



NewsFrame

March, 2023

A monthly newsletter with industry updates for members of the WA State Bowling Proprietors' Association

Welcome! Edition VIII

NewsFrame will be your source for updates throughout the 2023 - 2024 bowling season.

This month's issue highlights topics and discussion points from the annual Mid-Winter Meeting, plans for the "Spring Fling" in Moses Lake and the 2nd "Great Debate" on the ideal balance between League & Open Play Revenue.



346

Number of bowlers registered for the Jackpot Classic Tournament in Las Vegas

Spring
FLING

Some Highlights from the Recent WSBPA Mid-Winter Meeting?

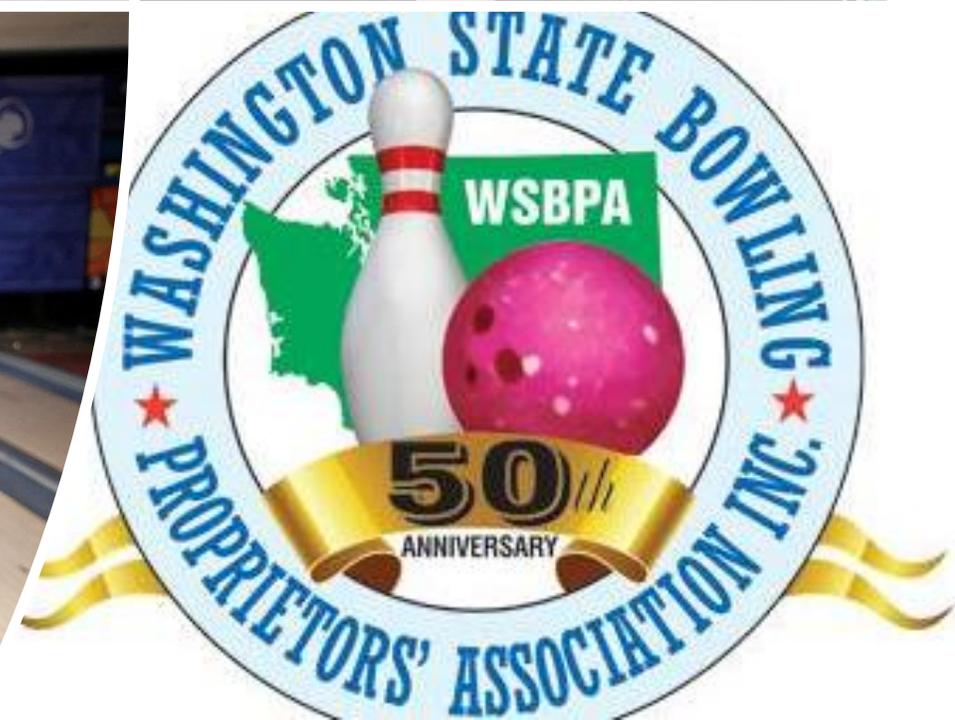
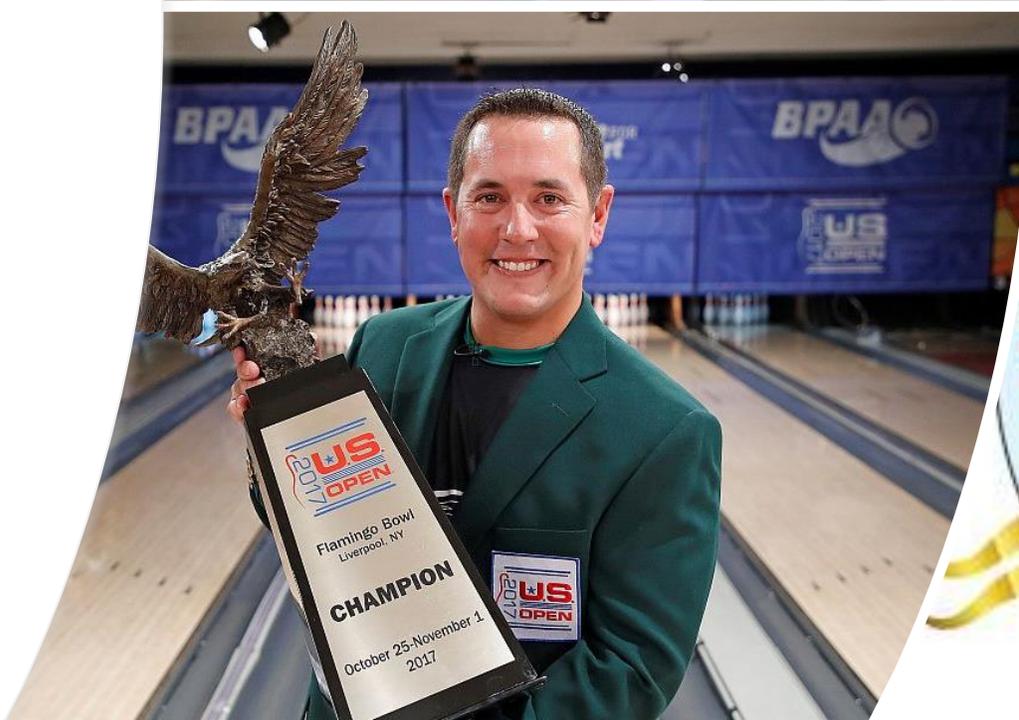


- West Seattle Bowl and Tower Lanes went head-to-head discussing the pros and cons of on-line reservations. West Seattle manages its staffing levels by carefully analyzing pre-paid reservations while always permitting a limited number of open lanes on weekends.
- Tower Lanes & Paradise Entertainment - Centers, with predominate 5 & 6-day a week league structures, keep weekends mostly free of reservations and use waiting lists to direct customers to other in-center revenue sources until their lanes are ready.
- Gary Larson with Daffodil Bowl shared his past success at Acme Bowl by giving league bowlers the month of December off.
- With all lanes available everyday at all times free to book events, Acme saw as many as 200 December private parties, upwards of 6,500 guests at an average tab of \$77 per person.



WSBPA High School Varsity Bowling Championship Set for Lilac Lanes

- An all-new format will witness 120 bowlers competing in singles, doubles and a four-person team event on Saturday and Sunday, March 18-19, 2023.
- \$10,000 in USBC SMART scholarships will be awarded.
- PBA Champion Rhino Page and PWBA Champion Stephanie Zavala are planning to attend.



Educational Seminars – Cash Back!

WSBPA member centers will now be able to have unlimited access for all staff and employees to take a wide variety of educational seminars available from BPAA. At NO COST!

All-NEW! Your center will receive quarterly CASH BACK PAYMENTS of \$10 for every course viewed by your employees, ALL YEAR! Enroll your center by scheduling a brief activation session: [BPAA Online Training Bonus Program \(bowlinguniversity.net\)](https://www.bowlinguniversity.net)

A Sampling of Topics Include:

- Customer Service
- Food & Beverage
- Center Safety
- CPR Training
- Budgeting
- Outside Sales
- Talent Acquisition
- Marketing & Promotion
- Operations Management
- Robbery & Active Shooter Readiness
- Alcohol Awareness
- Revenue Management
- Digital Marketing
- Retention Strategies





WSBPA Spring Meeting
Lake Bowl—Moses Lake
May 21-22, 2023

Spring **FLING**



WSBPA Spring Fling Meeting Package Includes:

- Comfy room at the Ten Pin Inn & Suites adjacent to Lake Bowl
- Hosted Welcome Reception: Food & Adult Beverages
- Continental Breakfast Monday morning
- Hosted luncheon Monday May 15th
- Full-day of topical discussions during the business sessions

Registration Fees:

- \$125 for the first person from each center includes package described above
- \$75 for each additional person from the same center
- \$50 attending only Monday's business session



WSBPA Spring Fling Meeting Agenda:

- Sunday, May 21:**
- 6:00 p.m. Welcome Reception – **sponsored by BPAA Smart Buy Program**
 - 6:30 p.m. Cocktails / Hors d' oeuvres – Ten Pin Lounge
 - 7:30 p.m. Networking – Blackjack & Pai Gow
- Monday, May 22:**
- 8:00 a.m. Hosted Continental Breakfast – Ten Pin Inn & Suites
 - 8:45 a.m. Meeting Welcome – Greg Olsen – Chris Nash
 - 9:00 a.m. 5 Hot Food Items to Enhance Your Menu & Profits – Chef SYSCO
 - 10:15 a.m. Coffee Break
 - 10:30 a.m. The Great Debate: “League versus Open Play Revenue”
 - 11:15 a.m. Maximizing Space – Maximizing Profits in Your Arcade
 - 12:00 p.m. Hosted Luncheon
 - 1:00 p.m. Why is League Lineage Lower Than Open Play?
 - 1:30 p.m. Re-Building Youth Programs – Sponsored Coaching Certifications
 - 2:00 p.m. The “Pre – Bowling” Hassle – Bring Back Average Minus Ten?
 - 2:30 p.m. Earn Cash-Back – Hit the JACKPOT!

