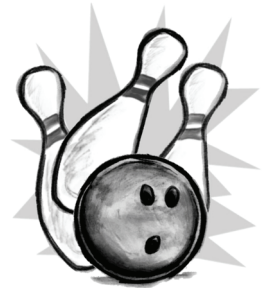




BCAO of Ohio News



Volume 27, Issue 1

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February 2009

UPCOMING EVENTS

March 2-8, 2009

PBA Don Johnson Classic
Sequoia Pro Bowl, Columbus

March 25-26, 2009

BCAO Seminar & Meeting
Embassy Suites, Columbus

May 18-20, 2009

BCAO Convention and
Trade Show
Embassy Suites, Columbus

June 21-26, 2009

Bowl Expo
Las Vegas, NV

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There is still time to sign up for the BCAO Family Tournament. Call the office today to get your center signed up!

BCAO Spring Seminar & Meeting Saving Money & Making Money

There isn't one bowling center operator in Ohio who wouldn't like to save money AND make money. The upcoming BCAO Seminar will give you tips on how to do both.

The Embassy Suites in Columbus, Ohio will be the site of the 2009 BCAO Spring Seminar and Meeting on March 25th and 26th.

Saving money will be first on Wednesday's agenda with Rebecca Karason, from Linc Services. Beginning at 10:00 a.m., Rebecca will share her knowledge on helping BCAO members reduce energy costs and other costs related to mechanical equipment. Linc Service is a nationwide network of service contractors that help businesses identify methods to reduce operating costs, with a major focus on cutting your utility costs.

Also on Wednesday's agenda are two seminars that will show you how to MAKE money. Greg Coulles, OHSB Commissioner and high school bowling coach, will give you ideas of how to keep your High School Bowlers bowling year round with proven programs that produce income for your center.

Wednesday afternoon's seminar will feature Jeff Forrester presenting Increase Food Service Profits. Jeff is a dynamic speaker and an Ohio favorite. His resume includes working as an executive chef and a Sysco Foods rep. Jeff will show you how to increase food and beverage sales, from purchasing, to menu creation to marketing.

Wednesday's lunch will be provided to all attendees. There is no cost to you or your key

staff members to attend these great seminars.

Make plans to hang around Wednesday evening and network with your fellow proprietors. Reserve your room so you won't miss Thursday morning's BCAO General meeting, which will include a legislative update from David Corey. The meeting will begin at 9:30 a.m. on Thursday.

Room rates at the Embassy are \$112, and your reservations can be made by the state office. All you need to do to reserve your spot at the seminar and your room reservation is call the BCAO state office at 937.433.8363.

Wednesday evening's hospitality room will be sponsored by Jack Williams Insurance.

BCAO CONVENTION & TRADE SHOW
May 18-20, 2009 ~ Embassy Suites, Columbus

Proprietor Profile: Ron Amore Jr.

By Debbie Juniewicz

The on-the-job training started almost three decades ago but, now, Ron Amore Jr. is finally the boss.

Amore bought LeElla Lanes in Washington Courthouse from his father, Ron, in October 2008 but the 43-year-old has worked in the 16-lane center since he was 16. He managed the center for his father for several years.

“I think I decided when I was in high school that I wanted to be in this business,” Amore said. “And here I am.”

A love of the game runs in the Amore family. Even the proprietor’s 7-year-old son Andrew helps out around the bowling center, as did his three older brothers, all of whom attend Ohio State University.

“My dad’s love of the game was the reason we got into the business in the first place,” Amore said. “And family is one of the things I love most about this business. This is the perfect place to bring your family and spend time with your kids.”

LeElla Lanes is also the place Amore and his family spend most of their time. Despite retiring from the business months ago, Ron Sr., even stops in to help out once in awhile. For the new owner, every bit helps as running the center can be a 24/7 job.

“I am here seven days a week, pretty much from the time the doors open till they close,” Amore said.

And his wife Diane is usually by his side.

“We’ve had to make sure we cut our costs as much as possible,” he said. “I don’t think I could do it without her and I wouldn’t even want to try.”

Long hours aren’t optional – they are a requirement for the Amores. Like much of the state, Washington Courthouse has been hard hit by the recession with layoffs and factory closings. Amore noticed more than a year ago that people in the community were spending less and holding on to their money.

“We’ve had to be more creative and offer specials and different promotions,” he said. “People are scared and I don’t blame them.

“In the past, bowling has been a recession-proof sport. I hope that’s still the case.”

Despite the current challenging economic climate, Amore has reason to be optimistic. The Washington Courthouse center has 18 leagues this season, including three youth leagues with a whopping 34 teams. They hosted their first Super Bowl party at the center this year and are planning several other family-oriented events.

But it’s not all work and no play for Amore. He still manages to bowl four nights a week and maintain a 200 average.

“I don’t spend a lot of time on my game but I have fun.”

Ohio Womens Association Finds New Home

The USBC Ohio WBA have made their move. Association Manager, Mary McClay and her staff have moved their belongings and now share home offices with the BCAO. The Womens Association has taken advantage of the newly renovated basement office space at the Centerville, Ohio location. New contact information is as follows:

P.O. Box 752048
Centerville, OH 45475
Phone: 937.436.2695 ~ Fax: 937.436.2699

OPPORTUNITY KNOCKS

Greg Coules



As high school bowling continues to be the fastest growing sport in Ohio and the nation, center proprietors have the opportunity to develop youth bowling programs/activities targeting high school-age bowlers during the “off-season”. The best high school coaches encourage their bowlers to keep bowling before and after the high school season as a way to strengthen their teams for the next season. The evidence is everywhere. The best teams in the state have bowlers who “keep bowling” during the off-season and these same teams continue to advance in the state tournament year after year.

There are now 300+ Ohio high schools that have boys & girls bowling as an interscholastic sport. *That number has grown by a double-digit percentage every year since 2002!* The evidence suggests that it will continue to grow for the foreseeable future. There are about 580 varsity teams and 350 reserve varsity teams in Ohio this year. With an average of 6.5 bowlers per team, that’s over 6,000 Ohio high school bowlers!

OMG! What a customer market! Centers that serve as host centers for high school bowling teams that nurture and develop a close, working relationship with the high school coach and offer the coach off-season activities specifically targeted at high school bowlers are cashing in on this market. Those activities include traditional leagues, of course, but go much further. Summer camps, instructional leagues, youth tournaments, middle school leagues, the list of possibilities is endless.

Year-around sports participation by high school athletes is nothing new. SAY & select soccer, AAU basketball, traveling baseball/softball teams, Jr. Olympic volleyball, and more. Athletes in those sports participate in those activities because they enjoy them and need them to develop their skills. Those off-season activities flourish with more participants than they can accommodate. High school bowlers get varsity letters. Bowlers are now high school “athletes”.

Now, it is our turn to make bowling a “year-around” sport. We have the population. We have the interest. You want customers? They’re waiting. Sell them something they want to buy. *Go get them.*

9th-12th Grade Singles Championships

Over \$10,000 in SMART Scholarships awarded last year!

Sunday, March 29, 2009 and Sunday, April 5, 2009

HP Lanes, Columbus



9th-12th Grade Doubles Championships

3 Divisions (Boys, Girls, Mixed)

May 23 & 24, 2009

Victory Lanes, Springfield



Entry forms can be obtained at www.ohiohighschoolbowling.com

\$100,000 in Scholarships Now Available to More High School Bowlers



The North Pointe \$100,000 High School Singles Championship Tournament will take place July 18-20, 2009 at Hindel Bowling Lanes in Indianapolis, Indiana. The Tournament, previously only open to graduating seniors, has widened the field, now allowing any USBC Youth certified High School Bowler to compete. First place in each division (boys and girls) will be awarded a scholarship prize of \$15,000, with at least 1 out of 5 in the field receiving some scholarship money. Entry forms for this one-of-a-kind competition can be obtained by visiting www.ohiohighschoolbowling.com or www.bpaa.com.

Changes on the Horizon for National Bowling Associations

USBC Board of Directors has begun their search for a permanent Executive Director. President Jeff Boje stated that Kevin Dornberger, the current Chief Operating Officer for the association, will receive full consideration for the position should he choose to be a candidate.

Also searching for a new leader, BPAA has announced that it will begin a search for an Executive Director to replace the retiring John Berglund.

Both bowling entities have agreed to commence a search for a Director of Shared Services for the International Bowling Campus, who would report to a joint committee made up of USBC and BPAA representatives.

USBC Youth has announced several changes coming for the 2009-2010 season. Beginning next season, bowling centers will have the option to directly process memberships, averages and awards to USBC instead of working with a local association.

A USBC Youth Basic Membership will be available to all youth who bowl in a league that meets for 12 sessions or less. For only \$5.00, members can participate in USBC certified tournaments as well as have a USBC recognized average and earn league award emblems.

The awards program is also being revamped again. According to USBC, The new structure will better match awards to the skill level of the youth bowler. Special achievement awards have been added for the 2009-2010 season, raising the total number of awards offered from 18 to 25. Average based awards will be offered in 25-pin intervals for games and 50-pin intervals for series. Special achievement awards will be available to bowlers 12 and under, and will carry the Bowlopolis theme and characters. All award emblems will have new USBC designs. Youth members who bowl a 300 game, 800 series or 900 series will receive a newly-designed USBC honor score ring, and a new award has been designed for bowlers who roll 11 strikes in a row.

For a complete list of changes coming to USBC Youth for the 2009-2010 season, visit bowl.com.



Award Nominations Needed

Please consider nominating a deserving individual for a BCAO award. Nominations will be accepted by the BCAO office until March 15th. Nominate someone today for The Mike Hennessy Meritorious Service award, Certificate of Achievement, or the Sam Levine award. Awards will be presented during the BCAO Convention and Trade Show, May 18-20, 2009 at the Embassy Suites in Columbus. A nomination form is enclosed in this newsletter, and may be faxed or mailed to the BCAO office.

Hennessy to be Honored at Bowl Expo

Former BCAO Executive Director and friend, Mike Hennessy will be honored posthumously with the V. A. Wapensky Award. BPAA is acknowledging Mike's countless years of volunteer service on local, state and national levels of the bowling industry, as well as his co-founding of the Ohio Bowling Hall of Fame and his tireless work to bridge the gap between bowling associations and proprietors. The Wapensky award is named after BPAA's long time CEO, "Chief" Wapensky for his many years of volunteer service and sharing marketing expertise to the bowling industry.

Other 2009 BPAA award honorees include Rex Haney to receive the Victor Lerner Memorial Medal for his lifetime service to the industry, Larry Moyes will receive the President's Medal, and Mike Aulby will be honored with the Dick Weber Bowling Ambassador Award.

Kids Bowl Free – A Successful Summer Marketing Program

Several Ohio Centers participated in the pilot program of 'Kids Bowl Free' last summer with great success. This program is being rolled out nationwide this year and the sooner you sign on...the more money you can save. This program is designed to boost summer revenues, strengthen relationships with local schools and best of all, provides you with a new customer data base to help your continuing marketing efforts with these customers. You will find a brochure inside the newsletter and you can visit www.kidsbowlfree.com.

BWC's Proposed Changes to Group Rating

What changes were approved by the Ohio Bureau of Workers' Compensation's (BWC's) Board of Directors on January 23, 2009?

- Moving the group rating filing deadline from February 28, 2009 to April 24, 2009.
- Changing the date to notify existing July 1, 2008 group participants that they are not eligible for the group rating plan year beginning July 1, 2009. This date was changed from February 2, 2009 to March 30, 2009.
- Approving a "100% year to year Experience Modifier (EM) percentage cap" for employers not participating in a July 1, 2009 group rating program.
- The previously recommended "30% within year EM cap" that would have benefited group-rated employers adversely impacted by BWC's reduction in credibility was not approved. Further, group-rated employers who have received an 80% group rating discount offer from any sponsor for the policy year beginning July 1, 2009 will now only be eligible for a 77% maximum discount. This decision to not support this cap will increase premiums for these employers by 15%.

Can I rely on the group rating offers I have received?

Based upon recent meetings with BWC, further modifications to the rating plan affecting all employers (group and non-group) are being considered. BWC's Board of Directors is scheduled to meet again on Friday, February 20, 2009 and could potentially approve additional changes BWC might propose. Please pay close attention to future CCI correspondence regarding confirmed BWC group rating changes in the next several weeks.

Ohio Safety Congress & Expo
March 31 - April 2, 2009
Greater Columbus Convention Center

BPAA Corner



The next BPAA School for Bowling Center Management is scheduled for April 5-10, 2009 in Arlington, Texas. This unique five day course covers topics such as: Human Resources, Customer Service, Food and Beverage, Financial Analysis, Human Resources, Leadership, Marketing and Demographics and Party Planning. Cost of the managements school is \$1,250 per person, with a \$200 discount given if you sign up before March 1st. A group discount is also available. BPAA will also hold a Management Class June 19-22 in Las Vegas in conjunction with Bowl Expo.

Bowl Expo will be held June 21-26, 2009 in Las Vegas, Nevada. The host hotel for this years event is Mandalay Bay. More than 45 educational seminars and workshops are planned, including educational keynote speakers Brad & Janet Ritter, and a special seminar on Great Guest Service presented by the Disney Institute. Fred Thompson will be the General Session Keynote speaker on Wednesday, June 24th, and NASCAR fan favorite, Dale Earnhardt Jr. is scheduled to make an appearance at Monday's Welcome Reception. Make plans to attend now! Registration can be completed by mail, or online at www.bowlexpo.com.

At this winters Bowling Summit, BPAA Board of Directors approved a recommendation to pursue a plan to reach out to international proprietors. BPAA will invite bowling associations from around the world to Bowl Expo to discuss the possibility of forming the Bowling Proprietors Association International (BPAAI). The goal of the possible future association would be to assist proprietors worldwide and increase communication and international industry cooperation.

2009 BOWL PAC GOLF OUTING

June 16, 2009

Cumberland Trail ~ Columbus

Women in the bowling business Q & A

By Debbie Juniewicz



Women helping women – that’s the goal.

According to the Bowling Centers Association of Ohio, approximately 21 percent of the 204 member centers in the state have a working female proprietor. But it’s not about increasing those numbers – it’s about making connections and changing attitudes.

“I’ve been in bowling for years and it’s always been a man’s world,” proprietor Patti Rebman-Bellman said. “It was my family’s center, but my dad was the one who made all the decisions.”

“A change is way overdue.”

That change is already underway as the Bowling Proprietors Association of America recently launched the BOWL, Bowling Organization for Women’s Leadership, forum. The online forum, available through the BPAA website, will provide an opportunity for women in the bowling industry to make connections, participate in discussions and learn more about the business. The mission of the organization is to support the professional growth and leadership of women in the industry.

Three Ohio women, Sue Pinski (Interstate Lanes, Rossford), Patti Rebman-Bellman (Rebman’s Recreation, Lorain) and Peppe Smith (Camelot Lanes, Boardman), recently spoke about BOWL and the evolving role of women in the bowling industry. The trio has a combined 84 years in the bowling business.

Q: What unique contributions do women make in the bowling industry?

A: (Peppe) First of all, 50 percent of our customers are women so we are uniquely qualified to design and market programs that appeal to women and their families. Artistically and aesthetically, the taste level of most women is higher than for most men. If male proprietors even have their wives walk into the centers once in a while they will look better. And I also think women might be a moral compass for the industry.

Q: What is different about the way women approach the business?

A: (Patti) As we all know, women and men think differently and I think that applies to the business. Women are a little more sensitive and they think things through more thoroughly. A combination of a man’s perspective and a woman’s perspective would actually be ideal in many instances because of the balance.

Q: Have you faced any additional challenges in the industry because you are a woman?

A: (Sue) I was fortunate that I grew up in the business because, over time, I gained the respect of others in the business because they knew me. I was the first female president of the Toledo Proprietors Association but I still felt like a minority at times. When we would go to Bowl Expo, for example, all of the questions and conversations would be directed to my husband or my son. Bowling has been a group of good old boys for a long time, so I think women do have to try harder. But if you do your best, someone will take notice.

Q: How can the Bowling Organization for Women’s Leadership make a difference?

A: (Patti) The nice thing about it, other than the networking itself, is the number of great ideas we can get from each other. And being able to call another woman and ask a question or get advice, that would be great.

A: (Sue) I agree 100 percent. You can gain new ideas or find a better way to do something.

A: (Peppe) I would like to see a woman in my state pick up the phone and call me if they needed any thing. I’d really like to be able to mentor other women in the business and do what I can to answer their questions and support them.

Q: If women want to be a part of BOWL, what should they do?

A: (Peppe) The first action step should be to visit the BPAA website and register themselves to be part of the women’s forum. We can’t support each other, if we can’t find each other.

Q: Besides registering for the forum, what advice do you have for women in this industry?

A: (Sue) Get involved in your community, chamber of commerce and business associations. You will gain respect.

To register for the BOWL forum, visit www.bpaa.com and click on BPAA Forum on the left menu to open the BPAA Proprietors’ Community page.