

STRIKING SUCCESS

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

Vol. 14, No. 2

Northern New Jersey

April 2014

www.bowlexpo.com

Join us at the beautiful Shingle Creek Resort.
Trade show: June 25 & 26 - Orange County Convention Center.

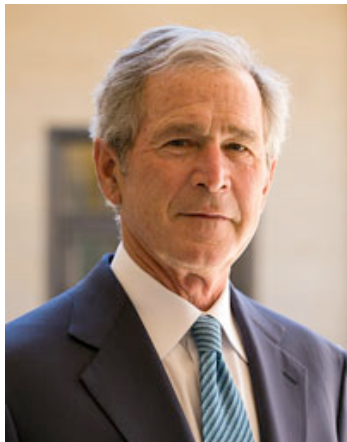
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INTERNATIONAL BOWL EXPO
X-TREME
2014
ORLANDO • JUNE 22 - 26

FORMER PRESIDENT GEORGE W. BUSH TO GIVE KEYNOTE ADDRESS AT BPAA BOWL EXPO

Former President George W. Bush will deliver the keynote address during the BPAA Bowl Expo which will take place June 22-27 In Orlando, Florida at the Rosen Shingle Creek Resort and the Orange County Convention Center. In addition to President Bush's address, educational opportunities abound during the Expo. The trade show is June 25 & 26. For more information and to register, visit www.bowlexpo.com or call 800-343-1329. Orlando is certainly close enough for New Jersey proprietors to travel to for this year's Bowl Expo. At this year's Bowl Expo, Tom Martino of Majestic Lanes becomes President of the BPAA.



What Does “Too Expensive” Mean?

More often than not, proprietors will lower their prices to attract customers. Of course, what follows is, other proprietors will do the same following each other down the ladder of “price absurdity.

In fact I have seen whole cities that, traditionally, offer league bowlers a lower price in the summer than in the winter? Great, now tell me why I am paying more in the fall?

But rarely does too expensive mean “I can’t afford it”. What it really means is: “it is not worth it or “I see no value for the money I am giving you.”

It is hard for me to justify why I should pay a proprietor who has not invested in his business and has a bowling center that was new in 1980, but looks like my Father’s Oldsmobile today!

Why should I pay you \$14.95 (for 2 hours of bowling) for your old cosmic show when Happy Lanes about three miles away has an upgraded center, modern equipment, great food and stellar service at just \$3 more?

Sure you say, more people will save the \$3 and go to the old center. Maybe so, but the folks who go to the old center aren’t the new center’s customers anyway.

You see the problem with cutting prices is you get the wrong customers. You get the PITA customer (the *Pain In The Ass* customer) who abuses your staff, makes a mess of your center and expects everything for free or next to nothing. If you really want that customer, then have at it. But don’t expect that customer to keep you in business. In fact, that customer is the reason you cannot reinvest in your business, stay competitive and do the things necessary , in the 21st century, to grow your customer base and bring back exisiting customers.

What you really want is the customer that says, “I’m paying more because it’s worth it.” The real issue here is to get past the mindset that “everyone is your customer” when in reality the customer you want is the one who values your product and sees your price as a good value and “worth it.”

You don’t need everyone to buy from you. You really don’t.

Unless your center still looks and feels like my Father’s Oldsmobile.



Fred Kaplowitz

Fred

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
- 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
- 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 April 23

Just a reminder, the next meeting of the BPA of North Jersey will be Wednesday, April 23, 2014, at Majestic Lanes as 12:00 noon. Of particular interest on the agenda will be summer promotions.

Association Exhibits at PTO Convention

The BPANJ exhibited at the New Jersey Parents Teachers Organization convention on March 25. This event promotes various ways for PTO's to do fund raising. Our association promoted bowling as an activity and facility for PTO's to raise money.

Four Bowlers Share \$1,000 Prize Fund in Bowl for the Gold Event

The association-wide winners of the adult in-league pins-over-average Bowl for the Gold event, held February 10-23, were:

1. Rich Chaillet, Woodbridge Bowling, +163, \$500
2. Thomas MacDonald, Rockaway Lanes, +135, \$300
3. Carl Kwasnicki, Oawood Lanes, +112, \$100
3. Tom Toth, T-Bowl II, +112, \$100

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: MarcelSellsFl@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

Sign Up For Our Miller High Life Win a Free Summer Bowling Picnic Promotion!

- **A free prize drawing event for your center**
- **May 23 - July 15**
- **To sign up your center e-mail stacykarten@gmail.com by May 1st.**



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Replacement parts for your Kegel® manufactured lane machine.

Kegel#153-0202C (brown)

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EBN Sale Price \$78.33



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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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