



# NewsFrame

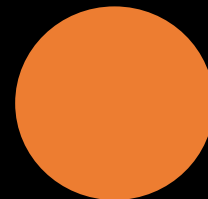
November, 2022

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

## Welcome! Edition IV

NewsFrame will be your source for updates throughout the 2022 – 2023 bowling season.

This month's issue highlights topics and discussion points leading into the busy holiday season in bowling centers throughout Washington State.



# Fall Membership Recruitment Campaign in Full Swing

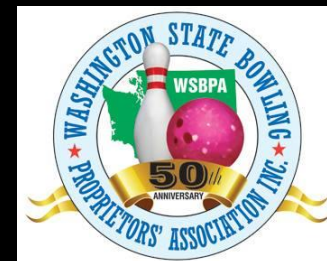
In partnership with BPAA, Qubica/AMF, Brunswick, Classic Products, Pepsi-Cola and SYSCO Foods, the WSBPA has launched a new member recruitment campaign aimed at welcoming new members into the WSBPA for the balance of the 2022-2023 season and beyond.

Welcome new members Mill Town Smokehouse & Lanes in Morton, WA, Cheney Bowl in Cheney, WA and returning member Kent Bowl in Kent, WA.





# Return of the WSBPA High School Varsity Bowling Championship



Lilac Lanes in Spokane host the return of the High School Varsity Championships after a 3-year delay due to the pandemic.

An all-new format will enable all bowlers a fun-filled weekend, March 18-19, 2023, with events including singles, doubles and a four-person team event all included in one \$125 entry fee per person.

In addition, \$10,000 in USBC SMART scholarships will be awarded.

A maximum field of 32 four-person teams are expected.

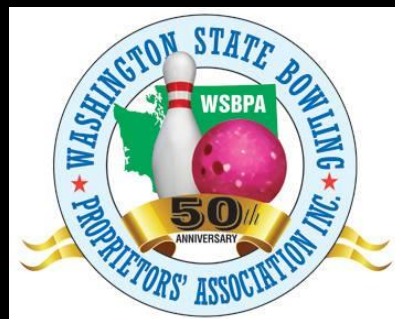




The months of December and often times into January, have increasingly become a mecca for corporate and community organizations turning to WSBPA member centers for their annual holiday gatherings.

From group lane packages to full center buy-outs, the family atmosphere available in neighborhood bowling centers can outshine traditional venues such as hotels, convention centers and potluck dinners.

The WSBPA has a stable of successful owner-operators available to help you plan, market and implement holiday parties for your community.



# WSBPA To Launch Expanded Programs

WSBPA “Futures Initiative” will begin its recruitment campaign in December through center visits, conference calls and Zoom sessions.

The “Futures Initiative” will encompass four primary objectives designed to expand resources for participating member centers while providing protection and safeguards should political or economic obstacles face the bowling industry in the months and years ahead.

## Key Objectives Approved Include:

- \* Providing legal counsel to member centers
- \* Engaging a professional lobbyist to represent the interests of the association
- \* Activating on-going marketing and public relations activities
- \* Providing member centers tools to rebuild and expand youth programs

## Funding program objectives will come from a collection of resources including:

- \* BPAA-WSBPA Smart Buy Revenue Sharing
- \* Voluntary member contributions
- \* WSBPA Community Service Program
- \* Partnerships

# Membership Renewal Underway for the 2022-2023 Season

Membership dues renewals have been distributed to WSBPA member centers for the 2022-2023 bowling season.

From BPAA Smart Buy Programs, to the WSBPA Annual Meeting, a variety of social and business activities will be held through June 2023.

Membership dues remain at \$88 per lane with convenient payment options via check or credit card through December 31, 2022.

**Our thanks to the following centers for submitting their 2022-2023 dues:**

- Kenmore Lanes – Kenmore, WA
- Eastmont Lanes – Wenatchee, WA
- Evergreen Lanes – Everett, WA
- Roxbury Lanes – Seattle, WA
- West Seattle Bowl – Seattle, WA
- Mt. Baker Lanes – Ferndale, WA
- Lake Bowl – Moses Lake
- Zeppoz – Pullman
- Westside Lanes – Olympia
- Round One – Puyallup
- Chelan Lanes – Chelan
- Triangle Bowl – Longview
- Secoma Lanes – Federal Way
- Fairway Lanes – Centralia
- \* Laurel Lanes Pt Angeles
- \* Prairie Lanes - Yelm
- \* Twin City Lanes - Stanwood
- \* 20<sup>th</sup> Century - Bellingham
- \* Atomic Lanes - Richland
- \* Aztec Lanes - Olympia
- \* Hi Joy Bowl – Port Orchard
- \* Hazel Lanes - Vancouver
- \* Valley Bowl - Spokane
- \* Strawberry Lanes - Marysville
- \* Elma Lanes - Elma
- \* Oak Bowl – Oak Harbor
- \* Spin Alley - Shoreline

# SCHEDULE AT A GLANCE

## Sunday, January 15

10:00 AM - 12:00 PM	SBCAE Meeting
12:00 - 6:00 PM	Registration
2:00 - 3:15 PM	FEC Committee
2:00 - 3:15 PM	Membership Committee
2:00 - 3:15 PM	Social Media Committee
2:00 - 3:15 PM	Tournaments Committee
3:30 - 4:45 PM	Government Affairs Committee
3:30 - 4:45 PM	IBE Committee
3:30 - 4:45 PM	League Development Committee
3:30 - 4:45 PM	Marketing Committee
5:30 - 7:30 PM	Welcome Reception & Exhibits

## Monday, January 16

8:00 AM - 5:00 PM	Registration
8:00 - 9:30 AM	Strolling Breakfast with Exhibits
9:45 - 11:00 AM	Get a Grip on Your Business... Robert Betzel
11:15 AM - 12:30 PM	Driving Incremental Bar Revenue... Kurt Moody
12:30 - 2:00 PM	Exhibitor & Attendee Networking Lunch
2:00 - 5:00 PM	IBMHOF Board meeting
2:15 - 3:30 PM	Score WOW Moments with CRM
3:45 - 5:00 PM	How the Savannah Bananas Went ALL-IN on Building Fans... Jared Orton

## Tuesday, January 17

8:00 - 10:00 AM	Registration
9:00 - 10:15 AM	Smart Buy Committee
10:30 - 11:45 AM	Thought Leader: Sam Glenn - When You Change Your Attitude You Change Everything
12:00 - 2:00 PM	Industry Update Luncheon
2:30 - 3:45 PM	Education Committee
2:30 - 3:45 PM	Food & Beverage Committee
5:00 - 7:30 PM	Final Night Event - Georgia State Railroad Museum

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All aspects of BPAA Bowling Summit 2023 are subject to change without notice.



A STRATEGIC MID-WINTER CONFERENCE  
**JANUARY 15 - 17, 2023**



Save the Date  
Meeting & Learning

**SAVANNAH  
GEORGIA**

Hyatt Regency  
Located at:

2 W. Bay Street

Savannah, GA 31401

Main Telephone: 912-238-1234

Reservations: 1-800-223-1234

When calling to make a reservation, please  
reference BPAA Mid Winter Summit



# The National Pepsi Program

1/1/2017 through 12/31/2023

**Collect your share of more than \$4.5 million in rebates  
paid out each year to BPAA members!**

**Members on the National Pepsi contract are eligible to receive:**

- NEW \$6 per-gallon funding on Pepsi-Cola fountain products
- NEW Rebates on Cases of Bottles and Cans
- Equipment loaned to the customer at no charge (except where prohibited by law)
- Free unlimited service and parts
- Free national promotions every year
- Menu board support & menu software and design services
- National Account Fountain pricing
- Frito-Lay product rebates
- Industry support and Member Support from BPAA Dedicated Pepsi Rep





Many great tournaments to choose from. We strive to create lifetime memories. "It's More Than Just Bowling"

2023 Jackpot Classic Tournament  
June 6<sup>th</sup> thru 9<sup>th</sup> - Orleans Hotel Casino  
Las Vegas, Nevada

Experience the Fun!

[www.jackpotclassic.org](http://www.jackpotclassic.org)

