



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

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Northern New Jersey

October 2012

Next Association Meeting to Feature Marketing Seminar

The next meeting of the BPA of North Jersey will feature an open play marketing seminar presented by co-Executive Director Fred Kaplowitz. The event will take place on Tuesday, October 30, at noon, at Majestic Lanes.

As the mix of business has dramatically shifted over the years from league to open bowling, it has become increasingly important to focus on building more open play, learning how to effectively reach people, get them to visit the bowling center more often and spend more money during their visit. Fred will discuss new ideas, strategies and tactics that have been working.

The meeting will also include the election of officers and the dues structure for 2013. Please plan on attending and participating.

Be a Star In-League Promotion Coming This Winter!



**Details
at next
meeting.**

If Your Best Open Play Promotion Is Bad Weather, You Might Need To Attend This Seminar To Learn What To Do When The Weather Is Good.

Come to the kaploe marketing group seminar for BPA North Jersey members only and learn about the NEW marketing approaches for open play development.

If you think the NEW open play marketing is all about e-mailing offers and putting 'stuff' on Facebook along with some fliers inside, you are going down a slippery slope that will end up with your data base ultimately tuning you OUT!!

You'll learn THE FOUR "R's" OF OPEN PLAY MARKETING and how to make it work at your center along with some great examples to get your biz rockin' and rollin'.

1. RELEVANCY and how to get customers to want to open up your communications
2. RELATIONSHIP BUILDING and how the new open play marketing isn't marketing at all, but is really about engagement of the customer
3. REPETITION is how people learn and why your communications aren't getting through to them
4. RASPUTIN, the mad monk who created magic in Czarist Russia and what he can teach you ABOUT OPEN PLAY MARKETING

You don't have to come if you think you have the secrets. But we know only those proprietors who are always looking for the competitive edge and who want to learn more will show up.

The free seminar begins at 12:00 pm. on Tuesday, October 30, at Majestic Lanes. This will be part of the BPANJ meeting scheduled that day.

If you want to have MORE OPEN PLAY MORE FREQUENTLY than you have had in a long time, then don't miss this one. And if you can't make it, send someone who can take really good notes!

P.S. Don't miss this one. It could cost you \$\$\$\$\$\$ money \$\$\$\$\$\$

Please RSVP by Wednesday, October 24.

•E-mail: StacyKarten@gmail.com

•Fax: 410-356-4997

•Phone: 410-356-0936

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Comfort Food For Your Head

“Sometimes the last thing we want is really the first thing we need.”

I read this quote somewhere, but not sure where or who said it. In any case it got me to thinking about how comfortable we all sometimes get. The business is doing OK; it's fairly predictable and, well, we even get bored now and then.

So to relieve that boredom we go looking for excitement; sometimes in the wrong places – food, clothes, cars, boats, second homes, more material stuff that satisfies us for a minute, but we rarely ever get to the fulfilling stuff that lasts and lasts.

For me, getting to fulfilling stuffakes human interaction and getting into other people's lives that are not as blessed as mine. To make this happen, I have volunteered for organizations that give me “pain”. In discomfort or tragedy I found that I get my deepest satisfaction in helping others. Maybe that's why the role of “consultant” and “coach” wears well on my frame.

One of my most beloved charities is “Our Time Theatre”, an artistic home for kids who stutter. Having struggled with this malady most of my life and having seen its devastating effects on young people's self esteem, I was determined to do something about it so I volunteered for Our Time.

The Our Time staf, nurtures kids through acting, song and writing. Children become aware that their “voice” does matter, no matter how long it takes them to say something. The services of OurTime are absolutely FREE for these kids.

Pretty soon I was on the Board of Directors doing everything I could to help raise money for this cause. And this month (October 22nd) we will be raising money by doing a Bowling Event with celebrities like Paul Rudd, Mariska Hargitay of Law and Order fame and Jesse L Martin, too, as well as 25 or 30 other TV and Broadway personalities.

The event will take place at Lucky Strike on 42nd street in Manhattan NYand if you would like to support this cause, here is a link to the site. PLEASE give what you can. Every \$5 or \$10 helps another kid.

<http://www.ourtimestutter.org/bowlingbenefit/>

But here's really why I am writing about this. Your bowling center or family entertainment center is a wonderful place for fund raising for local or national causes. And I know you have done a bunch of them. The problem is, your market probably doesn't know that you can help put “the fun in fund raising.”

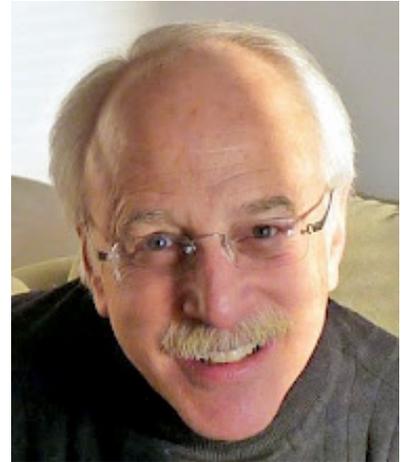
More importantly, by passionately and purposely doing fund raisers, your life, your business and your employees will feel more fulfilled. Morale will grow as will a sense of teamwork and of having a higher purpose. And the economic benefits will be more than you ever expected.

So get out of your comfort zone. Stop worrying about leagues and walk-in open play and make a real effort to get fund raising events at your center. Start with letters, e-mails, press releases, blogs and newsletters. Then make that follow up phone call to invite the fund raising leader to see your center and to have you explain how EASY an event will be for him or her to do.

If you don't already have a list of religious groups, organizations, schools and non profit organizations, call or visit Infousa.com and speak to someone about buying a list. The cost is anywhere from 25 cents to 40 cents per contact. Maybe less. If you bought 500 contacts, your cost, at most, would be around \$200. It's a good investment in a resource that you can use over and over; perhaps three or four times annually

As a bowling center operator, fund raising is probably the most rewarding thing you can do and is the place where you will find more out about yourself than you can ever imagine.

Do it today and you'll feel better in the morning.



Fred Kaplowitz

Bowling Proprietors' Association of North Jersey, Inc. Members for 2012

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.

Good Luck Nadine!

Nadine (Sokalski) DiLeo, who served as Vice-President of the BPA of North Jersey and was General Manager of Stelton Lanes, resigned her positions in early September. Nadine is entering a new field as she is opening a yogurt store in Plainfield.

The association thanks Nadine for her service over the years and wishes her luck in her new venture.

Joe Kashatus is the new manager at Stelton Lanes.

BPAA Bowl Expo Returns to Las Vegas

Dates: June 23-28, 2013

Where: Las Vegas, NV

Website: www.bowlexpo.com

Call for Info: 800-343-1329

Groupon Promotion Set For October

Five member centers of the BPA of North Jersey will be participating in a Groupon promotion in October.

The offer will be one lane for two hours of bowling and up to five shoe rentals for \$30.

The participating centers are Garwood Lanes, Parkway Lanes, Rockaway Lanes, Stelton Lanes and T-Bowl II.

The association has enjoyed great success with Groupon in the past — over 1200 sold in April.

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!**



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John Fatigati
Jersey Lanes
908-486-6300

Vice-President

Vacancy

Secretary

Richard Mark
Rockaway Lanes
973-627-5800

Treasurer

Tom Martino, Jr.
Majestic Lanes
732-826-6800

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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

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, 800 Creek Road, Bellmawr NJ 08031
Ph: 888-435-6289 Fax: 888-435-6280 www.EBNServices.com
Email: edfox@ebnservices.com

Linds World Impex

(Rental Shoes, Resale Shoes, Bags, Lockers)

Contact: David Wiggins, 6620 Southpoint Drive South, Jacksonville, FL 32216
Ph: 800-950-4568 Fax 904-332-0930 www.linds.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: MarcelSellsFl@aol.com

**The Next Meeting of the
BPA North Jersey will be on
Tuesday, October 30, at noon,
at Majestic Lanes.**

Please Support Our Trade Members!

Miller Brewing Company

Contact: Marty Reed, 7 Foster Avenue, Suite 100, Gibbsboro NJ 08026
Ph: 856-489-5900 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

New Jersey Restaurant Association

(Trade Association)

Contact: Laura Kalanich, 126 West State Street, Trenton, NJ 08608
Phone: 800-848-6368 Fax: 609-599-3340 www.njra.org Email: lkalinich@njra.org

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, 330 E. 38th Street, New York, NY 10016
Phone: 212-867-2577 Fax: 212-867-9277 www.kaploegroup.com
Cell: 516-359-4874 Email: fredkap@verizon.

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

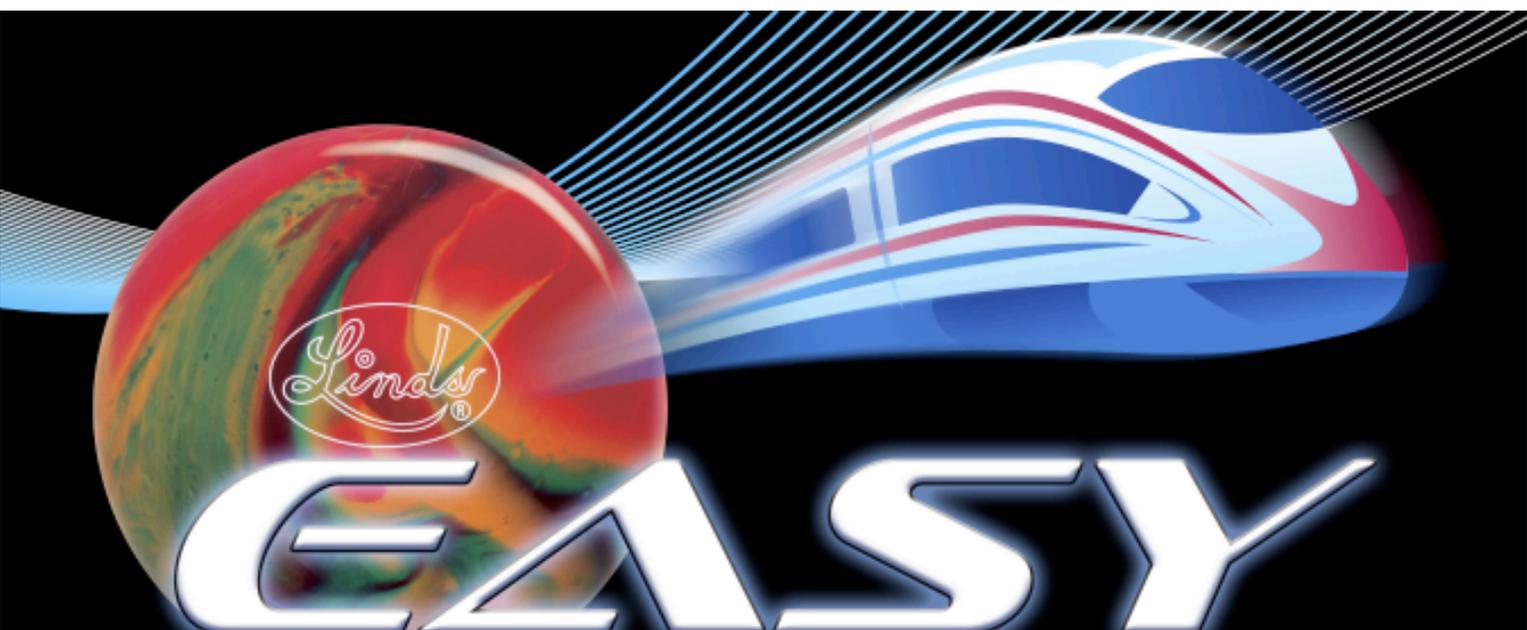
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 EBN List Price(wheel only) \$13.99
EBN Sale Price \$11.19



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 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
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