



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

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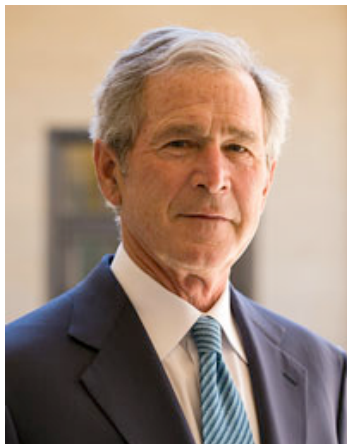
January BPANJ Meeting to Feature Two Valuable Presentations

Those who attend the January 15 meeting of the BPA North Jersey (12 noon at Majestic Lanes) will benefit from two highly important presentations. One guest presentation will be by the United Health Care Group about the Affordable Health Care Act in relation to small businesses. Besides the presentation, questions you may have about this program will be addressed.

The second presentation will be a mini-marketing seminar presented by Fred Kaplowitz about mid-season league development and other business building ideas. Fred's presentations are always insightful and a big hit.

Make sure you plan on attending the next BPA North Jersey meeting on Wednesday, January 15, 12 noon, at Majestic Lanes.

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. For more information and to register, visit www.bowlexpo.com or call 800-343-1329.

But Are You Liked?

Oh sure, your center is clean and your employees smile (most of the time) and you offer price specials (when business is slow) and combo meals too. Even your parking lot is OK; the machines work and lane conditions are satisfactory.

Some people complain about your pricing, especially your kid shoe rental price, (“Hey Lady, they cost as much as the adult shoes, so I gotta charge as much”)...you mutter under your breath. But, hey, they’ll get over it. Many people come back year after year to bowl in a league; more are leaving and your league demographic is probably approaching a median age of 50. But these new fangled short season leagues are starting to catch on, even though you only offer one or two a year.

The kids and their parents find that your birthday parties are satisfactory, even though you have too many rules, as you efficiently rotate them in and out of your party rooms to maximize revenue on the lanes.

Your seniors are OK with your facility, even though they know deep down; you really don’t like giving them free coffee; and definitely not free donuts.

So my question is, “But do your customers like you?” Would you be surprised if the answer was “No” or “Not so much”...I mean after all you think you have done for them.



Fred Kaplowitz

Here’s why they may not like you.

1. Have you taken up a charity and made it yours so everyone sees what a good guy you are. You’re not doing the charity for lineage dollars or even to make a new league out of the participants, but are doing it because you really believe in it?
2. Have you sponsored the local little league, high school football team or some other sports venue in your town?
3. Do people see you at soup kitchens, helping feed the homeless and making collections for toys for tots at your center or collecting food for the hungry?
4. Are you one of the first to volunteer your facility or your time when local situations call for it. Have you thought about establishing a job fair at your center and inviting potential employees and employers to meet there?
5. Do you take some presents to kids during Christmas at a local hospital?
6. Have you had a pet rescue event in your parking lot where the local ASPCA could bring their animals and see if people would adopt them?
7. Have you participated in the local parades (4th of July, Labor Day or any other community function)?
8. Do you belong to the local Chamber of Commerce or Knights of Columbus or any other fraternal organizations that are meaningful to the community? Yeah, yeah I’ve heard you say the Chamber is useless. But as the old saying goes: “You Get What You Give”.

It isn’t the specific things that you do for the money that make people like you. It’s the specific things you do because you genuinely love doing it that makes people like you And that can make all the difference.

If you have any questions about this, please don’t hesitate to call me at 516-359-4874.

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 (from 2013)

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.

Send Your 2014 Dues In

Just a reminder to pay your 2014 BPAA and BPANJ dues. Invoices were sent in November. If you pay your dues by January 8, you save \$2 per lane. Your dues includes your center's membership in the New Jersey Restaurant Association.

Association to Exhibit at PTO Convention

The BPANJ will be exhibiting at the New Jersey Parents Teachers Organization convention on March 25. This event is designed to promote various ways for PTO's to do fund raising. Our association will be promoting bowling as an activity and venue to raise money.

Association Web Site Gets New Look

The BPA North Jersey web site (www.bowl-nj.com) recently underwent a makeover and it looks fantastic. The transition was done by the BPAA web services department.

The new look web site is more attractive and still contains all of the information relevant to the bowlers and proprietors.

If there is any information you want added to the web site, e-mail stacykarten@gmail.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!



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

Confidential Brokerage Services

(Buy & Sell Centers & Equipment)

Contact: Louis Chapman, 6816 South Q Court, Fort Smith, AR 72903
Ph: 479-484-5473 Fax: 479-484-5473 (call 1st) Email: confidentialbroker@sbcglobal.net

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: 732-767-3304
Fax: 856-504-5990 Email: reed.martin@mbco.com

Please Support Our Trade Members!

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

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
Ph: 201-865-5363 Fax: 201-865-6246 Email: sportsreporter@mail.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 Bowl For The Gold

- **A free in-league event for your center and low cost for league bowlers**
- **February 7 - 23**
- **Cash prizes**
- **To sign up your center e-mail stacykarten@gmail.com**

BOWL FOR THE GOLD



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!

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 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



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*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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