



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

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## Tom Martino Becomes President of BPAA

Tom Martino, proprietor of Majestic Lanes in Hopelawn, became president of the Bowling Proprietors Association of America (BPAA) on Thursday, June 26, during the Bowl Expo held in Orlando, FL. Martino assumed that role as his term of president-elect ended. The BPAA, headquartered in Arlington, TX, has close to 3,400 member bowling centers.

Martino has been in the bowling business for 41 years, the last 23 at Majestic Lanes. He previously owned Stelton Lanes in Piscataway and Hill Lanes in Old Bridge. He has been extremely active in the bowling associations on a local and national level, including serving six one-year terms as BPAA treasurer. He received the BPAA President's Medal in 2010. Martino has a B.A. in Accounting from St. Peter's College in Jersey City.



"I am excited to become BPAA's president and I am focusing on BPAA's mission statement which is to increase the profitability of all of our members," Martino said. "My goal is to drive more customers into bowling centers so we can increase our number of participant's visits and introduce them to the many different structured products we offer," he added.

Martino and his wife of 43 years, Charlene, live in Morganville and have four children and four grandchildren.

**The BPANJ congratulates Tom!  
In honor of his becoming BPAA President,  
our association donated a brick to the  
International Bowling Hall of Fame & Museum.**

# Being Average is Officially Over!

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In between seminars at Bowl expo I struck up a conversation with a gentleman at the same hotel who was attending a convention of the Society for Human Resource Management.” We exchanged pleasantries and, after a while and to my surprise, he invited me to attend a seminar being given by the noted author, NY Times columnist, Middle East authority and advisor to Presidents, Thomas Friedman

It was an offer I couldn't refuse. It was a little out of the bowling world, or so I thought, but afterwards I realized how much of it was appropriate to our industry and therefore I wanted to share it with all of you.

The main theme throughout his presentation was “It's really going to be difficult to be a worker or own a business in this hyper connected world because the single most important fact that it created was that average is officially over.”



**Fred Kaplowitz**

**It is no longer acceptable to say we're good enough, we're routine.** According to Friedman you have to be non routine, highly adaptable and present a highly unique value. Whether you are an individual or a business, you have to justify why someone will hire you or buy your products and why you should either be promoted or be worthy of loyal followers.

No doubt this may create some anxiety (as if we need more!) amongst my fellow proprietors even if they haven't spoken about it in this way before. And because every available piece of information about you, your company, your employees is now available on the Internet, anyone can check you out before buying your product or even coming to work in your center.

**So what's going to set you apart? Here are some ideas/recommendations:**

**First**, you better be innovation ready. You have to foster a culture of creativity, communication, collaboration and critical thinking by instilling motivation in your new hires as well as existing employees.

**Second**, you must, absolutely must hire self motivated employees. the best employees you can hire are former HS or College athletes. They understand team work; they understand winning; they understand competing; they understand discipline and of course their DNA is wrapped up in self motivation.

**Third**, think like my grandfather or your grandfather; like an immigrant who came here hungry and was eternally optimistic. They came from somewhere so bad, that it could ONLY be better here so they were always afraid it whatever they got could be taken away in an instant. Some paranoia, I believe, is actually healthy. (Who said that!?)

**Fourth**, you're a work in progress. ALWAYS having to learn something new or relearn or re engineer your business. Complacency is a killer and can be one of the leading causes of health issues. Fat, dumb and happy is no match today for a lean, mean driving machine.

**Fifth**, be entrepreneurial every day. A waitress in the hotel gave me an extra large serving of a fruit cup and a refill. Guess who got a big tip from me today? You betcha, the waitress! She didn't control much, but she sure controlled the ladle for the fruit cup.

Now go to the center and look at everything you do and see if what you do is average. If it is, put a stamp on it that says, **“Average” - It's Over!**

**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
- 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
- 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 July 23

Just a reminder, the next meeting of the BPA of North Jersey will be Wednesday, July 23, 2014, at Majestic Lanes as 12:00 noon.

## East Coast Bowling Centers Convention Set For October

The East Coast Bowling Centers Convention will take place October 5-7 at the Golden Nugget in Atlantic City. The ECBC is a great opportunity to learn and network.

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

A \$99 per night hotel room rate is being held until September 30.

## Are You Ready For Fall?

It's hard to believe that fall leagues will be starting in about two months. Is your center ready and organized to begin its fall season campaign?

Make sure your league offerings are set, your promotional materials are ready, and your customer database (e-mail and mail) is cleaned up.

Touch base with league officers, too, regarding their league count status.

### *Striking Success Newsletter*

**S**triking 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!

## **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: Marty Reed - 379 Thornall Street, Edison, NJ 08837 Phone: 732-325-8370  
Fax: 856-504-5990 Email: reed.martin@mbco.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!

## 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

## **Reminder! the Miller High Life Win a Free Summer Bowling Picnic Promotion Runs Until 7/15**

- **A free prize drawing event for your center**

- **May 23 - July 15**

- **Draw your prize winner after July 15 and schedule their free party**



## 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 \$67.32**



**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 \$78.33**



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

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

Kegel List Price(assembly)\$43.00  
 EBN List Price(assembly) \$34.00  
**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**



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