



A Service of the Bowling Proprietors' Association of North Jersey, Inc.

Vol. 9, No.2

Northern New Jersey

January 2010

Get Your Business Problems Solved!

You're Invited to a BPANJ Brainstorming Problem Solvers Seminar!

How the Seminar Works:



- ➡ E-mail (kar10s@aol.com) or fax (410-356-4997) a business problem or problems that you would like solved.**
- ➡ The problems to be discussed will be sent to the seminar participants in advance for their review.**
- ➡ The seminar participants will share their ideas on how to solve your problems.**

Wednesday, February 3, 10 am until 3 pm.

The seminar is free for the first two people from each center and \$15 for additional people! Includes lunch.

Brunswick Zone Carolier

790 US Highway 1 North Brunswick, NJ 08902 732-846-2424

**WE NEED TO KNOW IF YOU WILL BE ATTENDING AND HOW MANY
BY JANUARY 29, 2010.**

PLEASE E-MAIL KAR10S@AOL.COM OR CALL 410-356-0936.

Build Open Play Through Tryitvertising

Make Money While You Are Sleeping!

One of my followers dropped me a comment that this was originally a blank post. I am not quite sure how that happened, but no doubt it did, because I am editing it as I'm thinking.

I was going to write about an idea I had called "tryitvertising".

Simply stated, every 3 months, you sell your customer, via email, a pass for \$5. This pass entitles the customer (and up to x# of people?) to get 1 hour of bowling and shoe rentals.

Why would you do this?

Because it just might activate someone who has not been in the center in a while (remember, the average open play customer only comes to your center twice in one year!!) and you just might get the opportunity to sell that customer on the benefits of a specific short season league you are trying to form or get their interest on a about a special event.

Each pass would have a 3 month expiration and once it was gone, it is gone. This would be set up as an automatic bill that hits the customer's credit card every 3 months. No hassle for you, easy for the customer.

The customer must sign up for a minimum of 4 passes. So lets assume that 500 customers sign up for this; that would be \$10,000 annually coming in over the internet? Bang, you have a money making machine while you sleep!

Any "triers" out there?

This article is a blog written by Fred Kaplowitz, President of the Kaploe Group, and Executive Director of the BPA of North Jersey. Visit <http://fredkaplowitz.blogspot.com> to read more of Fred's blogs.

Bowling Proprietors' Association of North Jersey, Inc. Members

Bowling Center

- Boonton Lanes
- Brunswick Zone Carolier Lanes
- Fort Monmouth Lanes
- Garwood Lanes
- Harmony Lanes
- Howell Lanes
- Jersey Lanes
- Majestic Lanes
- Oakwood Lanes
- Rockaway Lanes
- Sparta Lanes
- Stelton Lanes
- Tenpin Lanes
- T-Bowl II
- Woodbridge Bowling Center


Location & Telephone


- Boonton, 973-335-0123
- N. Brunswick, 732-846-2424
- Ft. Monmouth, 732-532-3805
- Garwood, 908-276-2040
- Middletown, 732-671-2100
- Howell, 732-462-6767
- Linden, 908-486-6300
- Hopelawn, 732-826-6800
- Washington, 908-689-0310
- Rockaway, 973-627-5800
- Sparta, 973-729-6135
- Piscataway, 732-985-2695
- Manville, 908-526-4040
- Wayne, 973-694-5800
- Woodbridge, 732-634-4520


Do you not see a bowling center listed here which might be a prospect for membership in our association?


Please call Stacy Karten at the Kaploe Group (410-356-0936) and advise him.


News & Notes

 The Bowling Proprietors Association of North Jersey combined with the Bowling Proprietors Association of Southern New Jersey to co-sponsor a brick as part of the capital campaign for the new International Bowling Hall of Fame & Museum at the Bowling Campus in Arlington, Texas. The Hall of Fame surpassed its fund raising goal of \$1 million. The grand opening will occur January 23-27 during the BPAA Bowling Summit.

 2008 U.S. Vice Presidential candidate Sarah Palin will be the keynote speaker at the BPAA Bowl Expo which will take place June 27 through July 1 in Las Vegas. For more information, visit www.bowlexpo.com.

 The BPANJ, in conjunction with the NJRA, plans on introducing a bill to legalize 50-50 bowling center raffles.

 *Bowling Center Management* magazine now features podcasts. Visit www.bcmmag.com and click on the podcast icon.

 Did you know you enjoy substantial savings as a BPAA member through the group purchasing arrangements with Smart Buy members? There are currently 24 Smart Buy vendors in the program. Visit www.bpaa.com and click on vendors and exhibitors to see which companies presently are participating.

Striking Success Newsletter

Striking Success is published in January, April, July, and October by the Bowling Proprietors' Association of North Jersey, Inc. For more information, contact Sharon Nasta at 732-462-6767 (Howell Lanes).



**OUR MISSION IS TO
ENHANCE YOUR
PROFITABILITY!**



President

Sharon Nasta
Howell Lanes
732-462-6767

Vice-President

Nadine Sokalski
Stelton Lanes
732-985-2695

Secretary

Richard Mark
Rockaway Lanes
973-627-5800

Treasurer

Bob Bier

Visit Us On-Line At
WWW.BOWL-NJ.COM

Please Support Our Trade Members!

Bowlers' Supply, Inc.

Contact: Terry Brenneman, 1600 Pennsylvania Avenue, York, PA 17404
Ph: 717-845-1504 Fax 717-854-6072 www.bowlerssupply.com

Brouwer, Hansen & Izdebski Insurance

Contact: Dave Stanton, PO Box 1010, Haddonfield, NJ 08033
Ph: 856-795-7500 Fax: 856-854-5919 www.bhi-insurance.net

Brunswick Bowling & Billiards

Contact: Brent Perrier, 1 N. Field Court, Lake Forest, IL 60045
Ph: 847-735-4700 Fax: 847-735-4500 www.brunswickbowling.com

Charles Dunn Systems

(Indoor Air Pollution Controls)

Contact: Charles Dunn, 400 School Street, Woodbridge NJ 07095
Ph: 800-464-2454 Fax: 732-634-5411 www.ecoquestintl.com/charly
Email: c-dunn1@msn.com

Confidential Brokerage Services

(Buy & Sell Centers & Equipment)

Contact: Louis Chapman, 6816 South Q Court, Fort Smith, AR 72903
Ph: 479-484-5473 Fax: 479-484-5473 (call 1st) Email: confidentialbroker@sbcglobal.net

Done-Rite Pins & Capital Equipment

Contact: Glenn Gable and Dave Sapp, 20434 Krick Rd. West, Walton Hills, Oh 44146
Ph: 800-222-2695 Fax: 440-232-3635 www.donerite.com

EBN Manufacturing & Sales

(Manufacturing, Sales & Support; Pinsetter Parts, Supplies and Service)

Contact: Ed Fox, 352 Union Avenue, Bellmawr NJ 08031
Ph: 888-435-6289 Fax: 888-435-6280 www.EBNServices.com
Email: edfox@ebnservices.com

Linds World Impex

(Rental Shoes, Resale Shoes, Bags, Lockers)

Contact: David Wiggins, 6620 Southpoint Drive South, Jacksonville, FL 32216
Ph: 800-950-4568 Fax 904-332-0930 www.linds.com

Marcel Fournier Bowling Services

(Brokerage & Appraisal Services, affiliated with Sandy Hansell)

Contact: Marcel Fournier, 304 Dunlawton Avenue, Port Orange FL 32127
Ph: 386-233-0924; 800-732-4145 Fax: 386-767-3226 Email: MarcelSellsFl@aol.com

Please Support Our Trade Members!

Miller Brewing Company

Contact: Marty Reed, 7 Foster Avenue, Suite 100, Gibbsboro NJ 08026
Ph: 856-489-5900 Fax: 856-504-5990 Email: reed.martin@mbco.com

Mulbro Manufacturing Company

Contact: Ray Mullen, PO Box 386, Middlesex, NJ 08846-0386
Ph: 732-752-8073 Fax: 732-424-1280
Email: rcmullen@att.net and mulbromfg@hotmail.com

New Jersey Restaurant Association

(Trade Association)

Contact: Laura Kalanich, 126 West State Street, Trenton, NJ 08608
Phone: 800-848-6368 Fax: 609-599-3340 www.njra.org Email: lkalanich@njra.org

Sports Reporter

(Bowling Newspaper)

Contact: Dan McDonough, PO Box 1491, Secaucus, NJ 07094
Ph: 201-865-5363 Fax: 201-865-6246 Email: sportsreporter@mail.com

Storm Products

(Bowling Balls, Bags, Apparel & Accessories)

PO Box 212, 165 S. 8th W, Brigham City UT 84302
Ph: 800-369-4402 Fax 435-734-0338 www.stormbowling.com

The Green Revolution

(Industrial Energy Saver)

Contact: Bradley Cohen, #158, 73 Old Dublin Pike, Suite 10, Doylestown, PA 18901
Phone: 800-655-1033 www.startthegreenrevolution.com
Email: startthegreenrevolution@gmail.com

The Kaploe Group

(Marketing & Management Consulting)

Contact: Fred Kaplowitz, 330 E. 38th Street, New York, NY 10016
Phone: 212-867-2577 Fax: 212-867-9277 www.kaploegroup.com
Cell: 516-359-4874 Email: fredkap@verizon.net

January Meeting Notice - Important

The next meeting of the BPA of North Jersey will take place on Wednesday, January 20, 2010, at **6:30 pm**, at Majestic Lanes. That's right...it is an evening meeting. This will enable those who have not been able to attend the daytime meetings to attend, plus we will be inviting trade members to attend and discuss their products and services. Please make a special effort to attend this meeting as we will have a full agenda.



2010 PEPSI-COLA COMPANY POSTMIX PRODUCTS

NATIONAL ACCOUNT PRICES

EFFECTIVE JANUARY 1st, 2010

(Price/Postmix Gallon)

\$55.75

\$34.56

Carbonated Soft Drinks	5 Gal. BIB	3 Gal. BIB
Pepsi	\$ 11.15	\$ 11.52
Caffeine Free Pepsi	\$ 11.15	\$ 11.52
Wild Cherry Pepsi	\$ 11.15	\$ 11.52
Mountain Dew	\$ 11.15	\$ 11.52
Mountain Dew Code Red	\$ 11.15	\$ 11.52
Sierra Mist	\$ 11.15	\$ 11.52
Mug Root Beer	\$ 11.15	\$ 11.52
Diet Pepsi	\$ 11.15	\$ 11.52
Caffeine Free Diet Pepsi	\$ 11.15	\$ 11.52
Diet Mountain Dew	\$ 11.15	\$ 11.52
Sierra Mist Free	\$ 11.15	\$ 11.52
Mirinda Flavors	\$ 11.15	\$ 11.52
Patio Flavors	\$ 11.15	\$ 11.52
Manzanita Sol	\$ 11.15	\$ 11.52
Frozen Carbonated Beverages	\$ 12.64	\$ 12.98

Tropicana	5 Gal. BIB	3 Gal. BIB
Tropicana Orange Twister	\$ 11.15	\$ 11.52
Tropicana Lemonade	\$ 11.15	\$ 11.52
Tropicana Pink Lemonade	\$ 11.15	\$ 11.52
Tropicana Sugar Free Lemonade	\$ 11.15	\$ 11.52
Tropicana Fruit Punch	\$ 11.15	\$ 11.52

Season's Harvest Juice Blends	3 Gal. BIB
Season's Harvest 100% Orange Juice	\$ 27.26
Season's Harvest 100% Apple Juice	\$ 27.26
Season's Harvest Grapefruit Juice	\$ 24.07
Season's Harvest Cranberry Cocktail	\$ 24.07
Season's Harvest Pineapple Juice	\$ 24.07

Season's Harvest Mixers	3 Gal. BIB
Season's Harvest Sour Mix	\$ 21.22

Lipton Brisk Teas	5 Gal. BIB	3 Gal. BIB
Brisk No Caloric Green with Peach	\$ 11.15	\$ 11.52
Brisk Peach	\$ 11.15	\$ 11.52
Brisk Plain	\$ 10.39	\$ 10.76
Brisk Raspberry	\$ 11.15	\$ 11.52
Brisk Sweetened	\$ 11.15	\$ 11.52
Brisk Sweetened with Lemon	\$ 11.15	\$ 11.52

SoBe	3 Gal. BIB
SoBe Energy	\$ 12.12
SoBe Lean Cranberry Grapefruit	\$ 12.12
SoBe Power Punch	\$ 12.12
SoBe Lean Cherry Lime	\$ 12.12
SoBe No Fear	\$ 12.93
SoBe Adrenaline Rush	\$ 44.42

Fruit Works	5 Gal. BIB	3 Gal. BIB
Fruit Works ICB	\$ 12.64	\$ 12.98

STORM



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BPANJ



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