



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

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## **BPANJ Taking Aggressive Marketing Approach**

The Bowling Proprietors Association of North Jersey has provided its members with numerous marketing and promotional opportunities over the years and the membership has decided to go full throttle on its marketing efforts in the future. We want to focus on getting more customers through the doors and increase their number of return visits.

Some recent marketing activities that the association has done include exhibiting at the New Jersey physical education conference last February and this summer we launched a free bowling party promotion for companies in which member centers participated on an optional basis.

Short term marketing plans will feature marketing bowling inside malls, promoting the association's web site, doing more digital advertising and getting involved with fund raising for the BVL. The saying goes, "The whole is greater than the sum of its parts" and that is the philosophy the BPANJ is adopting as it moves forward with its marketing efforts as a group.

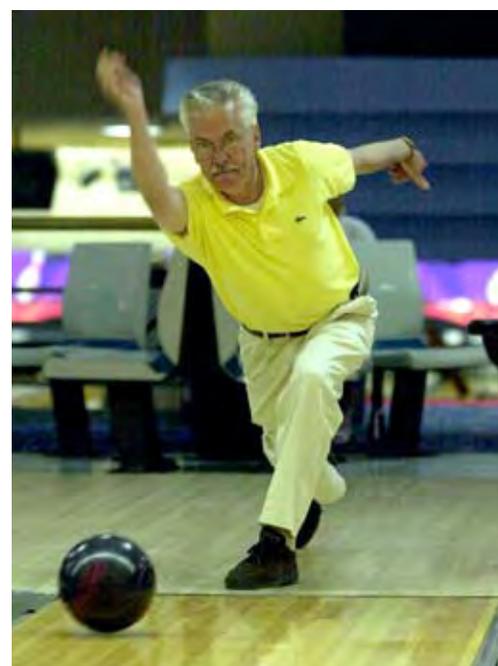
**Catch Up With Dan McDonough of  
The Sports Reporter on Page 4.**

## **NJRA News & Notes**

The New Jersey Restaurant Association, of which BPANJ centers are members, recently reported the following items:

- 50-50's** - Still no movement in this area but there is discussion about moving or dissolving the Commission. There is also "Dave & Busters" legislation being submitted to allow establishments to hold simultaneous liquor and amusement game licenses. The NJRA is trying to get the square footage requirement reduced, which could help bowling centers.

- Liquor License Renewal** - Look for a letter from the ABC with a temporary password to renew your license on line. While on-line extensions have been granted until September 18, license payments must still be made on time.



# The Six Essential Questions Marketers Need to Ask

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As you are gearing up for the start of the fall/winter season, I want to share with you some critical questions you need to ponder in regards to marketing your bowling center, products and services.

No doubt your business is facing marketing challenges on all fronts; new competition; new kinds of customers with different tastes; different family structures; different payment options; customer service changes and higher expectations; the newer ways of communicating and learning something new every day; what's a hardworking proprietor to do?



**Fred Kaplowitz**

## Here Are Six Questions You Have To Answer When Facing Your Marketing Challenge:

1. **WHO** are you trying to reach? If you say everybody, you better start over and laser focus in on who is going to buy the specific product you want to offer?
2. **HOW** will this specific group become aware of your product? Nope a flier on the counter or even a few e-mails and Facebook posts won't cut it either. You need a battle tested rock solid campaign, ( and we have lots of campaign options we can share with you; just give us a buzz).
3. **WHAT** story are you telling, spreading or living or are you still selling 99 cent bowling?
4. **DOES** your story resonate with the world view people have about your center, your bowling products, your food and beverage products or arcade products? What do they want? What do they believe?
5. **WHAT** is preventing them from taking action? Fear? Not knowing about it? Product doesn't turn them on enough to take action?
6. **WHEN** do you expect them to take action? If the answer is now, then why are they saying "later" or "never?" Why? What are they telling their friends?

Have a successful start to your fall/winter season!

**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 plenty of educational seminars and trade show fare to help proprietors deal with the many challenges they face and prepare for the future.

The ECBCC will take place October 5-9 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, July 29, at 12:00 noon at Majestic Lanes. A myriad 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).



**OUR MISSION  
IS TO  
ENHANCE YOUR  
PROFITABILITY!**



### President

John Fatigati  
Jersey Lanes  
908-486-6300

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### Secretary

Dawn Perry  
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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)**

## **Dan McDonough and the Sports Reporter Are Long Time BPANJ Supporters**

The Sports Reporter has been covering bowling since WWII and current editor and publisher Dan McDonough has been at the helm for almost 20 years. We recently discussed the Sports Reporter and bowling with Dan.

### **When did the Sports Reporter start and how did it get started?**

The Sports Reporter was first published in March of 1940. My father, Pat McDonough, bought the Sports Reporter in the early 1960s, when he retired as a sportswriter for the New York Telegram and Sun, a daily newspaper in New York City. I began working with my father from the beginning. Mostly with make-up and distribution at first, then editing and writing until 1995 when he turned the helm over to me. With the passing of Pat McDonough in March of 1996 I became the editor/publisher and have been ever since.

The stories I have been told over the years is that it was called the "Sports Reporter" because in the beginning there were other sports stories in the paper, not just bowling. But the emphasis soon turned to just bowling and that is how it has stayed ever since it came into the hands of the McDonough family.

### **How many centers currently receive the paper?**

Currently hard copies are sent to 83 bowling centers on the east coast but there are complete PDF copies sent to an extensive number of folks who may not have access to the hard copy. Internationally as well. The Sports Reporter also has a Facebook page with a link to several years of back issues available to download or print. All digital distribution of the Sports Reporter are exact copies of the printed one so it includes ALL the advertising, not like most other digital publishing you find on the internet.

### **What do you see as the role of the paper in the bowling industry?**

Our mission is to get bowlers into the bowling centers each week all year. For most bowlers that is the only way they will be able to pick up their copy of the Sports Reporter. New editions are available 52 weeks a year. They come to get it especially to see if their name is in the paper and specifically to see if they made the headlines. It's how most get to see what is going on and what is available in league bowling, tournaments, parties, education etc... through the display advertising seen throughout the paper. That advertising is an important part for centers that want or need to get the word out to bowlers outside their center. We report the national and international news from all of bowling as well as the news from the local associations including events from PBA, USBC, PWBA, BPAA as well as the manufacturers. Informing the front line bowlers on what is going on in the industry and exactly how it will affect them and their leagues and centers.

### **How has the internet affected the paper?**

Using the Internet gives us a greater presence worldwide and we get great exposure. It is also easier for the bowlers and our advertisers to get information to us here at the Sports Reporter on a more timely basis via email and press releases.

### **What do you enjoy about producing this publication?**

The Sports Reporter has given me some of the greatest friends in the world. People who I might never have met without it.

### **What kind of feedback have you received over the years about the Sports Reporter?**

I continue to get positive encouragement from our readers and there are too many times to count how many scrap-books I have seen. Folks stop me to show me clippings from the Sports Reporter and tell stories of competition to get into the headlines or on the front page of the paper. I can't remember going to a convention or International Bowl Expo where someone hasn't had a story about having their name in the paper. In the prime of bowling there were only the adult and pros in the paper but now I have the opportunity to include the Junior leagues and events. It is a whole new experience not only hearing from the youth but their parents and coaches as well. I cannot remember any negative feedback other than maybe someone's name spelled wrong but that is not always our fault and when necessary we will make it right.

### **Any changes expected in the near future?**

Whenever I am asked if there are any changes in my future my only reply is... I sure hope bowling stays in my future and that the sport just gets stronger. I would like it to get back to the way it was when I was in high school bowling at Circle Lanes above the Automat on Columbus Circle in NYC. (OK, Junior bowlers, ask me what an 'Automat' is when you see me.)

# Please Support Our Trade Members!

## **300 Bowling Creations, LLC**

Marketing Services, Outside Sales, Learn-to-Bowl Classes

Contact: Dave Williams, 812 Edison Glen Terrace, Edison, NJ 08837

Ph: 732-632-8690

Cell: 732-861-9645

Email: DaveWMR300@aol.com

## **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.

## **League Pals**

The Future of League Bowling. League Management Made Easy.

www.Leaguepals.com

Contact: Mark Duca - Phone: 973-506-9664 Email: Mark@Leaguepals.com

## **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

# Please Support Our Trade Members!

## Miller/Coors Brewing Company

Contact: George DeFeo - 379 Thornall Street, Edison, NJ 08837  
Phone: 732-325-8370 Email: George.defeo@millercoors.com



## Mulbro Manufacturing Company

Contact: Ray Mullen, PO Box 386, Middlesex, NJ 08846-0386  
Ph: 732-752-8073 Fax: 732-424-1280  
Email: rcullen@att.net and mulbromfg@hotmail.com

## Mobilytix

(Develops mobile Apps and provides fully integrated marketing services )

Contact: Kristopher Brus  
Phone: 866-781-6296 www.GoMobilytix.com Email: Kris@GoMobilytix.com

## New Jersey Restaurant & Hospitality Association

(Trade Association - Free ServSafe & Legislative Updates)

Contact: Karen Vitale, 126 West State Street, Trenton, NJ 08608  
Phone: 800-848-6368 Fax: 609-599-3340 www.njra.org Email: kvitale@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: fredkaplowitz@gmail.com www.kaploegroup.com

## Upcoming Holiday Related Open Play Opportunities!

- Labor Day Weekend - Friday through Monday, September 4-7
- Columbus Day - Monday, October 12
- Halloween - Saturday, October 31
- Veteran's Day - Wednesday, November 11

## 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 \$71.33**



### 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 \$71.33**



### Kegel#153-0001 3" CASTER

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

Kegel List Price(assembly)\$44.25  
EBN List Price(assembly) \$35.70  
**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**



### KEGEL LANE EDGE GUIDE ROLLER

\*Made from a synthetic material that will out last the OEM design.

#### Kegel#153-8410 ROLLER

Kegel List Price \$21.65  
EBN List Price \$18.50  
**EBN Sale Price \$13.99**

#### Kegel#153-2401 SPRING

Kegel List Price \$2.40  
EBN List Price \$2.15  
**EBN Sale Price \$1.72**

#### Kegel#153-2407 SHOULDER BOLT

Kegel List Price \$1.50  
EBN List Price \$1.40  
**EBN Sale Price \$1.16**

#### Kegel#153-6417 MOUNTING BAR

Kegel List Price \$18.50  
EBN List Price \$14.80  
**EBN Sale Price \$11.84**

