



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

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Northern New Jersey

September 2014

Plenty of Educational, Training and Promotional Opportunities Coming Up

September promises to be a busy month for BPANJ members as various educational, training and promotional events will be happening. Don't miss out on these important activities.

► **ServSafe Classes**

Currently, food service establishments need to have one employee certified through the ServSafe training program and effective January 1, 2015, one employee per shift must be certified. In conjunction with the New Jersey Restaurant Association, we have scheduled two training classes, as follows:

- Monday, September 15, Jersey Lanes, 9 am - 5 pm (includes a lunch break)
- Monday, September 22, Oakwod Lanes, 9 am - 5 pm (includes a lunch break)

There is no charge for BPANJ member centers but we need a minimum of 10 people at each location to have the class. Please advise Stacy Karten by September 8th if and how many people from your bowling center will be attending. Cal 410-356-0936 or e-mail stacykarten@gmail.com.

► **Defibrillators & High School Sports**

New Jersey Law now requires that venues hosting high school sports events need to have a defibrillator on site. If your bowling center is involved with any high school bowling programs, this law affects your business. At our September 17 meeting a company called Team Life will be making a presentation about this science, their product, etc. and orders can be made for the defibrillator at a special price.

► **Newspaper Free Standing Insert Promotion**

The association is considering doing a late fall Free Standing Insert promotion with the Star Ledger newspaper designed to increase customer traffic and sales. Complete details will be presented at our September 17 meeting. Plan on attending and being a part of the discussion and decision-making.

But I Don't Have Any New Ideas!

Almost on a daily basis I get calls from proprietors asking me if I have any good ideas. And this time of the year, I get lots more inquiries.

I kind of laugh to myself and think, "C'mon you're not asking me if I have any good ideas; you're asking me if I have any new ideas that are so good that they are guaranteed to work."

The reality is the caller wants something that won't fail because that would cost him money or erode his self esteem and that's a bad thing, they think.

I think not. There is nothing wrong with failing. In fact I recommend you fail at least once a day so you have a BASIS from which to learn.

If you never fail, it means that you are never doing anything.

You see, pretty good ideas are easy to come up with. It's the really great idea that takes blood, sweat and tears, and that's what some of us are not willing to do; to stick it out; to refine; to test and make it work.

Yet it's easier than ever to come up with that great idea. With so much information available in cyber land, all you have to do is start asking questions about how to solve your particular marketing problem and you'll get clues or even cookie crumbs that will lead you to alternative solutions.

Years ago I took an advanced economics class with a dude named John Kenneth Galbraith who taught the Harvard case study method in how to solve problems and come up with new ideas/solutions.

It sounds impressive, but was pretty simple. It went like this (in its much abbreviated version, of course).

Step 1. Define the problem so clearly that it singularly focuses on just one element.

Step 2. Do enough research that you can come up with at least three idea solutions to solve that specific problem.

Step 3. Choose the solution you are most passionate about and present it to a group of No BS people in and out of the industry. Then prove why that particular is the best solution by comparing its advantages and disadvantages to the other two solutions.

See, you can develop new ideas. But you'll have to break a sweat, too



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 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 Sept. 17

Just a reminder, the next meeting of the BPA of North Jersey will be Wednesday, September 17, 2014, at Majestic Lanes as 12:00 noon.

East Coast Bowling Centers Convention to Roll in October

The East Coast Bowling Centers Convention will take place October 6-8 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.

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

Start Promoting Your Holiday Parties Now

Believe it or not, companies and organizations will start making their holiday party decisions in October so your bowling center should plan on launching its Holiday Bowling Party sales effort in October.

Once you develop your prospect list, use every tactic possible to reach your target audience — e-mail, mail, telephone and fax.

Make sure you have your party package plans decided.

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

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

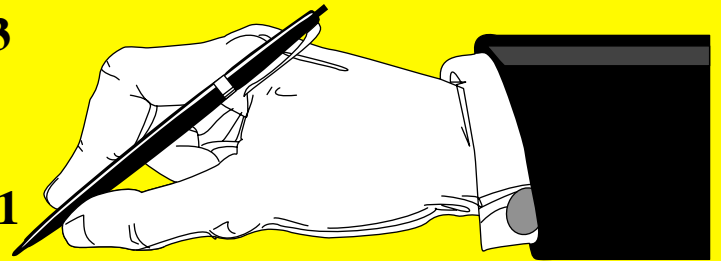
(Marketing & Management Consulting)

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!

- Columbus Day - Monday, October 13
- Halloween - Friday, October 31
- Election Day - Tuesday, November 1
- Veterans Day - Tuesday, November 11
- Thanksgiving Holiday Period -
Wednesday through Sunday, November 26 - 30



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 \$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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**RECEIVE FREE FREIGHT WHEN YOU
 ORDER \$150.00 OR MORE!**