



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

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Northern New Jersey

October 2009



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# Leader of the Pack



## Improving Employee Performance

For those of you who have ever seen "The Dog Whisperer" with Cesar Milan, or for those who have not seen it, you might be interested to know that Cesar Milan has built a multimillion dollar business based on his skill with pets and their owners.

Now, in its 6th season, "The Dog Whisperer", on the National Geographic Network, premiered in 2004 and has grown into an hour long show with over 11 million weekly viewers. Some of his clients have been famous pet owners such as Will and Jada Pinkett Smith, Michael Eisner and Oprah Winfrey. For these "rock star" people, he typically charges \$10,000 to \$100,000 for his time.

His philosophy of dog training is simple; train the HUMAN to become the pack leader in their own homes. Since dogs are by nature creatures of the pack, the human must be the pack leader so the dog will follow his instructions. He bases his training on three pillars; exercise, discipline and affection.

One of Cesar Milan's favorite authors, Dr. Wayne Dwyer has taught Mr. Milan the power of intention. According to Mr Milan, "the power of intention teaches that anything that is realistic, if I can create it in my own mind, it can become a reality". He further states that by combining this power of intention with balance, "our most important tool; calm assertive energy", any one can become a pack leader.

Perhaps that's what it takes to lead our pack of employees. If we exercise our employees' minds by challenging them to solve little problems at first and then bigger problems later, we can train them into shape. Then by creating a disciplined environment where name badges, uniforms, precise telephone answering techniques; and a customer centered approach to customer service is always present, we can bring structure to an environment that is inherently chaotic. Discipline will also come into play if we consistently "inspect what we expect" and teach accountability to our employees...and maybe to ourselves as well. And finally, if we as owners become that pack leader, we can do it with affection, with a sense of humor and with a feeling that we are moving our organization to a new level of performance.

Woof.

**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 For 2009

## Bowling Center

- Boonton Lanes
- Brunswick Zone Carolier Lanes
- Fort Monmouth Lanes
- Garwood Lanes
- Harmony Lanes
- Howell Lanes
- Jersey Lanes
- Majestic Lanes
- Memory Lanes (closed due to fire)
- 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
- Shrewsbury, 732-747-6880
- 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

✂ Congratulations to Tom Martino of Majestic Lanes who will be receiving an award from the Metropolitan Bowling Writers at the East Coast Bowling Centers Convention in November.

✂ Music licensing payments for 2010 are due by the end of December. The money you save as a BPAA member on music licensing fees pays for your BPAA national dues.

✂ Through Strike Ten Entertainment, a free game of bowling coupon appears on Tony's frozen pizza products. The coupon is valid through August 31, 2010.

✂ Leading Edge Promotions, in conjunction with Strike Ten Entertainment, has ball league programs for Nascar, Harley-Davidson, Transformers and Bratz.

✂ If you have not signed your new Pepsi contract, please do so asap. As a reminder, you enjoy better product pricing plus your center and our association receive marketing funds in relation to purchase volume.

✂ Promotional information about your bowling center's Thanksgiving, Christmas and New Year's programs should be available now for your customers.

✂ The BPA North Jersey is planning a seminar for January. Details to come.

### *Striking Success Newsletter*

**S**triking 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: rcullen@att.net and mulbromfg@hotmail.com

## 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 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

## 4-Step Approach to Developing Company Holiday Parties

Following is a strategy to help you build your holiday party business. This is the peak of the season for party business so promotion should start now.

- ✍ Determine your holiday party packages which should include bowling (games or time), shoe rental, food and drink. Prepare a flier/brochure that promotes the holiday parties.
- ✍ Make a list of company/group prospects you can contact to offer holiday parties. The best prospects are those who had parties last year.
- ✍ Call the prospects and ask their permission to send them information about the parties by e-mail, fax or mail.
- ✍ Follow up 7-10 days later to make the sale.

# Association Implements Company Holiday Party Promo



Will you do the same old office party this year?

What do you want for **your** holiday party?

1. I want my employees to have **FUN**.  Yes  No
2. I want my party to have **VALUE**.  Yes  No
3. I want my employees to say **"WOW!"** afterward.  Yes  No

If you say "yes" to **FUN, VALUE, or WOW!**, then a New Jersey Bowling Center is the place for you!

We're booking the holiday season, so contact us today to start planning your unforgettable party.

**NEW JERSEY BOWLING CENTERS**  
www.bowl-nj.com

Nine BPA of North Jersey member centers opted into a company holiday party promotion in October. A full color post card (front of card is shown above) was mailed to 200 businesses that employ 50-99 people in each bowling center's market area.

Following the mailing, the association will be calling 25 companies for each bowling center to follow up and determine if there is any interest in the company having a holiday party.

This promotion should be an effective way of developing more holiday parties among companies. The program only cost \$150 for each participating center.