



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

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## Association Teaming Up With Olive Garden Restaurants on Open Play Promotion

The Bowling Proprietors Association of North Jersey is conducting an open play promotion with the 20 Olive Garden restaurants in New Jersey. During the Period of September 28 through October 23, Olive Garden customers who purchase an adult and a kids meal will be given a voucher directing them to visit the Fun Pass Network web site.

At the web site the customer picks the venue they want to redeem for their reward coupon. Bowling will be one of the options. When the customer clicks on bowling, the bowling centers within a 35-mile radius of the customer's zip code will be listed. The customer picks the center and a coupon will be e-mailed to the customer.

The coupon will be valid for one free game of bowling for the child with a purchase of one paid game by the adult. The coupon will be valid through the end of February. The Olive Garden restaurants anticipate 500,000 customer visits during the promotional period. Ten member centers of the BPANJ opted into this promotion.

## Trying to Amend the Dave & Buster's Bill

Under the leadership of Jon Perper, proprietor of Playdrome Cherry Hill, New Jersey bowling proprietors are trying to tack on an amendment to the Dave & Buster's Bill, which allows Dave & Buster's to open establishments in the Garden State and operate amusement games and serve alcohol due to their size.

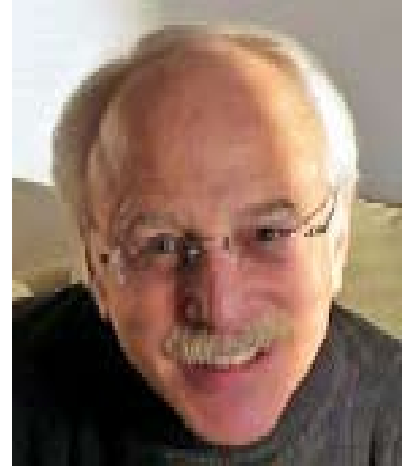
The proposed amendment will seek to reduce the square footage requirement and minimum number of games to level the playing field for bowling centers. Jon Perper has contracted and is paying for a lobbyist to draft the legislation.

**Ted Rebain was quite a marketer.**  
See pages 4 and 5.



## What's Possible vs. What If

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**Fred Kaplowitz**

We are required to call back league bowlers.

We are required to host a junior registration day.

We are required to do a traffic driver before Labor Day.

We are required to “come up with new league ideas.”

***But...***

What if it were possible to concentrate on getting new league bowlers vis a vis a league bowler recommending a friend to bowl?

What if it were possible to create a promotional program to get people that used to bowl to come back to your center and join a short season program or to sub for an existing team in a specific league?

What if it were possible to develop a traffic driving program that went viral because all proceeds of the weekend were going to (person in need, charity or nonprofit organization?)

Sometimes it's more important to think about the “what if it were possibles” rather than the same old “requirements.”

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

## East Coast Bowling Centers Convention Set

The theme of this year's East Coast Bowling Centers Convention is "Facing the Future Together" and the convention will offer a lot of educational seminars and trade show exhibits to help proprietors deal with the many challenges they face and prepare for the future.

The ECBCC will take place October 5-7 at the Golden Nugget in Atlantic City. Hotel rates are \$99 per night. Call 800-777-8477 and press option 3.

For more information about the ECBCC, visit [www.east-coastbowl.com](http://www.east-coastbowl.com) [ecbcc@bpa.com](mailto:ecbcc@bpa.com), e-mail or call 888-649-5586.

## Next BPANJ Meeting

The next meeting of the BPA of North Jersey will take place on Wednesday, September 30, at 12:00 noon at Majestic Lanes. A variety of important topics will be discussed. Please plan on attending.

## Get Fall League Ideas at Leading Edge

Visit [www.leadingedgepromo.com](http://www.leadingedgepromo.com) to learn about fun and exciting league promotional ideas.

## 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).



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# The Origin of the High Five and More

The following article was written by Dave Williams in June 2010 but never published. We thought you would enjoy reading and learning about a legendary bowling marketer who now resides in New Jersey.

After purchasing a recent Sports Illustrated that contained an article about Tom Smallwood (“The Remarkable Story of Tom Smallwood,” March 15, 2010), the unemployed General Motors worker turned bowling superstar; another article in the same issue entitled “The High Five” caught my eye.

“It began with Magic Johnson. Or Dusty Baker. Or perhaps a bunch of volleyball players. Which is to say that no one agrees upon the origin of high-fiving,” stated Chris Ballard in the S.I. article.

Are you kidding me?

As a youth involved in bowling I remember high-fiving, low-fiving, finger griping and fist pounding, to name but a few methods of transferring positive energy to the next player on the team. It was a part of bowling that had always been there, well before Magic and Dusty.

To confirm my suspicion, I called upon a friend and mentor, Ted Reban, whose bowling resume includes just about every major chain in the bowling industry. Our afternoon together provided an interesting number of coincidences.

Ted now lives with Joan, his wife of 59 years, in the retirement community of Manchester, New Jersey. When I arrived at their home, Ted was ready with 6 file folders of information to assist us on our afternoon journey into bowling’s past glory days.

“The first time I saw the high-five was among black bowlers in the early 1950’s at State Fair Recreation in Detroit,” stated Ted. “My father was the Promotion Manager at State Fair Recreation, a 70 lane center with pin boys. State Fair was known as the ‘Bowling Showplace of the World’ in those days.”

Although bowling was slow to integrate black bowlers into competition, Ted’s father always invited them to bowl in his “Automobowl” tournament in the spring, and the “Detroit News Motor Bowl” tournament in the fall, at State Fair.

“Lafayette Allen brought his Allen’s Super Market team, and that’s when I first saw the high-five,” said Ted. He was quick to rattle off the members of the team as if it were yesterday: Bill Rhodman, Maurice Kilgore, Len Griffin, George Williams and C.W. Williams.

Acceptance into the ABC tournament came soon after when the “caucasian-only” clause was lifted in 1950, and Allen’s Super Market became the first black team to bowl in 1951 at the St. Paul, Minnesota event.

Ted was a foul judge in those early years at State Fair Recreation, before foul lights and automatic pinsetters became the norm. Upon graduation from high school he went to work at the Lincoln Mercury plant but continued to help his father on weekends at State Fair.

One of the friends Ted made in those early years was Lloyd Ludwig, proprietor of Royal Recreation. And when Ted was laid off by General Motors in 1957, the first call he got was from Ludwig, who had left the Detroit area for a lucrative job in the east with American International Bowling Corporation (AIBC).

“He offered me a job with the Birnbaum Brothers, owners of AIBC, in Pennsylvania,” Ted commented. “I was to be a General Manager for the state of Pennsylvania, with bowling centers in Allentown, Bethlehem, Lancaster and Pittsburgh.”

But with the introduction of the automatic pinsetter Ted’s job description changed overnight. He was transferred to Manchester, Connecticut (not to be confused with the aforementioned Manchester, NJ), where he spent the next two years of his life opening new bowling centers.

Again Ted rattled off the names of the centers as though it happened yesterday: Parkade Lanes in Manchester, CT; Plaza Lanes in Haverhill, MA; Airway Lanes in Springfield, MA; Foxfield Lanes in Foxboro, MA; Stadium Lanes in Plainville, CT; Colony Lanes in Wallingford, CT; Walnut Hill Bowl in Woonsocket, RI; and Maple Lanes in Marlboro, MA.

Reban reached back to his Michigan roots and invited Marion Ladewig and Bob Strampe to the Grand Opening festivities at many locations.

He remained General Manager of the Middle Atlantic Region until 1965 when AIBC merged with Brunswick to form the nucleus of Brunswick Recreation Centers in the eastern United States. His mentor Lloyd Ludwig left in 1976, and because of a disagreement with Ludwig’s predecessor, Bernard Rudo, Ted also decided to resign.

**(Continued on following page).**

# Ted Rebain Was Quite a Promoter

(Continued from preceding page)

It wasn't long before Rudo came to Ted and offered him a job as manager of Yonkers Bowl in New York, where he stayed another 8 years. During this time Ted called upon his Michigan roots once again to create one of the greatest tournaments in the history of Brunswick – “Bowl Your Way to Europe.”

“Even though he was just a center manager, he was in charge whenever the finals of Bowl Your Way to Europe tournaments happened every spring in Washington, D.C.,” said Mrs. Rebain. “And when anyone complained, Mr. Rudo would say to them: Ted's the only one that's had any experience running tournaments, so do what he says.”

It was during his time at Yonkers Bowl that another new development surfaced in bowling: “Carom Bowl.” For those of you new to bowling, Carom Bowl was the original “bumper bowling.” But it was promoted to adults and not to children.

Ted states with a bit of pride that he was the only manager that actually formed a Carom Bowl league. “It was a more complicated game that involved hitting different colored dots on the bumpers. A perfect score was 600,” mentioned Ted. “And no one ever thought about promoting the bumpers to children at that time.”

When it came to children, Ted took advantage of Brunswick's greatest promotional tool: Chief Halftown. “The Chief would conduct an assembly at a local school and then invite the children to the lanes for bowling instruction,” stated Ted.

Joan relates a humorous story where Ted was transporting Chief Halftown to a local school to talk about indian lore and customs. “You're not taking me to the school in this,” said the Chief, referring to the Rebain's automobile. “I'm a star!”

They finally agreed to drop the Chief off a couple of blocks from the school, and he would walk the rest of the way. “The next week Ted got a nice raise, and Bernie Rudo told him to get a new car,” Joan remembers.

But that's not the only thing that Rebain got out of his relationship with Chief Halftown. “Quite frankly, I copied his instructional program for children and used it for many years to form bowling leagues with schools,” said Ted.

Indeed. After a few more years with Brunswick, Rebain went on to successful stints with Bowling Corporation of America and Nationwide Bowling Corporation, sandwiched around a period of time when he formed his own company, Recreation Marketing Services.

“I'm most proud of that time in my bowling career, when I was able to form many programs with towns throughout New York, New Jersey and Connecticut,” stated Ted.

Rebain finally retired for good in 2009, after 68 years in the bowling industry.

Before I left that afternoon, Ted and Joan asked me into their living room, where they proudly displayed a crystal set given to them by Bill Bunetta and the E & B Beer team of Detroit for their wedding gift in 1951.

And where did the Rebain's spend their honeymoon? Why in St. Paul, of course, where Ted and his father and brothers competed in the ABC tournament with the likes of Allen's Super Market and E & B Beer. It was indeed a series of coincidences that permeated our afternoon visit, and the bowling career of one Ted Rebain.

So the next time you give the high-five to a teammate, remember the name Rebain and how he helped bring the iconic slap out of Detroit and into mainstream America at the 1951 ABC tournament in St. Paul.





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## **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.

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Email: dan.borgie@brunbowl.com

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Email: rcullen@att.net and mulbromfg@hotmail.com

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Contact: Kristopher Brus  
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## New Jersey Restaurant & Hospitality Association

(Trade Association - Free ServSafe & Legislative Updates)

Contact: Karen Vitale, 126 West State Street, Trenton, NJ 08608  
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## QubicaAMF Worldwide

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## 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!

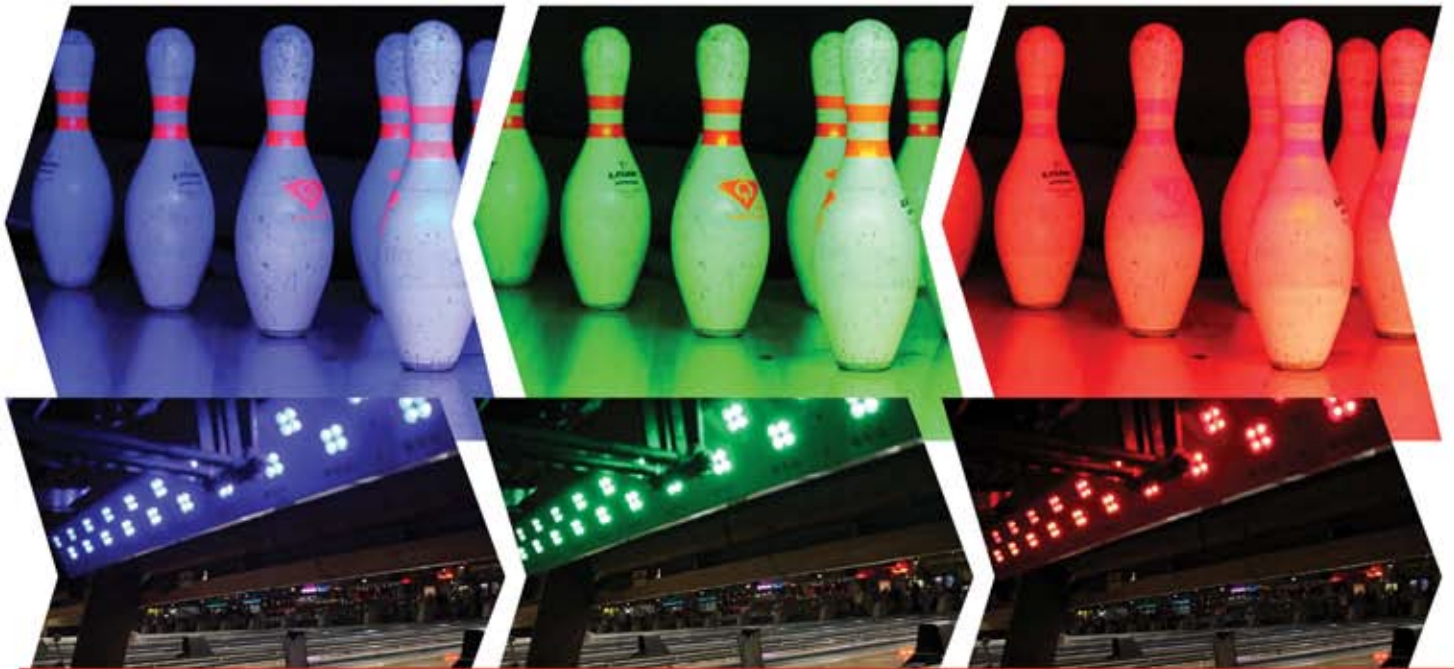
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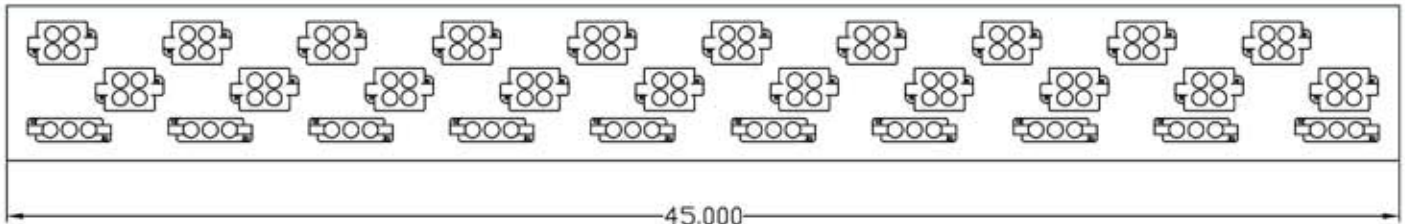
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