



Strikerz at Angel of the Winds Casino to host 2025  
WSBPA Mid-Winter Meeting in February



# NewsFrame

November, 2024

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 2024 - 2025 bowling season.

This month's issue highlights topics and discussion points including the 2025 WSBPA Mid-Winter Meeting, WSBPA legislative update, Jackpot Classic Reno approaching, BPAA Summit in Las Vegas and 2025 membership dues.



2,500

Number of bowlers aimed at attending the 3<sup>rd</sup> annual Bowling Day at the Ball Park September 13

## Sales & Promotion Contest Help Us Reach 2,500 Tickets

On Saturday, September 13, 2025, the WSBPA will be hosting "Bowling Day at the Ball Park III" at T Mobile Park as the Seattle Mariners take on their American League West Division rivals the Los Angeles Angels.

### Contest Details:

- **Every WSBPA member center that buys 50 or more tickets to the game will receive:**
  - \$300 stipend toward the cost of renting a 50+ passenger bus to transport your group to the game.
  - Group recognition on the giant scoreboard screen at the Ball Park
  - Center name entered into a drawing to have a representative from your center throw out the ceremonial 1<sup>st</sup> pitch before the start of the game.



# SAVE THE DATES – Mid-Winter Meeting



- Networking
- Bowling Promotions
- Food & Beverage Concepts
  - Legislative Issues
- Bowling Welcome Party
  - Guest Speakers

**Sunday  
February 23**

**Monday  
February 24**



# 2025 WSBPA Mid-Winter Meeting

Learn how Chris James has recruited 1,000 youth league bowlers!



Chris James-GM Smyrna Bowl  
Smyrna, TN



Gary Hulsenberg  
VP Marketing – Storm Products

Turning the casual youth bowlers into league players



Build profits from non-alcoholic specialty drinks

**ANGEL** OF THE **WINDS**  
CASINO RESORT

Sunday – Monday: February 23-24, 2025  
Angel of the Winds Casino - Arlington



# Jackpot Classic Tournament “Expands”

The WSBPA has expanded its tournament offering with a 2<sup>nd</sup> Jackpot Classic Tournament in Reno, March 7-8-9, 2025, at the Grand Sierra Resort.

The March event, a “mini-vacation,” over a Friday-Saturday-Sunday will be one of the first of its kind in the country rolled 100% on new QUBICA/AMF “EDGE” string machines. Only 5, four-person team spots remain!

Our thanks to Dustin Russell and Josh Blanchard with QUBICA AMF for sponsoring the inaugural tournament in Reno.

The 29<sup>th</sup> annual Jackpot Classic Tournament in Las Vegas will be held June 3-6, 2025, at The Orleans Hotel Casino.

Registration is now open for both events at: [www.jackpotclassic.org](http://www.jackpotclassic.org)



# WSBPA Endorses Candidates and Statewide Initiatives as Part of an Expanded Governmental Affairs Program

## Initiative 2066 (Natural Gas Access)

Status: Narrowly Passed (WSBPA Opposed)

Outcome: Approved with approximately 51.2% of the vote

Key Impact: Prevents state and local governments from restricting natural gas access, allowing Puget Sound Energy to continue offering gas-powered appliance options and challenging recent decarbonization efforts



## Initiative 2109 (Capital Gains Tax Repeal)

Status: Decisively Defeated (WSBPA Opposed)

Outcome: 63% of voters rejected the initiative

Key Impact: Maintains the existing 7% capital gains tax on profits exceeding \$262,000, preserving approximately \$1.2 billion in revenue for public education and early learning programs

## Initiative 2117 (Carbon Emissions Cap Repeal)

Status: Decisively Defeated (WSBPA Opposed)

Outcome: 61.7% of voters rejected the initiative

Key Impact: Preserves the Climate Commitment Act's cap-and-trade system, continuing to require major polluters to purchase carbon emission permits



Lex Nepomuceno  
WSBPA Lobbyist

## Initiative 2124 (WA Cares Fund Opt-Out)

Status: Defeated (WSBPA Opposed)

Outcome: 55% of voters rejected the initiative

Key Impact: Maintains the mandatory 0.58% payroll tax for the state's long-term care program, keeping the WA Cares Fund as a compulsory program for employees

# Membership Renewal Brings Change

The 2024-2025 season will see an all-new dues payment program implemented by BPAA.

Dues remain at \$88 per lane covering both BPAA national dues plus WSBPA state dues. This marks the 16<sup>th</sup> consecutive year your costs for membership have remained unchanged.

BPAA emailed invoice notices in October with numerous payment options including monthly billing, single payment, check or on-line credit card. Music Licensing invoices have been also sent to all WSBPA members.

Thanks so much for your continued support!



BOWLING PROPRIETORS' ASSOCIATION OF AMERICA



# BOWLING SUMMIT MID-WINTER CONFERENCE

JANUARY 19-21, 2025  
RED ROCK CASINO RESORT AND SPA  
- SAVE THE DATE -



## *Thought Leader*

FROM HASSLE TO HERO: PAVING THE PATH FOR POSITIVE CUSTOMER JOURNEYS

Presented By: Adam Toporek

**Tuesday, January 21: 10:30 - 11:45 AM**

Customer emotions drive loyalty, and hassle is a major source of negative feelings. By removing these frustrations, we can transform the customer experience into a source of positive emotions and lasting loyalty.

In this keynote, you'll learn a three-step approach to creating a hassle-free customer journey:

- Understand: What customer hassle really means and its impact.
- Identify: The specific hassles customers encounter using diverse insights.
- Eliminate: Address root causes to remove obstacles and enhance experiences.

At the end of this session, you will walk away with actionable strategies for fostering positive customer emotions and building stronger loyalty.

**Register Here:** [Ticket Selection - 2025 Bowling Summit](#)





## Devin Graff Signs-On to Launch Liquor Partnerships with WSBPA Members



Columbia Distributors is the 2<sup>nd</sup> largest malt beverage liquor distributor in the country. Now they have expanded further into liquors and wines.

Devin Graff, with Columbia Distributors wants to chat with you. Liquor manufacturers they represent are eager to expand sales and promotion partnerships with the bowling industry. Liquor is a high-profit margin aspect of your operation. She can help you make it even better.

Devin can be reached at: [devin.graff@coldist.com](mailto:devin.graff@coldist.com) / 206.306.3281

### Columbia Locations:

- [Kent](#)
- [Vancouver](#)
- [Yakima](#)
- [Kennewick](#)
- [Spokane](#)
- [Everett](#)
- [Ferndale](#)
- [Poulsbo](#)
- [Tumwater](#)





Bernard Marr is a world-renowned futurist, board advisor and author of [\*Generative AI in Practice: 100+ Amazing Ways Generative Artificial Intelligence is Changing Business and Society\*](#)

## 5 Business Trends For 2025 to be Prepared For Now:

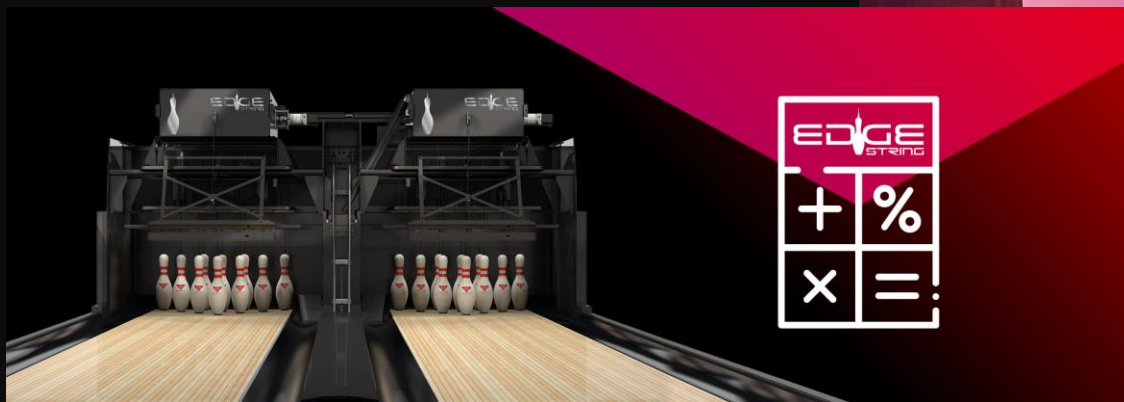
- **Getting Strategic With Generative AI**
  - Transforming existing business models such as online advertising, retail and media streaming.
- **Sustainable Business And Circular Economies**
  - A move towards more environmentally friendly and sustainable business practices is certain to be a key driver of change in 2025
- **Hyperautomation And The Intelligent Enterprise**
  - A growing amount of the actual labor, from communicating with customers to picking and packing orders and carrying out deliveries, will also be increasingly automated.
- **Customer Experience Is King**
  - More than just competing on quality and price, consumers expect businesses to meet them where they are, with service that's tailored to their needs and of consistently excellent quality.
- **Resilience In The Age Of Uncertainty**
  - Understanding how risks like supply chain disruption, skills shortages, and even the likelihood of future pandemics could impact operations is critical in order to build the capacity to respond proactively.

# Support Our Partners

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# WA ST. Bowling Proprietors' Association Our Officers & Directors

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Director – Region 3



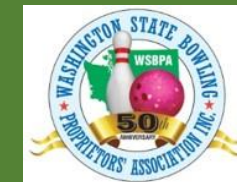
Director – Region 4



Director – Region 5



Director – Region 6



Greg Olsen  
Executive  
Director

(Top row): Chris Nash, Jason Hoff, Jeff Swanson, Reggie Frederick  
(bottom row): Robin Bailey Bob Hanson, Mike Gubsch, Jim Stack, Max Faulkner and Sharlene Palos