

STRIKING SUCCESS



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

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www.eastcoastbowl.com

REV UP YOUR BUSINESS



Revel
Atlantic City
October 7-9, 2013

Miller High Life Bowling Party Promo Starts in Oct.

The BPANJ and Miller High Life, the Official Beer of Bowling, have teamed up for a holiday bowling party promotion which runs Oct. 15 through Nov. 15.

Customers ages 21 and over will be able to enter a random prize drawing (no purchase necessary) to win a free holiday bowling party to include two hours of bowling, shoe rentals, pizza and Miller High Life.



WIN A FREE HOLIDAY BOWLING PARTY FOR TEN PEOPLE!

-ENTER AT FRONT DESK-
OCTOBER 15TH - NOVEMBER 15TH
NO PURCHASE REQUIRED. AGES 21+

Miller HIGH LIFE

THE OFFICIAL BEER SPONSOR OF BOWLING

Black and White

“He sees everything as black and white”, said one of my colleagues and I immediately understood what he meant; that the person he was talking about was “Yes or No, Right or Wrong, Good or Bad – no shades of gray here. Just absolutes. Lots of folks judge that way.

Doesnt make them bad people, just a little bit narrow. But yes there are shades of gray, almost an infinite number of shades for that matter and for those of us who are inclined to see the world greater degrees of shades of gray, we probably have more choices. But, I think, a more complicated psyche.

So if you own a bowling enter or an FEC, you have the choice to see things as black and white or in various shades of gray. For example, if you run a promotion, let’s call it “bowl your brains out” – you know x hours of bowling for \$y dollars at a specific time – you have choices to add more or less hours, raise or lower prices, add more options like food and beverage and various prizes and surprises when people bowl and even add music or keep it quiet. Lots of choices, if you see it that way. Much, much fewer choices if you see it as just bowling, rental shoes, time and price.

The real question is how does your potential customer and existing customer want to see it and are you offering that. Oh, you don’t know? That’s cool. here;s what you do: ASK THEM.

Sometimes we even do the black and white thing with employees. We see them as good or bad, positive or negative, friendly or unfriendly or energetic or lazy. Unfortunately, when we do this, we have unfairly judged someone; simply because no one is just one thing. And if you judge employees as having ONLY positive attitudes OR negative attitudes, you also do a disservice to them...and to you and your business, simply because your communication to these folks will be biased one way or the other

Maybe if you reinforced the positive while explaining how the negative hurts them from being happier, you could break through their narrow band of gray. But, candidly, I doubt it. They’re the ones you need to beware of; those folks who use words like “all”, “never” “always” “none”, “everyone” and similar absolutes. They are the black and white types; they are the ones with the least amount of flexibility. So please watch for these words when you hire people, promoting people, giving them assignments and when you are making decisions that involve their participation.

Because to play the music, you need the black and white piano keys, but there are many shades of sound within that black and white band...to make REALLY beautiful music.



Fred Kaplowitz

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 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.

Start Promoting Holiday Parties Now

Believe it or not, October is one of the key months during which companies, organizations and groups start making their decisions about holiday parties so this is the time your bowling center should be gearing up to promote your holiday bowling parties.

Some important steps to marketing your parties include:

- Develop party package plans and a flier. It is suggested you have three party packages.
- Prepare a list of companies you want to target for parties.
- Mail, e-mail, fax and visit these groups to give them your holiday party information.
- Follow up with each lead.

New NJRA Board Members Announced

The New Jersey Restaurant Association, of which every BPANJ center is a member, now has new bowling representatives on its Board of Directors. John Fatigati of Jersey Lanes and president of the BPANJ and Dawn Perry of Garwood Lanes will share the duties. They replace previous Board member Jon Perper of Playdrome Cherry Hill in South Jersey. The BPANJ thanks Jon for his outstanding service.

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

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973-627-5800

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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

Next BPANJ Meeting!

Wednesday, Nov. 13

12:00 Noon

Majestic Lanes

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Mid-
Season
Leagues
Now!***

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 EBN List Price(assembly) \$27.50
EBN Sale Price \$23.25

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 EBN List Price(wheel only) \$12.25
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