

NEW! **PEPSI DEAL**

\$  **PER GALLON REBATE**

\$ Re-Sign Bonus Available through Sept 30 \$



NewsFrame

July/August, 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 this summer leading into the busy Fall Season including Seattle Mariner promotion, Jackpot Classic 2023, Bowl EXPO highlights and a unique cruise opportunity.



592

Number of tickets sold to-date
for the WSBPA Mariner
promotion August 26th



Highlights from Bowl EXPO in Orlando



- BPAA and Pepsi-Cola ink a long-term contract maintaining Pepsi as the official soft drink of bowling. Member centers on the BPAA-Pepsi contract will now enjoy a **\$7.00** per gallon rebate on Pepsi products. Details at: [Pepsi Program Information \(bpaa.com\)](https://www.bpaa.com/pepsi-program-information)
- Jason Hoff, owner of Evergreen Lanes in Everett, officially became a member of the BPAA Board of Directors for a two-year term. Congratulations Mr. Hoff!
- Legendary college coach Nick Saban delivered a keynote address on building successful teams by empowering his players and coaches.
- Rock and Roll Hall-of-Fame members Cheap Trick performed at Club EXPO to wrap up the week of festivities.
- The Bowl EXPO Trade Show featured masking unit LED video walls, a huge array of arcade games plus top PBA and PWBA stars in conjunction with the leading ball and shoe manufacturers.
- EXPO moves to Denver for 2024.

Annual WSBPA Jackpot Classic Attracts Top PBA Stars & Awards \$130,490 in Prize Money!

Bravo to Tournament Manager Jeff Swanson, West Seattle Bowl, and his staff for a stellar performance presenting the 2023 WSBPA Jackpot Classic Tournament June 6-9, 2023, at The Orleans Hotel Casino and bowling center in Las Vegas.

328 bowlers and guests were treated to star appearances by PBA Champions E.J. Tackett and Marshall Kent plus PBA Hall-of-Fame members Marshall Holman and Amleto Monacelli.



Seattle Mariners & WSBPA Strike Promotional Day at T-Mobile Park

- **Saturday, August 26th: Take Me Out to the Ball Game as the WSBPA and Seattle Mariners team together with attractive game ticket options and a stylish bowling – Mariner jersey**



Secure Your Own Block
of Tickets to the
Mariner Game Saturday,
August 26

For groups of 20 more, Alexa Olague
will fix you up with tickets and the
special Mariner Bowling Day Shirts.

aolague@mariners.com



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WA ST. Bowling Proprietors' Association Proposed Slate of Officers & Directors

President



Past President



Vice President



Secretary-Treasurer



At-Large Director



USBC Liaison
Barb Pettinger



Director – Region 1



Director – Region 2



Director – Region 3



Director – Region 4



Director – Region 5



Greg Olsen
Executive
Director

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



Lake Bowl Adds Outdoor Mini-Golf

Get Started! 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 \(bowlinguniversity.net\)](http://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





Daria Pajak
Targeted Celebrity



Bowling & Cruising



Shannon O'Keefe
Targeted Celebrity



Kyle Troup
Confirmed Celebrity

Jackpot Classic “At Sea!”

Join us December 31 – January 7th for a once in-a-lifetime experience bowling & sailing in the Caribbean

Celebrate the New Year as we sail with Norwegian Cruise Lines on a 7-day excursion through the beautiful Caribbean including Great Stirrup Cay & the Dominican Republic from Orlando (Cape Canaveral)

Our Ship: The Norwegian Epic



5 Ports of Call



San Juan, Puerto Rico



Stirrup Cay, Bahamas



Amber Cove – Dominican Republic



St. Thomas – US Virgin Islands



Tortola – British Virgin Islands

Doubles Competition

FIVE SPOTS ALREADY SOLD!

Limited to the 1st 30 doubles teams / 25 left

Roll three games of qualification with handicap

5 Squads of 12 people will roll on Jan. 2 and 6 while "at sea"

Top 3 teams advance to the live streaming finals

Each doubles finalist paired with one of our ship celebrities

2 game trios matches will crown our "At Sea" Champions

Tournament entry fee: \$300 per team

All 30 teams cash with minimum of \$40 per person

Awards party following finals – January 6th at 9:00 p.m.

Inside cabins from \$849 per person / balcony rooms from \$1,550 per person

(plus taxes) based on double occupancy

Shore excursions daily from each port city – Embark from Cape Canaveral, FL



RATE OPTIONS

Inside Cabin: from \$849 per person double occupancy

Balcony Stateroom: \$1,550 per person double occupancy

Club Balcony Suite: \$1,825 per person double occupancy

Plus: round trip airfare – \$300 doubles team entry fee - optional shore excursions

Drink and dining options – Wi-Fi.

NCL has several FREE promotional offers for Jackpot Classic Bowlers.

Tournament Site – “Epic Lanes”



Cruise & Tournament Managers



We hope to welcome you
onboard December 31, 2023.

*Secure your spot with a \$300 deposit
per doubles team. Space is very limited!
Call or email today.*

greg@propgallery.com

206.396.7468

Membership Renewal Rolls into Full Swing

An all-new dues payment portal has been introduced as the 2024 BPAA-WSBPA membership drive begins.

Members may opt for a single payment option or spreading payment over a four-month period August through November.

Dues remain at \$88 per lane covering both BPAA national dues plus WSBPA state dues. This marks the 15th consecutive year dues costs have remained unchanged.

Thanks so much for your continued support! [WSBPA Membership Renewal \(regfox.com\)](https://regfox.com)

