for your company parties) or scale it back to just pizza, wings, hamburgers/ sliders etc. Price it on a per lane basis for two hours of bowling and shoe rental. Then offer the food as optional packages. Every team gets a photo of their group that you frame in a semi-gloss cardboard frame suitable for autographing.

Email promotions go to your Kids Bowl Free Moms or if you have a good relationship with schools, distribute your flier in schools. Local businesses, work places, YMCA's. Libraries would also be good places to distribute information.

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 2014

Bowling Center

- Boonton Lanes
- Bradley Beach Bowl & Rec Center
- Circle Lanes
- Garwood Lanes
- Harmony Lanes
- Howell Lanes
- Jersey Lanes
- Majestic Lanes
- MWR Bowl
- Oakwood Lanes
- Parkway Lanes
- Plaza 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
- Lakehurst, 732-323-2027
- Washington, 908-689-0310
- Elmwood Park, 201-791-4680
- Madison, 973-377-8919
- 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.

Next BPANJ Meeting Date Set For January 7



Just a reminder, the next meeting of the BPA of North Jersey will be Wednesday, January 7, 2015, at Majestic Lanes as 12:00 noon.

This meeting will feature presentations by Fred Kaplowitz on Spring/Summer Planning and Open Play Programs for February and March.

Make Plans to attend this meeting.

BPAA International Bowl Expo Ready to Roll in Late 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.

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!



BPANJ Officers

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

Please Support Our Trade Members!

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.

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

Miller/Coors Brewing Company

Contact: David Schuster - 379 Thornall Street, Edison, NJ 08837 Phone: 732-325-8370
Email: David.Schuster@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



Please Support Our Trade Members!

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

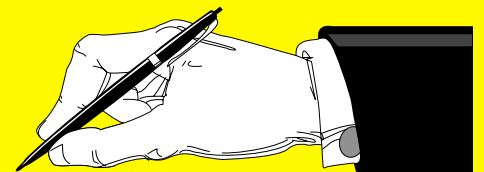
(Marketing & Management Consulting)

Contact: Fred Kaplowitz, 34207 Town Green Drive, Elmsford, NY 10523 Phone: 914-592-2836 Fax: 212-592-2839 Cell: 516-359-4874 Email: fredkap@verizon.net

www.kaploegroup.com

Plan Ahead For These Open Play Opportunities!

- **Martin Luther King Day - Monday, January 19**
- **Super Bowl - Sunday, February 1**
- **Valentine's Day - Saturday, February 14**
- **Presidents' Day - Monday, February 16**
- **St. Patrick's Day - Tuesday, March 17**



Plan Special Open Play Specials and Promotions Tied In With These Days!

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!

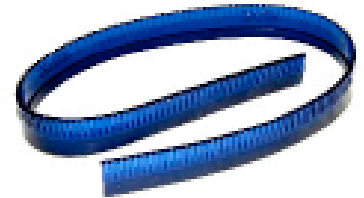
Kegel List Price \$112.00
EBN List Price \$81.90
EBN Sale Price \$71.33



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

