NOVEMBER 2026

BCM

OFFICIAL PUBLICATION OF BPAA

What Randy Pedersen Meant to Our Industry

Karma Issue: People Doing the Right Things for the Right Reasons

IAAPA Preview: The Arcade Scene Today



Diana Brown oversees the Business Department at Sam Houston State University, where the motto is, "The measure of a life is its service." The BCM Interview, page 34.

Paper Chase

It's Now Possible to Earn a Business Degree with a Bowling Management Minor, Thanks to BPAA and Sam Houston University













Get ready for the holidays with BES NV!

Spread holiday cheer throughout your center with 80s Christmas in Neo-Fi mode, or with a mix of other seasonal grids and the selections of winter themed backgrounds on the Neoverse wall.

Welcome your guests this season with custom holiday content using BES NV Identity on your consoles and monitors.

Deliver your menu and festive specials right to your guests without interrupting the on-lane fun with On-Demand Ordering.

Give your guests the gift of the ultimate bowling entertainment experience this holiday season with BES NV!

Learn More

BES ∞ NV

The Ultimate Bowling **Entertainment Experience** *from QubicaAMF*

QUBICA AMF

STORM

YOUR BRAND.
EVERY FRAME.



Turn every game into a branding opportunity with **custom Storm house bowling balls featuring your logo**. Create a memorable experience while keeping your business front and center with every roll.

CONTACT BRETT COOPER FOR MORE INFORMATION
BRETT.COOPER@STORMBOWLING.COM

BCM
OFFICIAL PUBLICATION OF BPAA

VOL. 31, NO. 11
NOVEMBER 2026

Publisher
FRANK DeSOCIO

Editor
BOB JOHNSON
bob@bpaa.com

Associate Publisher
BARBARA PELTZ
312-285-5525
barb@bpaa.com

Creative Director
ANDY NOWAK

Senior Correspondents
MARK E. BATTERSBY
DENNIS BERGENDORF
BARRY SPARKS
DAVE WILLIAMS

Contributing Writers
JOHNNY CAMPOS
STEVE CIESLEWICZ
GEORGE MCAULIFFE
HOWARD MCAULIFFE
ADAM MELROSE
BOB NIEMAN
LANCE RASMUSSEN
EDGAR VAZQUEZ

Contributing Photographers
RANDY GULLEY
MICHELLE JOHNSON
HERO NODA

BOWLING PROPRIETORS' ASSOCIATION OF AMERICA
BPAA

BOWLING PROPRIETORS'
ASSOCIATION OF AMERICA
621 Six Flags Dr.
Arlington, TX 76011

Phone: 800-343-1329
Fax: 817-633-2940

www.bpaa.com
www.bcmmag.com



Randy Pedersen (right) enjoyed working with Rob Stone and Kimberly Pressler during the years the PBA Tour appeared on FSN and, occasionally, FOX. Stone says he worried about Pedersen after The CW opted to bring in an entirely new team.

Concern for Pedersen After the Booth Change

Rob Stone remembers when Fox Sports got the PBA contract and he was selected to be the lead play-by-play man. The first telecast pairing Stone and Randy Pedersen in the broadcast booth was 72 hours away, "and it was like cramming for a final after skipping every class during the semester."

Stone says he didn't know the terms, didn't know how the scoring worked, and didn't understand what separated the players in talent. What he did know, he says, was that "I could trust Randy, that I could bounce questions off him and he would have my back. I also felt he could and would embrace my energy and humor because we were of the same cut."

Stone and Pedersen became more than broadcast partners; they became friends. So even after they parted ways once the deal with Fox Sports ended, they kept in touch, primarily by text.

"Those of us in this tight little community certainly were sad that a decision was made to change the booth," Stone says. "I was worried about how it would impact Randy and his career — his earnings and his living. The TV gig was a big part of who he was, and when you steal that from anybody, there's going to be some concern. But there's no way I thought it would have elevated to where it did."

Added Stone: "I'm grateful for the memories and the time we had together."

I think anyone who knew Randy Pedersen would echo those sentiments.



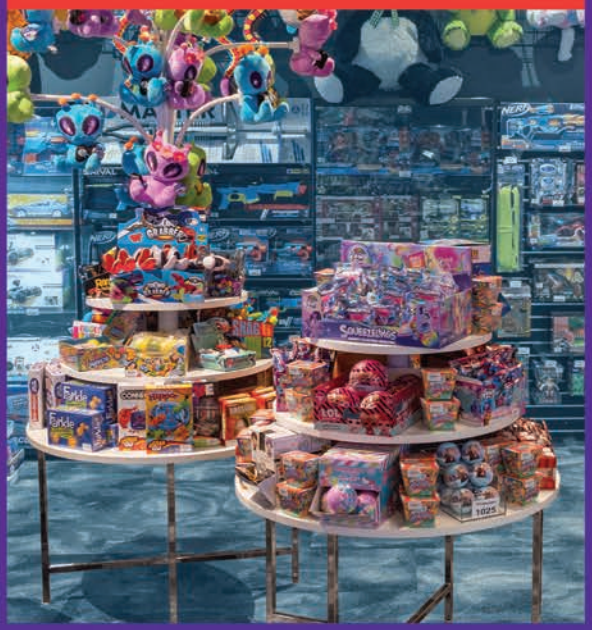


BCM Editor Bob Johnson is a member of the Professional Bowlers Association, United States Bowling Congress, International Bowling Media Association, California USBC Association and Orange County USBC Association Halls of Fame. He can be reached at bjibob@aol.com.

SET UP NOW FOR A BIG NEW YEAR

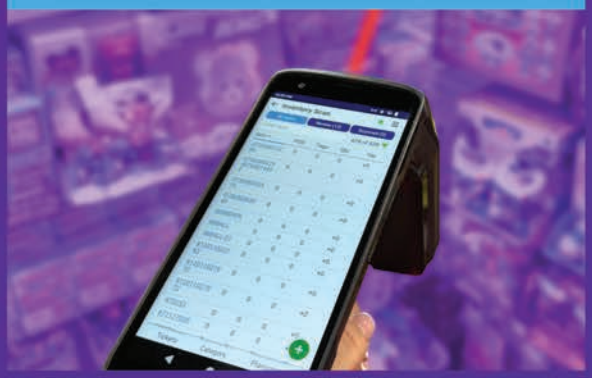
Stock Smarter with AMRS

Build a balanced prize mix that has everything guests love.



Scan Faster with RFID

Go from hours to seconds using RFID inventory technology.





Run Your Center Better

Restock automatically and free up even more of your staff's time.

Make Next Year Your Best Year

Speak with our team today!
Call **800-272-6375**

Visit us at IAAPA

Booth #S3407 for an RFID demo.

IAAPA EXPO

BMI MERCHANDISE

The end of the year goes FAST. Let's plan early so you go into 2027 ahead of the game.

Scan to see our newest tech in action!
bmimerchandise.com

BCM
OFFICIAL PUBLICATION OF BPAA
NOVEMBER 2026 • ISSUE 11

CONTENTS



There's plenty of seating at Legends Entertainment, where guests can choose from an array of dining options. Page 58.

9 UP FRONT

10 BUSINESS NEWS
BPAA award nominations are open; Pedersen's death confirmed suicide.

24 TIMELINE
Indoor smoking ban stalls; new ball hardness rules impact pro shops.

31 IN-DEPTH

32 SUMMIT PREVIEW
Two seminars in Florida will draw from the Disney guest-service ethos.

34 THE BCM INTERVIEW
Diana Brown on the new business program being rolled out at SHSU.
With John Campos

40 REMEMBRANCE
Randy Pedersen said he felt the industry never gave him his due.
By Bob Johnson

46 IAAPA PREVIEW
What's new on the arcade scene, plus two pages of product debuts.
By Dennis Bergendorf

56 PROMOTIONS
Putting butts in seats at your center and bar during the football playoffs.

58 FIRST LOOK
Top local athletes are spotlighted in Springfield's new place to play.
By John Campos

88 ONE OF US
Despite the loss of numerous local employers, Mark Martin pushes on.
By Dennis Bergendorf

67 KARMA

67 GARDEN BOWL
How does a center celebrate an 80th anniversary? Give back in 80 ways.
By Bob Nieman

70 LET IT ROLL BOWL
A Phoenix center where community is at the heart of every decision.
By Bob Nieman

74 MUSEUM HONOREES
Meet the Museum/Hall's 'Striking Contribution' Award recipients.
By Kari Smith Williams

76 FOX BOWL
Building community through lots of interconnected relationships.
By Bob Nieman

78 SANTA CLAUS
Gudorf undergoes a rare procedure so he can keep bringing joy to kids.
By Bob Johnson

81 INSIGHT

82 ACCOUNTING
With the IRS, doing something the wrong way hardly ever ends well.
By Mark E. Battersby

83 D.C. WATCH
A nickel for your thoughts: How the Common Cents Act impacts bowls.
By Edgar Vazquez

84 ATTRACTIONS INSIDER
Especially this year, those attending the IAAPA Expo should have a plan.
By Howard McAuliffe

85 PHILANTHROPY
During this month of Thanksgiving, 4 ways to help your town's needy.

MORE

2 FRONT LINES
There was concern for Pedersen after the 'booth change' decision.
By Bob Johnson

6 A MESSAGE FROM BPAA
Bowling proprietors are powerful in numbers, especially at state level.
By Michael Houser

8 SAVE THE DATE

9 AT DEADLINE
It's BVL Month in America. Are you ready for your center's fundraiser?

9 BY THE NUMBERS
85

20 PEOPLE, PLACES & THINGS

28 PRODUCTS & SERVICES

31 PROFIT BREAK
The 2027 Bowling Summit will be here soon. Meet 2 of the speakers.

31 MUST READ
"How Leaders Can Inspire Accountability," by Michael Timms

54 IAAPA BUYERS GUIDE

80 BCM BUYERS GUIDE

81 FOOD & BEVERAGE
During the holiday season, turn your center's pizzas into wreathes.

81 IDEA BANK
If you are planning to have Santa visit your center, get him scheduled.

81 DIGITAL DIGEST
Text messaging: the best way to reach your customers quickly.
By Lance Rasmussen

81 QUOTE/UNQUOTE
Erma Bombeck

86 CLASSIFIED PAGES


Everything runs better when it's in Sync®
Whether you're short on staff, feeling cost pressure, or trying to keep up with rising guest expectations, Sync delivers.
One connected platform powers your lanes, kitchen, bar, arcade, and guest experience—automating the everyday and elevating every interaction. Less stress. More strategy. Real results.
Sync Center Operating System · The One For All
brunswickbowling.com
Brunswick®
Experience is Everything.
LEARN MORE
©2026 Brunswick Bowling Products, LLC. Form #BCS-13CE

Power in Numbers

Getting involved at the state level can reap many benefits.



MICHAEL HOUSER

While I am thrilled to be representing the BPAA as the Director of Managed States, full disclosure: I did not grow up on the lanes, nor have I worked in a center. I dove into the bowling world for the first time upon joining the association earlier this year.

Growing up in McKinney, Texas, fond memories of visiting my local center (JB's Allen Bowl in Allen) as a casual bowler come to mind when thinking of my earliest bowling memories. While a few months of bowling in my first leagues at the International Training and Research Center have turned me into a "regular bowler," I imagine you'd probably frown on my straight-ball technique that leaves 5-pins criminally.

Being a passionate sports fan and competitor, the truth is I'm too competitive to risk throwing a gutter ball by trying out the "spin" during league — despite seeing two-handed bowlers spinning up nine straight strikes next to me.

I have felt immediately welcomed by my fellow bowlers. However, it remains tough to accept congratulations and high fives for my spares as being anything other than pity. League bowling can be a tough world — a known truth that was one of my first lessons upon being indoctrinated as a BPAA employee. (By the way, I'm working on the hook; it's getting there.)

I've learned so much about the bowling world than I ever knew existed during these first six months on the job, from the education and networking opportunities that BPAA provides at a national level, to the passionate boards of directors at the state level who make possible everything from adult/youth tournaments to casino fundraisers at their annual membership meetings.

I've been amazed at both the scale and depth of the work proprietors are doing every day to push the sport of bowling and am proud to be supporting proprietors at the state level to continue to make those efforts possible.

What does not surprise me, after previously working with ice hockey rink proprietors and general managers around Dallas-Fort Worth as well as the Dallas Stars for four years, is the level of passion, dedication and comradery of proprietors who live it every day in their centers.

Few understand the effort, work and dedication (not to mention time) that goes into maintaining an ice rink like the general manager of another ice rink — whether it involves maintaining the refrigeration system, the struggles of training and retaining a great front-desk staff, or how to grow the game in a changing economic environment.

Insert "pinsetting machine" for "refrigeration system" and many of the issues are the same in bowling, though I cannot say I understand the overly passionate parent that believes their seven-year-old is headed to the pros. (Unfortunately, that sounds familiar across most sports.)

When it comes to the future of bowling, which I'm now proud to be a part of, I believe participating in your association — whether at the local, state or national level — remains important in a world that increasingly sees others feeling isolated by technology.

What makes an association great can be found in the name itself: Associating with other proprietors provides invaluable ideas, tribal knowledge, and a resource bank for others to utilize, whether an industry lifer or a new proprietor who just bought their first center.

> Participating in your association remains important in a world that increasingly sees others feeling isolated by technology.

At the national level, having access to the trove of educational and training resources the BPAA can provide is great on its own, but also having access to call on your Smart Buy resources to figure out how to save more for your business are a gift that keeps on giving.

And if you are part of one of our managed states, you can call me to ask anything. We are here to serve bowling proprietors and enhance profitability in any way we can.

On the state level, we have knowledgeable and invested board members who not only are working hard daily on committees and bringing tournaments, legislative events, and annual membership events to life, but are available to serve as guides for any member centers within the state that is invested in the success of their fellow proprietor.

As I have heard multiple times during this first year on the job, attending the annual membership meeting in person is valuable for every proprietor, regardless of experience level. If you can take away just one great idea to implement at your center, the time investment will have been worthwhile.

I'm still learning the industry, so feel free to shoot those ideas my way anytime. As an association, we are powerful in numbers.

Michael Houser is BPAA's Director of Managed States.

COME SEE US AT THE SHOW!

IAAPA® EXPO 2026



Find us on the show floor!

Booth #S3026 - South Hall

Heading to Orlando this November? Make sure to stop by and chat with the team, check out our new and trending prizes and learn how we can help your center stay profitable with our services program!
Plus, we'll be revealing the winner of our Custom Plush Battle Royale contest!

EXCEPTIONAL PRIZE SELECTION. EXPERT REDEMPTION SERVICES. LIFETIME SUPPORT.

www.redemptionplus.com
1.888.564.7587

QUBICA AMF SUPPLIES
QUBICAAMFSUPPLIES.COM

SAVE THE DATE

NOVEMBER

Through Nov. 14 — Wisconsin USBC Youth Scratch Championships presented by SMART, league-level qualifying, statewide centers; bowlwi.com
Nov. 1 — BCAW High School Bowling Club competition may begin; bowlwi.com
Nov. 8 — USA Bowling Regional Tournament Series, Upper Midwest, Bowlerama Lanes, Des Moines, Iowa; bowl.com
Nov. 11-12 — BCA of Ohio Fall Seminar and Meeting, Embassy Suites, Dublin, Ohio; bowlohio.com
Nov. 15 — USA Bowling Regional Tournament Series, Atlantic East, Sparetimes, Hampton, Virginia; bowl.com
Nov. 16-20 — IAAPA Expo, Orange County Convention Center, Orlando, Florida; iaapa.org
Nov. 18 — Indiana BCA Dinner at IAAPA, Seasons 52, Orlando, Florida; indianagobowl.com
Nov. 21 — USA Bowling Regional Tournament Series, Pacific, Country Club Lanes, Sacramento, California; bowl.com
Nov. 22 — PWBA Greater Pittsburgh Regional, AMF Mt. Lebanon Lanes, Pittsburgh, Pennsylvania; pwba.com
Nov. 22 — USA Bowling Regional Tournament Series, Lower Great Lakes, Mike Aulby's Arrowhead Bowl, Lafayette, Indiana; bowl.com

DECEMBER

Dec. 7 — BCA of Wisconsin Board of Directors Meeting, Willow Creek Lanes, Green Bay, Wisconsin; bowlwi.com
Dec. 8 — Indiana BCA Holiday Board of Directors Meeting and Dinner, Terra Gaucha, Indianapolis, Indiana; indianagobowl.com
Dec. 10-12 — PWBA Regional Showdown, Airport Lanes, Sanford, Florida; pwba.com
Dec. 12 — USA Bowling Regional Tournament Series, Southwest, Suncoast Bowling Center, Las Vegas, Nevada; bowl.com
Dec. 13 — USA Bowling Regional Tournament Series, Northeast, Rab's Country Lanes, Staten Island, New York; bowl.com

JANUARY 2027

Jan. 2-16 — Wisconsin USBC Youth Scratch Championships Presented by SMART, league-level qualifying, statewide centers; bowlwi.com
Jan. 3 — USA Bowling Regional Tournament Series, Coastal South, Airport Lanes, Sanford, Florida; bowl.com
Jan. 9 — USA Bowling Regional Tournament Series, South Central, Copperfield Bowl, Houston, Texas; bowl.com
Jan. 10-12 — BPAA Bowling Summit, Westin Fort Lauderdale Beach Resort, Fort Lauderdale, Florida; bpaa.com

FEBRUARY 2027

Feb. 9-10 — BPA of the Carolinas and Georgia "Parade of Ideas" Convention, Harrah's Cherokee Resort, Cherokee, North Carolina; bpacga.com
Feb. 13 — Indiana BCA High School Bowling Clash of the Conferences, Inman's Recreation Center, Valparaiso, Indiana; indianagobowl.com
Feb. 20-21 — Indiana High School Bowling State Finals, Championship Lanes, Anderson, Indiana; indianagobowl.com
Feb. 26 — Postmark deadline for 2027 BCAW Scholarship Program applications; bowlwi.com

MARCH 2027

March 5-7 — BCAW High School Bowling Club State Championships, The Ashwaubenon Bowling Alley, Green Bay, Wisconsin; bowlwi.com
March 6 — USA Bowling Regional Tournament Series, South, Bowlero Austell, Marietta, Georgia; bowl.com
March 6 — Indiana High School Bowling All State Tournament, Heritage Lanes, Kokomo, Indiana; indianagobowl.com
March 7 — USA Bowling Regional Tournament Series, Mountain, Sleeping Giant Lanes, Helena, Montana; bowl.com
March 7 — BCAW Storm Scholarship Doubles, The Ashwaubenon Bowling Alley, Green Bay, Wisconsin; bowlwi.com
March 9 — Indiana BCA Spring Board of Directors Meeting, Royal Pin Expo, Indianapolis, Indiana; indianagobowl.com
March 13 — BCAW All Star Team Challenge, Riviera Lanes, Green Bay, Wisconsin; bowlwi.com
March 15-18 — Amusement Expo International, Las Vegas Convention Center, Las Vegas, Nevada; amusementexpo.org
March 21 — USA Bowling Regional Tournament Series, Midwest, Let's Roll Seneca, Wichita, Kansas; bowl.com

APRIL 2027

April 3-4 — Wisconsin USBC Youth Scratch Championships Presented by SMART Wisconsin Regionals, various statewide centers; bowlwi.com
April 4 — USA Bowling Regional Tournament Series, Southeast, Myrtle Beach Bowl, Myrtle Beach, South Carolina; bowl.com
April 10-11 — Wisconsin USBC Youth Scratch Championships Presented by SMART Wisconsin Regionals, various statewide centers; bowlwi.com
April 17-18 and 24-25 — BCAW Wisconsin Adult-Youth Scholarship Tournament State Finals, White Tail Lanes, Amherst Junction, Wisconsin; bowlwi.com
April 24 — USA Bowling Regional Tournament Series, New England, Nutmeg Bowl, Fairfield, Connecticut; bowl.com
April 25 — USA Bowling Regional Tournament Series, Heartland, Arlington Lanes, Arlington Heights, Illinois; bowl.com

MAY 2027

May 1 — BCAW Middle School Bowling Club State Championships, Dale's Weston Lanes, Weston, Wisconsin; bowlwi.com
May 2 — Wisconsin USBC Youth Scratch Championships Presented by SMART Wisconsin State Tournament, Dale's Weston Lanes, Weston, Wisconsin; bowlwi.com
May 2 — USA Bowling Regional Tournament Series, Upper Great Lakes, Cedarvale Lanes, Eagan, Minnesota; bowl.com
May 6-8 — PWBA Rhode Island Open, East Providence Lanes, Rumford, Rhode Island; pwba.com
May 8 — BCAW Middle School Bowling Club State Championships, Dale's Weston Lanes, Weston, Wisconsin; bowlwi.com
May 13-15 — PWBA Delaware Open, Mid County Lanes and Entertainment, Middletown, Delaware; pwba.com
May 15 — Indiana BCA Middle School Bowling State Finals, Pro Bowl West, Fort Wayne, Indiana; indianagobowl.com
May 19-25 — USBC Queens, New Victory Lanes, Mooresville, North Carolina; pwba.com

UP FRONT



British Drama Gives Center a Paint Makeover

Go Bowling in Dunstable, Bedfordshire, England, received a makeover, the result of hosting an episode of the Apple TV drama, "Slow Horses" (screen capture). The program follows a group of M15 agents who committed career-ending blunders and were exiled to Slough House, an administrative dumping ground for service rejects. As part of the production crew's visit to Go Bowling, they wanted to paint the walls pink and yellow. "I said, 'Absolutely not; that sounds horrendous,'" said center rep James Brennan. But customers liked it and so did the owners, so the new color scheme stayed.

AT DEADLINE

Are You Ready for Your BVL Event?

NOVEMBER IS BVL Month in America, which means now is the time to execute the plans your center or state proprietors' association have put in place to support bowling's original charity, which benefits America's veterans. Whether you're planning a bowl-a-thon type of fundraiser, selling BVL items, holding a special event, or simply giving your bowlers an opportunity to make a difference, BVL still has supplies and resources to help you with your project.

BVL's mission is simple: to brighten the lives of veterans each day. Since 1942, bowling centers, bowlers and sponsors have raised more than $59 million for BVL to support veterans by funding recreation therapy programs at veterans' hospitals, clinics and community-based counseling centers. More than 9 million veterans use VA services each year, and nearly 5.3 million of those veterans have service-connected disabilities. When federal dollars end after rehab, BVL is there to support recreation therapy programs that address veterans' physical and emotional therapeutic needs.

One of the newest and most innovative programs is virtual reality therapy. BVL funds virtual reality content and equipment for state veterans' home through a partnership with MyndVR, an award-winning provider of VR-based, digital therapeutic experiences. For more, visit bvl.org.

BY THE NUMBERS

85

Number of years that Chalet Bowl has been serving the residents of Tacoma, Washington, and neighboring communities. Reggie Frederick and his family took over stewardship of the center in 1984. On Facebook, Frederick wrote: "This wouldn't have happened without the patronage of so many great guests as well as all of the people who've worked for us."

BPAA Seeks Award Nominees

Nominations are now being accepted for the 2027 Bowling Industry Service Awards, which will be presented at International Bowl Expo next summer in Las Vegas, Nevada.

In addition to the President's Award, which will be selected by BPAA President Tyler Herreman, the awards include:

• **Victor Lerner Memorial Award —** Honors proprietors for selfless service to the industry and represents induction into the BPAA Hall of Fame. It is BPAA's highest honor.

• **V.A. Wapensky Award —** Recognizes an individual whose overall major contribution to the advancement of the bowling industry involves endless good nature, remarkable business savvy, love for bowling and continual promotion of the game both locally and nationally.

• **Proprietor of the Year Award —** Presented to a proprietor for outstanding contributions to the industry and the sport of bowling. One who "pushes the envelope" of the industry, is successful at it and willingly shares their knowledge with others to make the industry better.

• **Ruben A. Dankoff Award —** Recognizes a proprietor or bowling industry leader who, or a proprietor organization which, provides outstanding voluntary service on the federal, state or local government levels in the development of legislation, public policy initiatives or other political efforts that benefit BPAA members, the BPAA itself or the bowling industry as a whole.

• **Dick Weber Award** — Presented to a bowling athlete who has consistently shown grace on and off the lanes by promoting the game and sport of bowling in a positive manner.

• **Special Projects Award —** Presented to an individual or individuals to recognize their efforts and contributions on a particular BPAA and/or bowling project.

• **BPAA Media Award —** Presented to an individual who or an organization which has helped bring awareness to and promoted the bowling industry through media efforts.

• **BPAA USBC Association Award —** Recognizes exemplary USBC associations that demonstrate a high degree of cooperation and collaboration with their local proprietors.

The honorees will be selected by the BPAA Awards Committee, which is chaired by Herreman. Nomination forms are available online now at bpaa.com, and the submission deadline is Dec. 1. Even if you've submitted a nomination in the past, you're asked to re-submit as the committee starts fresh each year.

A list of past recipients is included on the BPAA website as well as in the January 2026 issue of BCM.

Deadline Is Dec. 31 for 2027 Music Licensing Discount

The window for BPAA members to pay for discounted music licensing in 2027 is open and will close on Dec. 31. For information about the program, or if you have not received an invoice for 2027, email michelle@bpaa.com or call 817-385-8437.

WSBPA to Underwrite All USBC Youth Memberships

A central focus of the Washington State BPA's 60th Anniversary Celebration is a commitment to underwrite the USBC membership costs for every youth bowler enrolled in a member-center youth program during the 2026-27 season. This means there's no longer a need for any non-certified youth leagues at any center, and bowling can be promoted as a true sport — with centers no longer thought of as just a place for pizza and pop. This association initiative is designed to transform every member center into a destination for kids to acquire a passion for bowling that will last a lifetime. The program was rolled out at the WSBPA Season Kick-Off Meeting at the Hotel Interurban at Southcenter in Tukwila, on Oct. 5-6. *(Greg Olsen)*

LaMont, Ryan and Stone All Attend Pedersen's Services

A lifelong friend who knew Randy Pedersen confirmed to BCM that Pedersen "took his own life" on Sept. 16. He was 64. Pedersen, who grew up in Southern California but spent most of his adult life as a resident of Florida, was the longest-tenured television color commentator in the history of the sport, surpassing the record of Nelson Burton Jr., whom he succeeded. Upon Pedersen's passing, broadcast partner Dave LaMont posted: "When we first met and began to work together, we clicked immediately, which doesn't always happen in broadcasting or life. The emphasis on Randy's career might even be understated. His more than 25-year reign after replacing an icon in Bo Burton is a testament to Randy's ability to entertain and instruct. It's one of the greatest careers in sports broadcasting history and he deserves to be mentioned among the best and most successful of all time." Another frequent partner in the booth, Dave Ryan, had this to say: "I've called 30 different sports, and each one has its nuances. But bowling is unique. It not only has a scoring system that's hard to understand, but it has its own language for so much of the stuff that goes on. Randy



KEEP THE FUN ROLLING BEYOND THE LANES

Create More Revenue Opportunities with Betson

ALREADY HAVE A GAME ROOM?

Whether you're refreshing older games, considering a trade-in, or looking to optimize your game mix, Betson can help you increase earnings and maximize every square foot.

LOOKING TO ADD A GAME ROOM?

From planning and layout to game selection and installation, Betson helps bowling centers build game rooms that keep guests engaged and generate more revenue.

IN-HOUSE LEASING & FINANCING AVAILABLE

IAAPA EXPO

LET'S TALK GAME ROOMS AT IAAPA 2026 | BOOTH #S3007

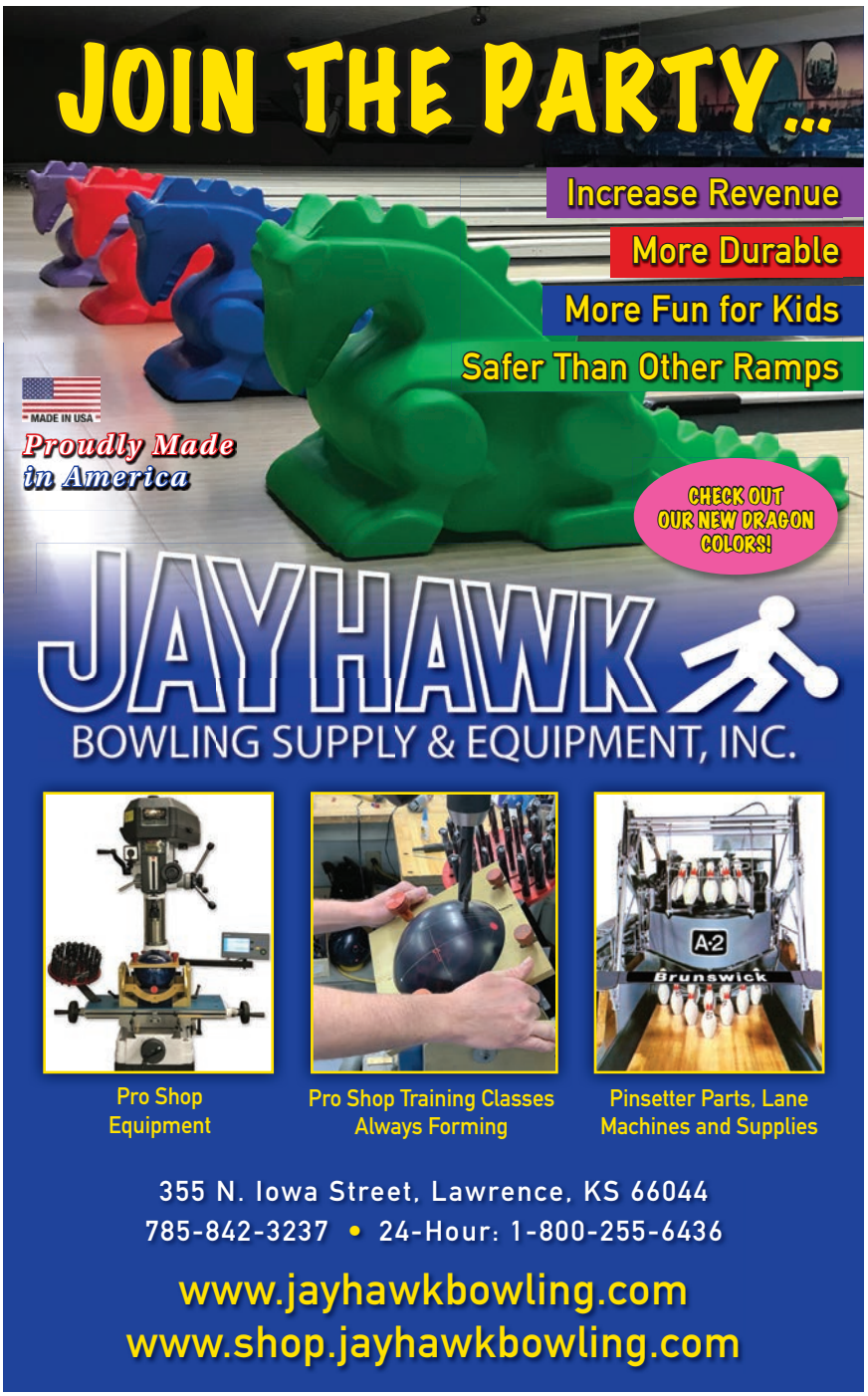
CONTACT BETSON ENTERPRISES TODAY

(800) 524-2343 | sales@betson.com | www.betson.com

was a great teacher, helping me understand things I shouldn't say as much as things I might say." A celebration of life was held on Oct. 19 with LaMont, Ryan and Pedersen's FOX Sports broadcast partner, Rob Stone, all in attendance.

QubicaAMF in a Strategic Partnership with ROLLER

QubicaAMF and ROLLER have announced a long-term strategic partnership with continued investment from both companies. Together, the partners have developed Conqueror ROLLER, an all-in-one solution already live in bowling and entertainment centers around the globe, with continued innovation planned through their shared product roadmap. At the center of the partnership is the Conqueror ROLLER solution, which unifies QubicaAMF's Conqueror X bowling and lane management technology with ROLLER's venue management platform. For operators, this solves a critical challenge: combining bowling and multi-attraction management to unify the guest experience while making it easier for staff to delight guests. ROLLER can now power the full guest journey across a venue's entertainment offerings, including lane management through QubicaAMF's integrated technology. "The best technology should make a complex venue feel simple to run and seamless for guests to experience," said Luke Finn, CEO of ROLLER. "Together with QubicaAMF, we've created a solution that unifies the guest journey from the moment guests book their first game to every time they come back. This is a long-term commitment to our industry, and we will continue building what operators need next." Added Emanuele Govoni, CEO of QubicaAMF: "With a shared vision, we will continue to build what operators need to shape the next generation of family entertainment."



Non-Casino Bowling Venue Opens in Las Vegas Valley

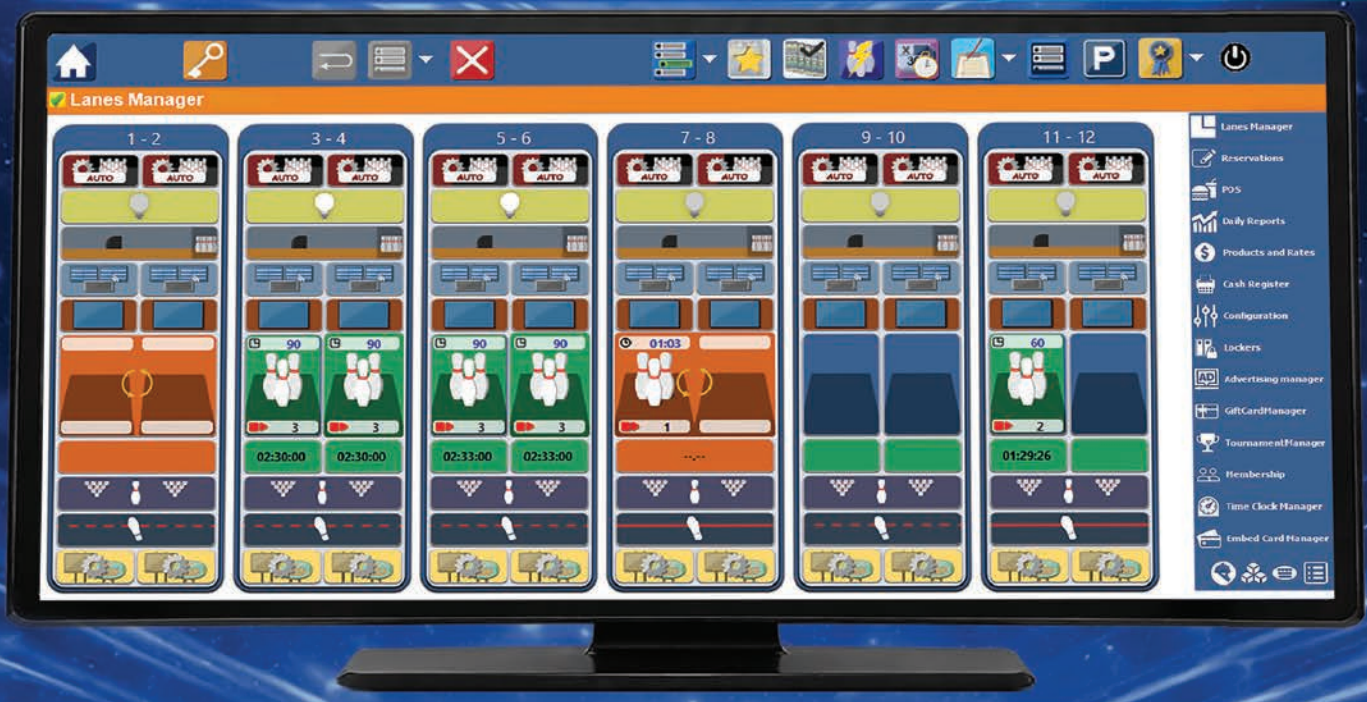
The Las Vegas Valley has its first full-fledged family entertainment center with the opening of Henderson Sport & Social, a 180-000-square-foot facility that's owned by the city of Henderson and operated by Kemper Sports, a management company that oversees more than 140 venues in the United States. The facility brings together sports, fitness, entertainment, dining and events under one roof. There are four modern courts, two indoor turf fields, and a second-level spectator mezzanine overlooking the action. The facility is designed to host everything from youth

NOVA

STAY CURRENT. UPGRADE TO NOVA.

The latest generation of Steltronic scoring and center management.

ALREADY HAVE STELTRONIC? YOU HAVE AN UPGRADE PATH.



YOUR STELTRONIC SYSTEM WAS BUILT TO MOVE FORWARD.

Upgrade your existing scoring system to NOVA, and bring the latest Steltronic technology to your bowling center — with no recurring fees EVER!

FREE SOFTWARE UPDATES
Enhancements & bug free support.

FREE TECHNICAL SUPPORT
Expert support when you need it.

NO ANNUAL SOFTWARE FEES
Keep your system current at no additional cost.

READY FOR NOVA?

Contact Steltronic and find out what it takes to upgrade your center

info@SteltronicScoring.com
www.SteltronicScoring.com

Steltronic

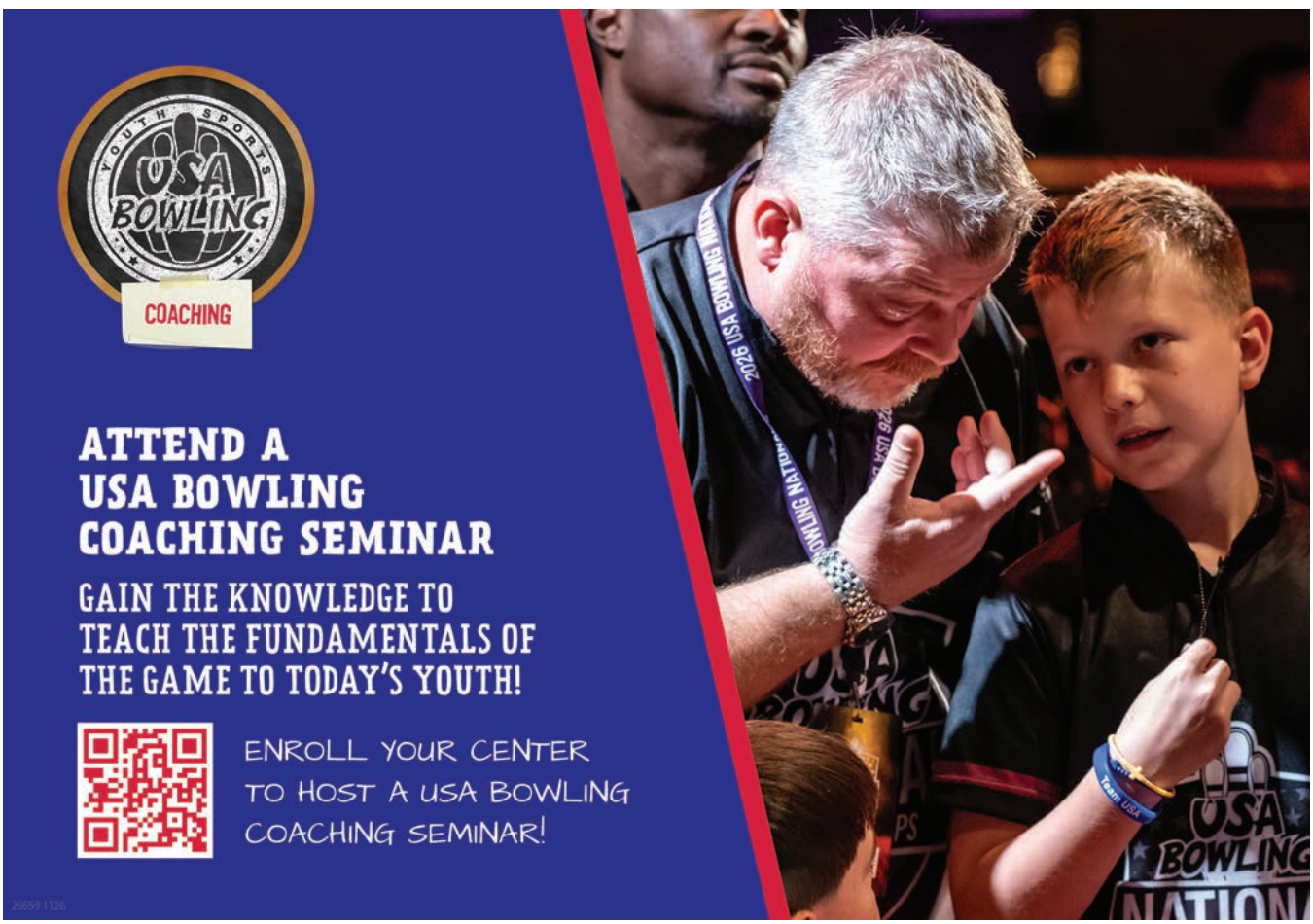
800-942-5939

SCAN TO CONNECT WITH OUR TEAM

tournaments and club competitions to adult leagues, showcases, camps, and community events. On the "play" side, there are 20 bowling lanes (14 traditional and six luxury VIP), a 60-game arcade with 100 player stations, a two-level laser tag arena, an 18-hole miniature golf course and Krazy Darts. The bowling installation is unusual in the Valley in that it's not located in a casino.

2 Important Meetings Are Coming Right Up for BCAW

The Bowling Centers Association of Wisconsin is preparing for the year ahead with financial planning and organizational priorities on the agenda for its upcoming November and December meetings. The BCAW Finance & Budget Committee will meet Nov. 2 to review finances and expenses to support the association's primary programs and services. The committee will finalize its proposed 2027 budget, which will be presented to the Board of Directors for a vote at the Dec. 7 meeting at Willow Creek Lanes in Green Bay. The board meeting also will provide an opportunity to review committee reports, discuss program updates and consider organizational goals and priorities for the coming year. Through this annual planning process, BCAW continues to evaluate its resources and programs to support member bowling centers and advance the association's initiatives throughout Wisconsin. For more information about BCAW programs and services, visit bowlwi.com. Looking ahead, BCAW will bring members together for its annual Jamboree on June 13, 2027, at the Central Wisconsin Convention + Expo Center in Rothschild. The event will feature seminars, a trade show and opportunities for networking with fellow proprietors and industry suppliers. The annual Scholarship Golf Outing follows on June 14 at Indianhead Golf Course in Mosinee, helping fund BCAW's Scholarship Program. BCAW is increasing its scholarship awards for 2027, raising each award from $1,000 to $2,500. Five scholarships totaling $12,500 will be available: three for current employees of BCAW-member centers or their immediate family members, and two for current USBC Youth members who bowl in a BCAW-member center. Eligible applicants must be graduating high school seniors or individuals with a post-high school diploma or equivalent who are under age 22 as of Feb. 26, 2027. Applications are due Feb. 26, 2027, with awards scheduled for spring. BCAW encourages bowling center proprietors to share the opportunity with eligible





Outstanding Scorability,
Long-lasting durability.

U.S. DISTRIBUTORS

CLASSIC
Think Bowling. Think Classic.

Classic Products Corp.
Fort Wayne, IN | Garland, TX
Largo, FL | Henderson, NV
260-484-2695
classicproducts.com

Ace Mitchell
BOWLERS MART

Ace Mitchell
Cuyahoga Falls, OH
Nashville, TN | Deer Park, NY
1-800-262-2695
acemitchell.com

employees, families and youth bowlers. Applications and eligibility details are available in the Youth Bowling section of the BCAW website. *(Patrick Brettingen)*

Royal Pin and Clapper Help With BVL Grant in Indiana

The Bowlers to Veterans Link recently provided a $32,500 grant to the Richard L. Roudebush VA Medical Center in Indianapolis, with support from Royal Pin Entertainment and GM Jimmy Clapper. The grant will help veterans participate in recreational therapy activities, including the National Veterans Golden Age Games and the National Veterans Creative Arts Festival. Funds can also support community outings, program supplies, practice venues, and other activities that encourage therapeutic engagement, social interaction, and overall well-being.

Ron Wood Joins Funk in VP of International Sales Role

Funk Bowling, a family-owned German manufacturer of bowling equipment, has named Ron Wood vice president of international sales and strategic partnerships. Wood will work alongside Funk North America, led by Steve Kolarchick, and the company's international team to expand Funk's presence in key global markets, strengthen its distribution network, and develop new strategic partnerships. With more than 25 years of international commercial leadership experience, Wood brings a background that spans the bowling industry, industrial products, capital equipment, and global distribution. He has held senior leadership positions with multinational manufacturers, including QubicaAMF and AMF Products, and throughout his career has led sales and service organizations across Europe, the Middle East, Asia-Pacific, and the Americas. His international experience includes five years living abroad in Italy and the Netherlands and work in more than 50 countries, where he has helped develop distribution networks and strategic alliances. "Ron's relationships and strategic perspective are exactly what we need as we take Funk into new markets," said Karl-Heinz Funk, managing director of Karl Funk GmbH & Co. KG. "He understands this industry from



Ron Wood

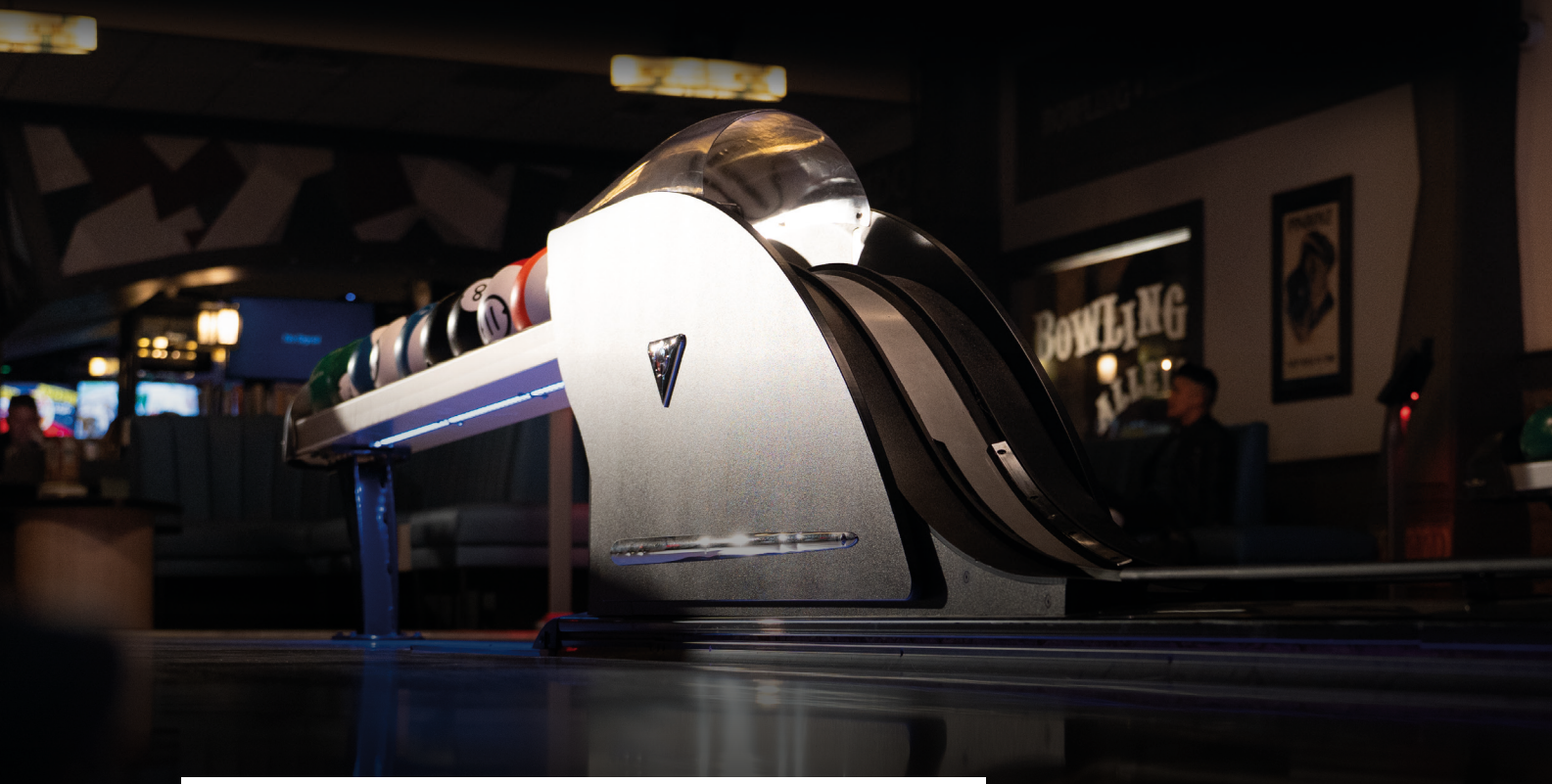


WHERE BOWLING BEGINS

ELEVATING PLAY THROUGH ICONIC BALL DELIVERY

THE INVUE SURFACE BALL RETURN

The inVue Surface Ball Return transforms ball delivery into part of the bowling experience. Its retro-modern design, captivating ball motion, and intelligent engineering create a memorable centerpiece that delights guests while delivering unmatched simplicity and reliability for operators. It's where every game begins.



Discover
InVue
Ball Return

QUBICAAMF

the factory floor to the customer, and he shares our long-term view of how a family business should grow." Wood's appointment comes as Funk continues to grow its international presence and work with distributors, operators and partners across a wide range of global markets. "Funk builds outstanding equipment and has an owner group that thinks strategically about the future," Wood said. "There's a real opportunity to bring that product to more of the world, and to do it with partners who are in it for the long haul."

MGM Resorts Alum Chung to Lead Lucky Strike's F&B

Lucky Strike Entertainment has announced the appointment of Patrick Chung as executive vice president of food and beverage operations. Chung will focus on enhancing the guest experience, strengthening execution and driving profitable growth. "Food and beverage should be a reason guests choose Lucky Strike, not simply something they order once they arrive," said Thomas Shannon, founder, chairman and chief executive officer of Lucky Strike Entertainment. "Patrick brings a compelling combination of hospitality experience, analytical discipline and a passion for understanding what guests want. Our focus is straightforward: deliver food and drinks our guests love, offer great value and execute consistently. Patrick will help us translate that vision into better menus, stronger performance and more reasons for guests to come back." Chung brings more than a decade of experience spanning hospitality, food and beverage strategy, revenue optimization and e-commerce. He joins Lucky Strike from MGM Resorts International, where he most recently served as director of hospitality revenue strategy and analytics. In that role, he led the food-and-beverage revenue strategy and analytics team, partnering with operators, property executives and finance teams on planning and performance across more than 450 outlets. His responsibilities included menu engineering, pricing strategy, guest research and the implementation of enterprise-wide revenue initiatives. At Lucky Strike, Chung will work closely with culinary and field leadership to connect guest insights with practical improvements in the food-and-beverage experience. His priorities will include refining menu offerings, supporting consistent execution and equipping teams with the tools and information needed to deliver strong results.



Youth Bowler Throws Out First Pitch at Mariners Game

It was a big day at T Mobile Park in Seattle for both baseball and bowling on Aug. 23 as 12-year-old Gleason Garske of Spokane, a 2026 Junior Gold Championships winner, was selected to throw out the ceremonial first pitch. Attending "Bowling Day at the Ball Park" with him were his parents and his coach, Eddie Williams of Lilac Lanes in Spokane. In the first-pitch ceremony, unlike on the lanes, he threw the ball with just one hand.

New York Moose Lodge Is Looking to Restore Lanes

The Depew-Lancaster Moose Lodge in Lancaster, New York, is seeking support from local officials and the community to acquire $165,000 in necessary funding to restore the lodge's second-floor bowling alley, with the goal of providing various nonprofit groups, organizations, and families in need a free place to have fun. Dee Miller, the administrator of the Moose Lodge and a Village of Lancaster trustee, has vastly increased the number of community-oriented activities and fundraisers hosted by the organization. With a restored sense of mission to the community, Miller hopes to open the building up to its former glory, bringing to life sections long left dormant or used for storage. So far, she has reached out to a handful of local, county and state politicians. "It's like they shut the lights off 20 years ago and walked out. There's a room full of dusty bowling balls and shoes," Miller said. "To replace all of those lanes, the cheapest possible way

Bowling Media STUDIO

YOUR SCREEN JUST GOT SMARTER

You invested in a Bowling Media screen,
we keep investing in what it can do



SMARTER AUTOMATION & CREATION
Plan less
Create faster

EXPANDED CONTENT & SCREEN USES
New sources in
New experiences out

ADVANCED CONTROL & SYSTEM MANAGEMENT
Greater control behind every experience

IAAPA® EXPO 2026

VISIT BOWLING MEDIA AT
BOOTH W1014

is $165,000." She explained that the investment would replace the outdated pinsetting machines with string machines, adding that an initial plan to reduce the number of lanes from eight to six was nixed after it was discovered there was little price difference due to shipping costs. Miller said that groups like the Boys & Girls Club and representatives from the Special Olympics have expressed interest in utilizing the space for their members. "It can be any group that needs it," she said. "Say there is a Lancaster family where a parent is going through cancer, they could utilize the space. We can give them a pizza and pop." Costs to the rest of the bowling alley space for cosmetic repairs could be covered by fundraisers, Miller said, in addition to an estimated $2,000 per lane for wood replacement. Miller said it can be frustrating to see such a wonderful centerpiece of the community not exist within its full potential. "There's two levels of a huge, beautiful, historic building in Lancaster, New York, that are not being utilized," she said. "It's wasted space. What are we doing? Give it to the community." Added Miller: "There are Moose members that are willing to go in there and do the work. We are not afraid of that all."

PEOPLE, PLACES & THINGS

Hey Seminole was scheduled to open on Oct. 28 in Seminole, Oklahoma. In addition to 16 lanes and an arcade, the venue features a bar and a restaurant with both sit-down and drive-through service... **Pete Gustafson,** most recently executive vice president of the **American Amusement Machine Association,** has been named senior director of business development for **Amusement Source International.** Gustafson's 46-year career has touched virtually every facet of the amusement industry, including sales, marketing, engineering, manufacturing, operations and training. He has held senior leadership positions with **Bally Pinball, Aladdin's Castle, Data East Pinball, SEGA Amusements, Face Place Photo** and **Leisure & Allied Industries (LAI)... Intercard,** a company that specializes in cashless technology, has added **Marcos Gonzalez** to its international sales team as Latin America and Caribbean sales manager. Gonzalez has more than 15 years of sales leadership experience across international markets, having held senior roles with large multinational corporations including Del Monte and Kraft... Redemption and bulk vending distributor **A&A Global** has named **Mike Tipton** as its director of sales.



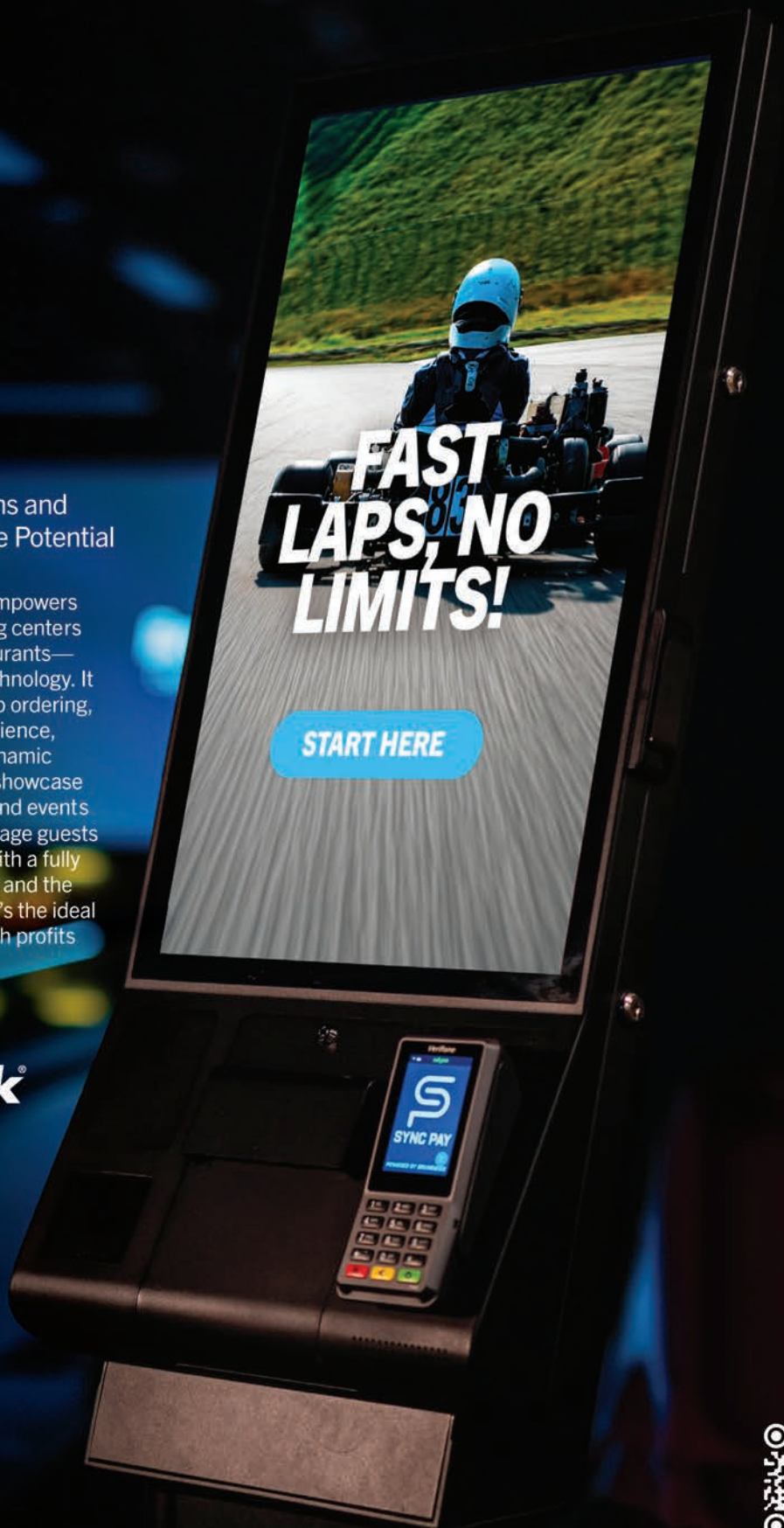
DRIVE REVENUE GROWTH!

Streamline Operations and Unlock New Revenue Potential

The Sync Service Kiosk empowers businesses—from bowling centers to theme parks and restaurants—with smart, integrated technology. It cuts wait times, speeds up ordering, enhances the guest experience, and lowers costs. New dynamic video capabilities let you showcase attractions, promotions, and events on the main screen to engage guests and drive participation. With a fully integrated card dispenser and the ability to boost revenue, it's the ideal solution for increasing both profits and efficiency.

brunswickbowling.com

Brunswick®
Experience is Everything.



LEARN MORE

©2025 Brunswick Bowling Products, LLC. Form #3425-13CE

intercard®

WORLD LEADER IN CASHLESS TECHNOLOGY

WORLD CLASS EXPERTISE & SERVICE

MAKE THE SWITCH™ AND SAVE



- Switch To Reliability
- Switch To No Fees For Updates
- Switch To 24/7 Live Customer Service

+1 314-275-8066 • sales@intercardinc.com • intercardinc.com

intercard®
WORLD LEADER IN CASHLESS TECHNOLOGY

WORLD CLASS EXPERTISE & SERVICE

Perfect for Smaller Game Rooms

- BEC'S MOST COST EFFECTIVE OPTION
- NO TELLER NEEDED

iREADER IMPULSE PLUS



Get Everything a Card System Offers Without a Teller

+1 314-275-8066 • sales@intercardinc.com • intercardinc.com

MCM XCVI 1996

THIRTY YEARS AGO

■ The proposed national ban on workplace smoking, announced nearly three years ago by the Occupational Safety and Health Administration, has been stalled by fierce opposition from tobacco and restaurant interests. The stalled ban does not let bowling center owners off the hook, however, since states can — and several already have — impose their own bans. In California, bowling centers, bars and restaurants receive a one-year reprieve following a strong lobbying effort.

■ As Bowling Inc. continues to fill executive, management and board positions, ABC Executive Vice President Gerald Tessman is named chairman of the board, ABC Executive Director Darold Dobs is named Strike Ten Entertainment board chairman, WIBC President Joyce Deitch is named secretary-treasurer, BPAA board member Ricky Bourgeois is named the board's vice chairman, and Jack Lederer of Compo Consulting Group is added as a non-aligned director. Dobs' STE marketing board also includes Deitch, BPAA President Charlie Brehob and BPAA past President Kurt Brose.

■ Proprietor and promoter Frank Esposito has been elected to the American Bowling Congress Hall of Fame. Best known as the longtime television coordinator for "Pro Bowlers Tour" on ABC-TV, Esposito also expanded a bowling center in Paramus, New Jersey, from 24 lanes, and it often was used as a testing ground for new equipment, tournament formats and ways to televise bowling.

■ The Young American Bowling Alliance has named Jim Zebehazy as its new executive director, succeeding Joe Wilson, who resigned in February. Zebehazy is a former American Bowling Congress group executive and a core process leader for Bowling Inc.'s Single Delivery System.

■ The automatic scoring systems produced by Qubica now feature a variety of software products from CDE Software, thanks to an agreement that has been reached between the two companies. "We're excited about this new alliance," says Qubica USA President Pat Ciniello. "The software enhancements we can offer now will make our scoring systems even more valuable to proprietors."

■ The Chicagoland BPA has elected Mike Schmidt as its new president, Kevin Lauterbach as vice president, Mark Ranallo as secretary and Lyle Zikes as sergeant-at-arms. Working with the Chicago Sun-Times, the Chicagoland BPA has generated $2,036,213.72 for local charities over a 35-year period — an amazing figure considering that from 1961 through 1981, the entry fee for the "Beat the Champs" tournament, which generates the donations, was just 50 cents.

■ Two Nationwide Bowling Corporation centers in New Jersey — Hackensack's Bowler City and Union's Garden State Bowl — finish 1-2 among centers raising funds in the 14th annual Bud Light Hall of Fame Tournament, an annual fundraising event for the National Bowling Hall of Fame and Museum. "As a company, we created 12,967 entries," says Dave Williams, Nationwide's director of marketing. "We also generated $4,585.50 in linage, so it's a real win-win-win for the Hall of Fame, Nationwide Bowling and our customers."

1976

FIFTY YEARS AGO

■ The bowling arena at Thunderbird Lanes in Allen Park, Michigan, has been selected to host the $100,000 AMF Grand Prix of Bowling. The made-for-television tournament will bring together the top 20 men and top 20 women based on season performance, and first place in each division will pay $10,000. The arena can hold up to 1,500 people for the Dec. 4 telecast on NBC.

■ How are things shaking out with the new American Bowling Congress rules intended to eradicate lane blocking and unrealistic high scores? Reports from across the country indicate it's a mixed bag. One of the most vocal opponents of the changes, PBA laneman Sam Baca, says, "If we oil from gutter to gutter, we'll have lefthanders from gutter to gutter."

■ In reaction to the changes, the PBA announces that whether a specific tournament will be sanctioned will be up to the host proprietor. To date, about half of the PBA hosts have passed on sanctioning.

■ The other main component of bowling's scoring surge — the bowling balls — is addressed when the PBA institutes a minimum durometer rating of 75. The ABC implements a minimum-72 rule soon thereafter.

ONE PARTNER.
MANY WAYS TO BOWL.

SEE US AT IAAPA EXPO 2026
BOOTH S3263
SOUTH BUILDING

IAAPA

FROM COMPACT ATTRACTIONS TO FULL-FEATURED ENTERTAINMENT EXPERIENCES, US BOWLING CORPORATION DELIVERS INNOVATIVE BOWLING SOLUTIONS DESIGNED TO FIT A WIDE RANGE OF VENUES AND BUDGETS.







BOWLING, SCORING, AND SELF-SERVICE — ALL WORKING TOGETHER.

- DUCKPIN BOWLING
- ROLLERBALL BOWLING ATTRACTIONS
- MINI BOWLING SOLUTIONS
- MOBILE BOWLING EXPERIENCES
- STRING PINSETTER SYSTEMS
- MASKING GRAPHICS & LANE DÉCOR
- PULSE SMART KIOSKS & SCORING
- BOWLING FURNITURE & SEATING



US BOWLING CORPORATION

GET A FREE QUOTE!
FLEXIBLE FINANCING
AVAILABLE THROUGH
FORTUNE 5 CAPITAL

WWW.USBOWLING.COM (909) 548-0644 SALES@USBOWLING.COM

■ Ball testing has become a source of ancillary income for pro shop operator Mike Samardzija in Detroit. While he'll check a ball's hardness for free for his regular customers, he charges $1.50 for each ball purchased elsewhere.

■ Fuzzy Shimada, operator of F&S Bowling Supplies in Mountain View, California, sums up his opinion in three words: "A ridiculous rule." Shimada says that his business got stuck with about 100 soft balls when the new rule was implemented. "I'm going to hang on to them for a while and see if somebody sues ABC and wins." He adds that a great deal of hassle has been created at his shop. "When a customer comes in for a new ball now," he says, "he wants us to go through dozens of boxes to get one that will measure right at 73 or 74."



The Thunderbird was the fourth hotel to open on the Las Vegas Strip, and in 1976 played host to the NAIR Convention.

■ The National Association of Independent Resurfacers will conduct is annual convention later this month at the Thunderbird Hotel in Las Vegas. C.C. Bearden will make a presentation on behalf of the BPAA and the National Bowling Council.

■ DBA Products Inc., a major supplier of lane conditioning products, hosts its international sales conference in Brussels, Belgium.

■ The first installation of automatic scoring machines in France has been completed at the 16-lane Bowling de la Matene in Paris.

■ The 58-lane Thorncliffe Bowlerama is the first bowling center in the province of Ontario to obtain a liquor license. Located underground in Toronto, the center features 34 tenpin lanes and two dozen 5-pin lanes.





Rhode Island NOVELTY®

COME SEE US AT



IAAPA®



NOVEMBER 17 – 20 • ORLANDO, FLORIDA



BOOTH S2210

STOP BY FOR

- NEW PRODUCTS
- LATEST TRENDS
- CONNECT WITH OUR EXPERTS
- OUR SHOW SPECIAL
- PREVIEWS FOR 2027

AND MORE!

SHOP NOW



www.rinovelty.com

800-435-3456

RAW THRILLS/PLAY MECHANIX



Top Gun: Maverick Standard brings the high-speed aerial action of the blockbuster film franchise to a more compact cabinet. Featuring a 55-inch display, it's a strong fit for locations where space is at a premium. From Raw Thrills and Play Mechanix, Top Gun: Maverick puts players behind the controls of iconic fighter jets across six action-packed levels filled with enemy aircraft, vehicles and mission objectives. The cabinet features a "rotomold" cockpit, realistic flight stick and throttle controls, jet engine infinity mirror and RGB LED accent lighting. Up to four units can also be linked for competitive multiplayer gameplay.
MORE: rawthrills.com

ANDAMIRO

Now available from Andamiro is Dragons, a two-player arcade game inspired by DreamWorks Animation's How to Train Your Dragon franchise. The new attraction combines ball-launching gameplay with a 13-card collectible character set in a large-format cabinet designed for high-traffic entertainment venues.



Dragons blends a vertical, peg-filled playfield with a horizontal pusher table in what Andamiro playfully calls a "pushinko" format. Players press a button to release the larger red game balls onto a staging ledge, then pull the joystick to retract the ledge and drop the ball onto a pitched peg field packed with target holes that trigger bonus events and open additional scoring opportunities. The How to Train Your Dragon franchise debuted in 2010 and has grown into a multi-billion-dollar global property spanning three feature films, television series, consumer products and theme park attractions.
MORE: andamiro.com

REDEMPTION PLUS

The 1500 Ticket Hanging Electronic Kit brings top-tier tech excitement into an easy-to-hang display. It's an effortless way for proprietors to create eye-level buzz and give their players a big-ticket goal worth saving for.



MORE: redemptionplus.com

EMBED CARD SYSTEM

Proprietors can turn game cards into holiday gifts with Embed's Holiday-Themed Game Cards, which feature festive "Season's Greetings" and "Happy Holidays" designs. The cards come ready for operators to load with game value and offer as holiday gifts at their arcade or FEC. They can be used for holiday gift card sales, seasonal packages or festive promotions, turning an everyday game card into a gift that brings guests back to play.



MORE: embedcard.com

A&A GLOBAL

The Old Bay Crab Rubber Duck puts a playful, coastal twist on the classic. Standing at approximately 2 inches, this whimsical collectible is perfect for Jeep ducking, desk decoration, or just fun. They're available in 50-piece bags from A&A Global.



MORE: aaglobal.com

BRUNSWICK BOWLING PRODUCTS



Proprietors can now experience smarter control over their Brunswick Spark system. By customizing operating schedules for Spark, monitors and kiosks, operators can manage when equipment is active and get more from their investment.
MORE: brunswickbowling.com

INFINITY ENTERTAINMENT/COMPUTER SCORE

Infinity Bol LLC is now manufacturing the Computer Score Automatic Darts System under license. Players can select from a range of competition and social-style games. This enables everyone — from an expert to a novice — to enjoy playing darts. The aim is to provide patrons with an enjoyable social experience, thus helping to increase time they spend in a venue.



MORE: darts.computerscore.com.au

SACOA CASHLESS SYSTEM



KwikPlay powered by Sacoa Cloud is now available. The new cloud-based solution is specifically designed for mini-arcades and smaller-format amusement operations, offering revenue and payment management tools tailored to the needs of this segment.
MORE: sacoacard.com

AMUSEMENT PRODUCTS

Amusement Products is expanding its commercial go-kart lineup with the return of gas-powered racing and the introduction of the new Octane go-kart. Developed for operators who continue to value the familiarity, performance, and straightforward operation of traditional gas-powered karts, Octane provides another option for facilities seeking a commercial-grade racing experience backed by Amusement Products' decades of experience in the go-kart industry. The Octane is available with either a Honda GX200 6-horsepower engine or Honda GX270 9-horsepower engine, paired with an electric starting system, centrifugal wet multi-disc clutch, cog-belt final drive, hydraulic self-adjusting disc brake, and commercial welded alloy-steel frame. The kart is designed for drivers at least 52 inches tall and eight years of age, with a typical operating speed of approximately 18-mph and a maximum speed of 22-mph. The new Octane will be on display at IAAPA in booth 4873.



MORE: amusementproducts.com

STRIKE TEN ROLLED OUT 100's OF JACKET LEAGUES IN 2004

Create New Bowlers this Fall!



GOBOWLING

JACKET *League*

GO BOWLING JACKET
$99.95

Jackets are available in your favorite Go Bowling-MLB-NBA-NFL-NHL designs

DIGITAL DOWNLOAD KIT
$114.95

Includes:

Go Bowling Jacket Sample
How To Guide
Customizable Registration Form
11" x 14" Poster
22" x 28" Poster
Digital Files for In-House and Online Promotion

To place your kit order go to www.stemarketing.com/jacketleague



GOBOWLING

AMUSEMENT CONNECT



The new compact self-service game card kiosk from Amusement Connect is built for game rooms that need reliable card dispensing without a big footprint or price tag. Wally SE offers full kiosk functionality with flexible, self-serve payment options, enabling cost-effective deployments.
MORE: amusementconnect.com

BMI MERCHANDISE

KPop Demon Hunters is a higly pooular film on Netflix, and the fandom hasn't slowed down one bit. Younger guests know every character, every song, and every member of HUNTR/X and the Saja Boys. Here are three fun ways to give them what they're after. 1. BMI's 11-inch Ramen Cup Plush mashes up two things kids go crazy for, their favorite characters and a goofy ramen-cup design, into a soft prize they'll spot from across the room. 2. Gui Gui Slime brings the squishy, hands-on fun this fandom loves. 3. The 3.5-inch figures are made for collectors, the kind of prize that keeps guests playing until they have the whole crew.



MORE: bmimerchandise.com

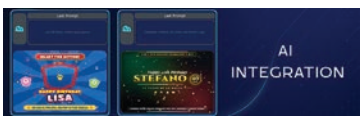
QUBICAAMF



The inVue Surface Ball Return turns ball delivery into part of the bowling experience. With retro-modern design, captivating ball motion across the lane and intelligent engineering, inVue delights guests while delivering great simplicity and reliability for operators. Smart electromechanical design and seamless integration with the EDGE String pinspotter make the inVue a simple and dependable ball return system to own and operate. The company says that with inVue, the perfect game always starts at the ball return.
MORE: qubicaamfbowling.com

BOWLING MEDIA

Proprietors can create AI-powered themed animations directly in Bowling Media Studio. Simply enter a prompt, generate the content within the software, and select the exact zone where it should appear on an LED wall. Perfect for birthdays, promotions, welcome messages and special events, it's fast, flexible and easy to personalize.



MORE: bowling-media.com

SURESHOT REDEMPTION



Sureshot Redemption now has access to official, factory-sealed Japanese and Korean Pokémon booster packs. These are not repacked cards; they're original sealed Pokémon booster products that come in 30-piece boxes.
MORE: sureshot-redemption.com

BRUNSWICK BOWLING PRODUCTS



Proprietors can bring payment processing directly into the Sync experience. Sync Pay combines simple, secure payments with transparent pricing and flexible payment options, all connected to the system that helps run the center: one center, one connected system.
MORE: brunswickbowling.com

RHODE ISLAND NOVELTY



Rhode Island Novelty's Desktop Rocket Launcher is a prize that's sure to attract attention. Place it on a counter, a backwall, or in a merchandiser, and kids will be working hard to win this prize. With colorful retail packaging containing a fun activity, combined with a low price, this is an attractive prize for operators.
MORE: rinovelty.com

BAY TEK ENTERTAINMENT



Bay Tek Entertainment has introduced ICEE Prize Plunge, a skill-based prize merchandiser bringing a new twist to ICEE-themed play. ICEE Prize Plunge combines skill, prize redemption and ICEE branding to create a flexible attraction for family entertainment centers, arcades and other high-traffic venues. Players compete to win color-coded ICEE cups that can be connected to prizes selected by each individual location. Operators can use the cups to offer ICEE drinks, attraction passes, ticket values and other rewards, creating a prize experience that can be tailored to the needs of the venue. ICEE Prize Plunge also comes with a one-year Bay Tek parts warranty, standard for all Bay Tek Entertainment products.
MORE: baytekent.com

STORM BOWLING

Storm's new Custom House Ball Program gives bowling centers a new way to upgrade their house balls without necessarily carrying the full cost themselves. Centers can feature their own logo on premium Storm house balls and add a local business or sponsor logo at no additional charge. That partnership creates a valuable advertising opportunity for the sponsor while helping the center offset, or potentially completely cover, the cost of the new equipment.



MORE: stormbowling.com

VENUE INDUSTRIES

Venue Industries has introduced the Laney Bowling Sofa Collection. Created in tandem with Dune Booths, the Laney brings a soft, refined presence to any entertainment space. Its smooth, rolling edges create a clean, modern aesthetic, delivering an elevated look that complements a wide range of design styles. Visit our website to explore the collection.



MORE: bowlingfurniture.com

IN-DEPTH



It's a True Team Effort at Museum and Hall of Fame

Members of the International Bowling Museum and Hall of Fame staff pose on the museum's vintage lanes with the autographed scoresheet from the PBA's USA vs. The World captain's match. From the left: weekend associate Brittany Thompson, Curator/Program Manager Kari Smith Williams, Administrative Assistant Kaitlyn Hoang and Assistant Curator Raymond Rogers. It marked the only time that the entire museum team has worked together in one place.

AHEAD

The BCM Interview
SHSU's Diana Brown on the School's New Bowling Business Minor

Remembrance
Randy Pedersen Never Felt Truly Appreciated by the Bowling Industry

IAAPA Preview
What's New on the Arcade Scene Plus New Product Introductions

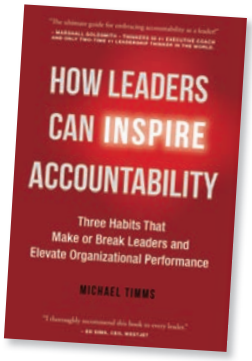
PROFIT BREAK

New Episodes Focused on Summit

TWO SPEAKERS at the 2027 BPAA Bowling Summit are featured in "Profit Break" episodes that go live this month. One interview is with Danny Snow, whose Summit presentation is titled, "Delivering a World-Class Customer Experience: Lessons from the Mouse." (In case you were wondering, that mouse is named Mickey.) The other is with David McBee, who will present a bowling center-focused seminar on internet marketing trends. If you're thinking about attending the Summit or have already registered, these interviews will provide valuable insights on important industry topics. To view them and other archived "Profit Break" episodes, scan the QR code.

MUST READ

How Leaders Can Inspire Accountability



LEADERSHIP DEVELOPMENT consultant Michael Timms has discovered three powerful habits that not only make one a better leader but encourage those they lead to take greater accountability themselves. Using a compelling combination of teaching principles and illustrations backed by numerous scientific studies, Timms reveals three habits of personal accountability that are easy to implement and can instantly begin transforming positional leaders into true leaders who inspire everyone to take more accountability for results. Perfect for owners of small centers or larger centers with multiple managers.

Service That Shines

2 Bowling Summit seminars will draw from the Disney ethos.



The Westin Fort Lauderdale Beach Resort offers both grab-and-go and fine dining options.

The Bowling Proprietors' Association of America will pack a service-oriented thought leader presentation, four additional laser-focused education sessions, five hours of networking with peers and exhibitors, nine committee meetings and an industry update luncheon into just three days in January.

The event: BPAA's annual mid-winter conference, today known as The Bowling Summit.

The site: The Westin Fort Lauderdale Beach Resort in Florida.

The dates: Sunday through Tuesday, Jan. 10-12.

If it's been a while since you heard a speaker from the Disney Institute — or if you've never heard one — you won't want to miss thought leader Louie Gravance's presentation.

Gravance is one of the most respected voices in customer service, employee engagement and corporate culture. With more than 25 years at the Walt Disney Company, including his role as a professor at the Disney Institute, Gravance helped shape the principles behind some of the world's most admired service experiences.

Today, he brings those insights to organizations across industries, translating the essence of the "Disney Difference" into practical strategies that leaders can actually use. Known for his energy, humor and clarity, he empowers teams to take ownership of culture, create meaningful moments for customers and build workplaces where people are proud to perform at their best.

At the Bowling Summit, Gravance's presentation will focus on "7 Secrets for Crafting Wow Service Experiences: A Story Worth Telling."

The Disney ethos will also take center stage in Danny Snow's seminar, titled, "Delivering a World-Class Customer Experience: Lessons from the Mouse."

Other educational sessions:

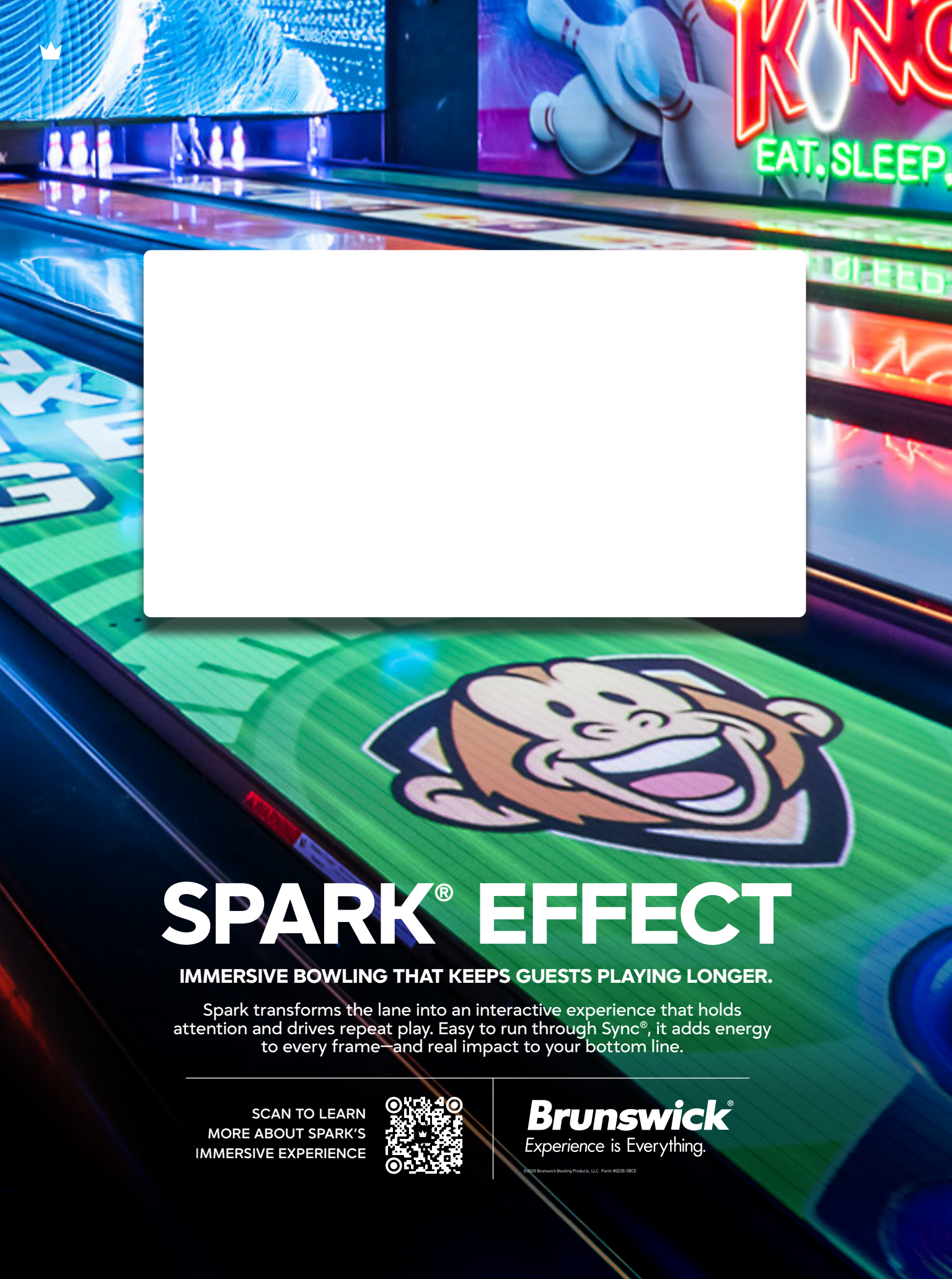
• **Trends of Internet Marketing for Bowling Centers.** Dave McBee will show proprietors how to use today's digital marketing strategies to find the right local audiences, reach them with the right message, and turn online attention into actual foot-traffic revenue.

• **Building a Business That Lasts: Preparing Your Bowling Center for the Next Generation**. Mike Monroe will discuss preparing for life after owning a bowling center, focusing on the operational, financial, leadership, and strategic steps that increase the value, stability, and longevity of your bowling center while giving the next generation the greatest opportunity for success.

• **Transitioning to an FEC.** If you've been thinking about making the move, this moderated panel discussion promises to offer tons of important information from panelists who have been there, done that.

Additional networking opportunities include the Welcome Reception and a final-night cruise on the The Catalina yacht.

To register, go to bpaa.com.



SPARK® EFFECT

IMMERSIVE BOWLING THAT KEEPS GUESTS PLAYING LONGER.

Spark transforms the lane into an interactive experience that holds attention and drives repeat play. Easy to run through Sync®, it adds energy to every frame—and real impact to your bottom line.

SCAN TO LEARN
MORE ABOUT SPARK'S
IMMERSIVE EXPERIENCE

Brunswick®
Experience is Everything.

©2025 Brunswick Bowling Products, LLC. Form #0226-08CE

A New Place to Matriculate

SHSU now offers a four-year business degree with a minor in BPAA Bowling & Entertainment Business Management. The goal: create the next generation of bowling industry leaders.

When Diana Brown first sat down with Bowling Proprietors' Association of America Executive Director Frank DeSocio and Managing Director of Education and Strategic Operations Gerald Morrow about creating a bowling-business program at Sam Houston State University, she saw an opportunity to combine a traditional business education with the specialized skills needed to operate today's bowling and entertainment facilities. Brown, a professor in SHSU's College of Business Administration and chair of the Department of Business Administration and Entrepreneurship, helped develop the curriculum for the new BPAA Bowling and Entertainment Business Management minor. A lawyer by training, she brings extensive experience in business and commercial law to the project. The program draws on SHSU's existing Professional Golf Management program, BPAA educational resources and a required internship component that gives students hands-on experience in the industry. Students also will receive instruction in areas ranging from marketing and entrepreneurship to business law and hospitality. The program is currently offered as a minor within a Bachelor of Business Administration degree, with the potential to grow into a major as enrollment increases. Brown spoke with BCM senior correspondent John Campos about how the program came together, what students will learn, and why she believes it can help address the bowling industry's need for qualified managers.

How did the idea for the bowling minor come about?

Our bowling coach, Brad Hagen, was working with Frank DeSocio, and they had been tossing around this idea for a while. I know that BPAA is very education minded. We also have a Professional Golf Management program, which Coach Hagen wanted to use as a model to help create a bowling management program.



Diana Brown, as chair of the Department of Business Administration and Entrepreneurship at Sam Houston State University, will oversee the school's new BPAA Bowling and Entertainment Business Management offering.

How did you develop the curriculum?

I did that really in conversation with Frank and Gerald Morrow. I had to learn a little bit about what their members are looking for in managers, so we took the wish list for a management candidate and reverse-engineered the degree.

How much did you use the golf program as a model?

We roughly based it on the golf program. We took some of its ideas, including the required in-person internship. We created a required in-person internship for the bowling program in which our students are placed in entertainment centers for two summers, so they have real-life experience in the industry. We also created a class that uses the BPAA's existing educational material to cover things we don't have in the business college, such as food safety and CPR and those sorts of things that are more hospitality-centered.

What does the overall program look like for a student?

There's a business core that all students in the business college take. It's sort of a background in all of the business disciplines, so they take some accounting, management, marketing and business law. Then they take the classes that Frank, Gerald and I designated for the minor. They do two summer internships, and for one summer they take classes through the existing BPAA education offerings. The BPAA courses are online and on demand.

There are several law courses in the curriculum. How important is that aspect of the program?

I have to confess to you that I'm a lawyer, so I always see law as important. In sitting down and talking with Frank and Gerald about the degree, we decided that these managerial candidates needed to understand what a contract was. If they were going to be entrepreneurs, they needed to understand the difference between a partnership, a corporation, and a limited liability company. If they're going to have employees, they need to understand HR law. There's also a solid focus on entrepreneurship, because I personally don't know whether these candi-

Villa Prima PIZZERIA

CJ SCHWAN'S



WANT YOUR PIZZA PROGRAM TO LIVE UP TO THAT?
IT DOESN'T HAVE TO BE HARD.

It just has to have **VILLA PRIMA®** Personal Pizzas.

Scan here to make it easy.

© 2026 Schwan's Sales Co., INC. – Foodservice Division
All Rights Reserved

dates will go into the market and start their own facility or work for someone else. With a solid entrepreneurship background, you can innovate in any environment, whether it's an existing business or a startup. Frank and Gerald really like the idea of the entrepreneurship aspect of the degree as well. There's also a big marketing component. Social media marketing and digital marketing are kind of driving the train in corporate America right now, so we felt that was an important competency for these candidates to have.

Did you have any bowling background before becoming involved with this program?

I personally don't have any bowling background.

Did you look at any previous bowling-industry programs when developing the curriculum?

I knew about the program at Vincennes University, and we looked at it. We were able to sort of search the cobwebs of the internet and find some information about what that program looked like. We compared that program to what we had here in the college, so we did model it on the Vincennes program.

Why do you think there is a need for this program?

The first time we met with Frank, he was very honest. He said there are these multimillion-dollar facilities, and we just cannot find candidates to manage them. I had never seen that niche in the marketplace that was looking for managers and for people with business degrees. So, the whole experience has been very eye-opening to me. We really see this degree as a combination of hands-on experience in the internships, a solid business education, and strong industry partnerships. We're really hoping that when the students are out in these internships, they can network and sort of find their place in the industry. We hope it helps solve the management shortage problem in the bowling and entertainment sector.

Today's bowling centers are increasingly family entertainment centers with attractions beyond bowling. Is that reflected in the program?

Yes. In fact, there is an eSports Management class that has just been created



COMPUTER SCORE
COMPUTER SCORING SYSTEMS

www.computerscore.com



- Interfaces with all major Free Fall and String Pinsetter Brands.
- Fully Integrated League Secretary and P.O.S.
- 30+ years experience in manufacturing Tenpin Bowling Scoring.
- International distributor enquiries welcome.

* Optional LIVESCORES online results and bookings is subject to a yearly charge.

For U.S. sales and support contact John MacFarlane B.E.S.T. LLC 720-251-6816
(Yearly paid support program available).

on campus, and I've put through the paperwork to add that as an elective because it fits in perfectly with this program.

When did the program officially begin?

This is technically the first semester. It is available for students to take, but it came online a little too late for this class of freshmen. By the time it was fully approved all the way to the Texas Board of Regents and was on the website, most of the high school seniors had already decided where they were going to go to college for this year. So, really, I think our first year to realistically have enrollment is next fall.

How are you promoting the program?

I went to Bowl Expo International, put on by BPAA, and received a really warm reception there. After I made the announcement in Nashville, a lot of people came up to me and said they were graduates of Vincennes and how glad they were that there was going to be another program to fill that hole in the education environment. We also went to Junior Gold this year. Coach Hagen had a booth promoting the bowling team, and the BPAA had a separate booth for me to talk to students about this program.

What kind of reaction did you receive?

The students were excited. Honestly, I was surprised how excited the parents were for a business degree. Several parents said to me, "Well, it seems like most universities are pushing these students to sports management or kinesiology or something like that. But there is no business alternative." They were really happy that this was a solid business program and that these students would come out with a BBA that would serve them later in life. Even if they left the bowling industry, they would still have a business degree that would help them in their second career.

How are you promoting it at Sam Houston State?

We are revamping our website to have a little more visibility into the business school and this minor. We're really excited to offer it, and it's been well received. We're hopeful that it will turn out to be a popular option.

Besides putting together the curriculum, are you teaching some of the courses?

I do teach. If they select some of the law classes, there's a good chance these students would be in my class. I teach our contracts law class, which is simply titled Business Law. I also teach the cyber law and e-commerce regulation class. So, there are quite a few opportunities for me to teach these students.

> "In Nashville, I was shocked by all of the things that, as a consumer, you don't necessarily notice in an entertainment facility, such as the glow-in-the-dark carpet and the special drinks."
> — *Diana Brown*

How are you enjoying your new experience in the bowling industry?

It really has been a great time. In Nashville, I was shocked by all of the things that, as a consumer, you don't necessarily notice in an entertainment facility, such as the glow-in-the-dark carpet and the special drinks. And the food that you would get in the snack bar — as a customer, it never really occurred to me that somebody was making a menu in this facility and thinking about revenue and per-serving cost. It makes sense once you know it, right? As a consumer, it had just never occurred to me that all these particular industries kind of existed alongside the bowling industry. It was really interesting to me to see all of the things that were there.

What is the ultimate goal for the program? How much impact do you hope it will have on the industry?

It's hard to guess. We have excess capacity and could really absorb as many students as enroll. I think in four years, if we had a cohort of 100 or 120 students graduating every May, I feel like that's a pretty good number. Would I be happier if it was 200? Certainly, and I know the dean would, too. As this program grows, there eventually will have to be an internship coordinator to match these students with available summer internships. In the short term, I think Gerald Morrow is going to take that role. At some point, I do hope the program grows enough that we need two or three internship coordinators.

How quickly did you put the program together?

We started talking about it as a vague concept in August 2025. The way the curricular approval process works in Texas, it had to be done by October. So, it went from just a vague concept of a program to, "Let's get it together and finalize it," in really about 60 days to meet the curricular approval deadline with the state of Texas. It's in the 2026 catalog, but it was just too late for graduating seniors to actually consider the program. We made the graduation deadline, but most seniors decide well before graduation where they're going.

It was just a little too late for that. But we're solidly on board for fall of 2027 and hoping for a bumper crop of students. I'm hopeful that we're going to create the next generation of bowling industry leaders.

Our ecosystem
just got bigger.

In Good Company

Well played. Together.

From partnerships with global innovators like Apple, Amazon Web Services, and Google to bring their state-of-the-art tech to FEC solutions, Embed now works seamlessly with different tech integrations to create connected experiences and unified operational workflows.

EMBED

VIEW PARTNERS

IAAPA EXPO

SEE YOU AT
ORANGE COUNTY CONVENTION CENTER
ORLANDO, FL BOOTH #S3759 NOVEMBER 17-20

SCHEDULE A MEETING

Loved, But Not Appreciated

Randy Pedersen said he felt the industry never really gave him his due.

BY BOB JOHNSON

Even when he was a junior bowler in Southern California, starting to make a name for himself in the Greater Los Angeles Junior All-Star Traveling League and the Junior Amateur Tour, you could look inside Randy Pedersen's eyes and know there were three or four things going on besides what showed on the surface. As a teenager, he was intense, funny and had no shortage of young female admirers.

Sometimes after a league or tournament session, Randy would stay on his pair of lanes and do impressions of famous bowlers — some physical, some verbal, some both. Perhaps his best was Ray Bluth, the member of the great Budweisers team who would cradle his bowling ball next to his right shoulder, twist his wrist and let the power of the pushaway propel the ball down the lane. As many great impersonators do, Randy exaggerated Bluth's twisting of the wrist and added about seven steps to the approach, the whole motion looking something like a bowling ballerina.

My favorite involved back-and-forth "broadcasting" between Chris Schenkel and Bo Burton. Randy had the voice and the cadence of speech down perfectly for each. One Pedersen-created exchange went something like this:

Schenkel: Bo, what a beautiful day it is here in Milwaukee.

Burton: It sure is, Chris, but keep in mind we'll be bowling inside.

Schenkel: Hey, I may not know how to keep score, but I know that.

Burton: Are you ever going to learn how to keep score, or am I going to have to keep doing play-by-play *and* color?



One never would have guessed from his outward persona that Randy Pedersen might be a candidate for suicide. But on Sept. 16, the worst happened.

Schenkel: That was unkind, Nelson. Wait, the music is starting. You'd better get down on the lane.

(Randy mimics the PBA's long-running opening theme song.)

Schenkel: Live! (pause) (a longer pause) (an even longer pause) It's the Professional Bowlers Tour. Today coming to you from Celebrity Lanes in Milwaukee, Wisconsin. Let's meet today's finalists...

Randy would pick random names and random stats and transform them into a hilarious verbal mish-mash. He'd then mimic the music stopping, and suddenly Chris and Bo were good buddies again.

Schenkel: We should have an exciting broadcast for you today, but before we get started, let's take you down to the lanes and my great colleague, Bo Burton.

Burton: Thank you, Chris, and it's always an honor to be by your side in the booth.

I saw Randy do his Schenkel-Burton routine at least four times and saw him imitate at least 20 bowlers from different eras. Even though he was righthanded, he could do Earl Anthony just as well as Ray Bluth.

I was four years older than Randy, and just before I "aged out" at 21, I asked Randy if he had any broadcasting aspirations. I was attending the KEZY School of Broadcasting at the time.

"Absolutely," he replied. "I don't know if the timing will work out, but I'd love to be the guy that follows Bo Burton."

I remember mentioning that it could be a long time before that seat opened up. It was 1979.

"I know," Randy said. "I'll just bowl until then."

As a teenager, Randy Pedersen wanted to be *both* a professional bowler and a PBA color man. Decades later, he'd be elected to both the PBA and USBC Halls of Fame. So, any assertions that he committed suicide because he was worried about his legacy being more focused on his broadcasting than on his bowling are just silly.

"Committed suicide." Those are the last words I ever thought I'd type in a story about Randy. Yet that's what happened on Sept. 16. Sources close to Pedersen tell me that he had made



FREE FREIGHT on Orders $350+

AUTO-REPLENISHMENT Services Available

PREMIUM CUSTOM LOGO ITEMS

PLANOGRAM Services

EXCELLENT Customer Service

Toll Free: 888.887.8738 Office: 909.923.5700

www.sureshot-redemption.com

Follow us to see what's new, hot & trending!

the same attempt earlier in the year but was not "successful."

Friendly, outgoing and with a ready smile, Pedersen always seemed happy. But online criticism got so bad at one point that he finally got off social media. He also had been through a rough divorce, and wasn't dealing well with demotion from network broadcaster to online commentator.

To one generation, Randy was an accomplished bowler with a record worthy of election to both the PBA and USBC Halls of Fame. His name languished on the USBC Hall ballot for several years as bowlers with similar records competed for a limited number of available spots for election. He told me while being elected to the PBA Hall of Fame would always mean the most to him, it was being added to the USBC Hall that cemented his spot among bowling's all-time greats, including those who were stars before the PBA was founded.

Storm Bowling was among the first to confirm the news of Pedersen's passing, issuing a statement that noted his "impact on bowling reached far beyond his accomplishments as a Hall of Fame competitor. Through his unmistakable personality, passion, humor, and years as one of the sport's most recognizable voices, Randy helped bring bowling to life for generations of fans. For us, though, Randy was much more than a champion or broadcaster. He was a teammate, a friend, and part of the Storm family."

PBA Commissioner Tom Clark described Pedersen as "supremely talented in everything he did. Bowling, golf, comedy, broadcasting, anything. He was a force, a giant in sports and on TV. He was our friend, our partner. Randy was our voice. He was my brother. There will never be another Randy Pedersen."

As one of the primary voices on PBA telecasts, he understood that his job went beyond describing the action on the lanes.

"The PBA on TV is bowling's biggest microphone," he told me shortly after learning that he would not be retained when the organization moved from Fox Sports to The CW. "It's important to present it in a positive light. Did we sometimes over-emphasize the technical side? I think so, but it was done to try to show the difference between how talented the pros are compared to somebody who might be averaging 230 on a house shot. Making that comparison is a really hard thing to do without making it seem like we were dissing league bowlers. But we tried."

Pedersen and I kept in touch through the years. It was easy to do when I was covering all the major tournaments for Bowlers Journal and he was handling the color commentary on those telecasts. More recently, our correspondence was via text, and I could tell he was hurt when I received this final text from him on May 1: "No story on why Randy was let go. No notice from PBA, nothing. No call, text, email."

Because he was behind the microphone for so long, Pedersen outlasted all of his play-by-play partners. At one point, he wanted me to collaborate with him on a book about all the broadcasters he had worked with — the good, the bad and the ugly. I told him that would have to wait until I retired.

He told me earlier this year that his three favorites were Rob Stone, Dave LaMont and Dave Ryan.

"Did I put them in alphabetical order?" he asked with a smile. "I don't want anybody to think that's a 1-2-3 list. I've loved working with all of them."

The feeling was mutual.

"On and off of lanes, Randy was just an extraordinary, gregarious, beautiful human being — so generous, so caring," said Dave Ryan. "And he was an astute, outstanding announcer. I mean, he just knew and loved the game."

Dave LaMont said that Randy's "greatest gift as an announcer was his ability to reach both the hard-core fan — who wanted to know everything about every bowling ball, including the dates they came out of the factory — and the casual fan, who maybe wanted to know why some bowlers were throwing the ball with two hands and might like to know more about the guy with the big hair. Randy had a way of getting people to stick around and see what happens next."

Rob Stone called Pedersen a "dear friend" and his passing "one of the biggest losses of my life." He added that Pedersen's longevity in the broadcast booth "will never be matched," and that everything he did for the sport, "offered with a combination of humility and entertainment, should never be overlooked."

Ryan, LaMont and Stone all said that they clicked with Pedersen immediately once they were paired in the broadcast booth and were devastated when they heard about his suicide.

Pedersen once told me that he never felt fully appreciated by the bowling industry. While he got to do things that he loved — bowl, broadcast and mingle with people — he knew he wasn't paid nearly as much as peers in other sports. He once asked me, "Bob, do people ever come up to you and say, 'Thanks for all you do?'" I answered, "Occasionally." He then asked, "What does that mean?" On more than one occasion, Pedersen told me he'd rather have the people controlling the purse strings show him how much they appreciated him than tell him.

In the end, Randy found himself in a tough situation — shown the door from one job he'd dreamed about doing as a kid, and no longer physically able to do the other. It's hard to think about a happy-go-lucky individual like Randy seeing suicide as the only way out, but it also goes to prove we never know exactly what's going on with everyone we think we know.

Supports USBC 2026-2027 Season!

Run Your League and Tournaments the Easy Way

Trusted bowling software built from over 40 years of experience

BLS-2027 League Management

League Software Made Easy

Everything you need to run your leagues smoothly from start to finish

TRY FOR FREE!

- ✓ Integrates with all major autoscoring systems
- ✓ Easy processing of weekly scoring and standings
- ✓ Designed for the Fall 2026 through Summer 2027 season
- ✓ Built for league processors, secretaries & treasurers
- ✓ Tracks averages, awards, and stats

EASY TO SET UP AND ALWAYS FREE PRODUCT SUPPORT

Run leagues smoothly from start to finish.

- ✓Flexible and comprehensive rules
- ✓Standings & Stats Online or Mobile App
- ✓USBC Youth Scratch Championships
- ✓Broadest Scoring System Support
- ✓Flexible standing sheets and reports
- ✓Brackets for leagues

Run tournaments with confidence!

- ✓Supports singles, doubles, trios, and team events
- ✓Fast bowler registration and check-in
- ✓Handles multiple events and divisions
- ✓Built-in reports and recap sheets
- ✓Manages tournament finances

Get started today at cdesoftware.com

Trusted by centers, leagues and tournaments across the country

cde software

industry leaders in bowling software


CREATE THE NEXT MUST-VISIT DESTINATION.
Join the Making Bowling Amazing Ecosystem.
Visit us
IAAPA Expo 2026
Booth # S 4855



Today's guests expect more than a game. They expect an experience they'll remember.
QubicaAMF brings together the industry's most innovative bowling technologies into one connected ecosystem, empowering you to create destinations that attract more guests, generate more revenue, and keep them coming back.
Whether you're launching a brand-new entertainment venue or elevating an existing center, our solutions are designed to work together, evolve together, and grow with your business.

One Connected Ecosystem. Endless Possibilities.

QubicaAMF
The Bowling Industry's Innovation Leader

QUBICA AMF

Tracking Trends Ahead of the 2026 IAAPA Expo

Later this month, bowling proprietors and others in the amusement industry will gather in Orlando to preview the latest arcade games.

BY DENNIS BERGENDORF

One thing's for sure in the world of bowling entertainment center arcades: Nothing stands still. As the arcade provides an increasing share of a center's revenue, proprietors are finding out they must keep up with trends if they want to keep the customer coming back.

Adam Kleinhenz, Shaffer Distributing's director of business development, says relevance is critical.

"With everything going on with the economy and tariffs, 'How do I make an impact in my arcade without blowing the bank out?'" is a pertinent question, he says. "If I can get a crane game for under $7,000, I know it will perform."

Genda-Americas Senior Director of Commercial Growth Michael Williams says, "From an operator perspective, they're not just looking for the coolest game. They're looking to make sure they're focusing on revenue per square foot. If a game is earning and has good through-put, it's viable and gives guests a reason to play."

The redemption games are "probably outpacing the video," says Brent McKennon, FEC sales manager at Moss Distributing. "We see VR taking a step back," he says, "and cranes and redemption self-merchandisers are really what we're seeing in the forefront of games."

McKennon adds that "the cranes are bright and cheery. They generate a lot of money. You can take an old crane that's 20 years old and replace it with one of the newer ones with LED in them and you can increase revenue by 20 percent."



Some bowling proprietors and bowling equipment suppliers will be in attendance at the 2026 edition of the IAAPA Expo later this month at the Orange County Convention Center in Orlando.

Does he think cranes are a good investment?

"Oh, definitely. Cranes are one of the least-expensive items and [provide] probably the quickest ROI out there."

Joe Herbert, regional sales manager for Betson Enterprises, says, "Redemption games and instant-win merchandisers continue to be the top earners within a game room. Working with your arcade distributor or redemption product supplier to identify the hottest merchandise on the market will keep all your product fresh."

AVS Companies Marketing Director Keith Krail notes, "We've seen some trends start to take place over the past year. One of these is the placement of crane game rooms. We've encountered customers who are going in and setting up specific crane rooms or locations that are solely focused on cranes."

Another trend Krail sees is "the conversion of older BECs, being modernized to incorporate new attractions. This can involve con-

DRIVING THE FUTURE OF AMUSEMENT — TOGETHER.







EXCLUSIVES like these - and so much more!





REVENUE SHARE PROGRAM

Partner with GENDA Americas to grow your earnings.

EXCLUSIVE DISTRIBUTION

Access exclusive, high-earning machine titles available only through our national network.

GAME SALES & SERVICE

From coast to coast, our team delivers and supports.

SERVICE & SUPPORT 24/7

GetAnswers@genda-americas.com

GENDA:) AMERICAS | Kiddleton | PLAYER ONE AMUSEMENT GROUP | national entertainment network | BARBERIO ENTERTAINMENT COMPANY

verting old office space or even going so far as to remove multiple lanes from a center to convert that space to a larger pad for arcade games. We have several customers in the past year go through this process with larger installations."

But Krail says there's a big question that must be answered. "We ask, 'Do you build in your means? Do you have the capabilities with staffing to handle the larger types of setups and different game mixes, whether that includes redemption or not?'"

Williams says IP (intellectual property) continues to grow: "Different brands that people are recognizing from around the world seem to be driving the play. IP could be a movie, a character, licensed product or sports team — stuff like that."

Herbert says one trend is using past performance to predict the future.

"Data-driven game selection is becoming increasingly prevalent," he says. "Utilizing your supplier to analyze game earnings across the country to identify equipment trends and quality equipment is the key to successful game selection."

What are the successful BECs doing with their arcades? McKennon says, "They'll have a bowling package where you get to roll some balls and get some food, and then they tie in the arcade or other attractions — as well as the arcade into that birthday party package."

Kleinhenz says operators are looking for more ways to make a buck.

"We're seeing that while VR is still popular, anything that has motion but isn't VR related — so that you're not paying $50,000 for a VR machine — [is getting attention]. You may be paying a little less for something with some kind of motion."

Kleinhenz says a lot of operators are going after group sales: "It's always been out there, but people are doing more and more of that so you're extending the length of stay at a family entertainment center."

Another trend is paying more attention to inventory.

"Redemption games and instant-win merchandisers continue to be the top earners within a game room," Herbert says. He advises working "with your arcade distributor or redemption product supplier to identify the hottest merchandise on the market and keep all your product fresh."

10 ARCADE TRENDS FOR 2027

1. Ticket redemption and merchandisers such as cranes are growing in importance and probably outpace video.

2. Packages that tie arcade play to bowling boost overall revenue.

3. Centers (including small ones) are creating more space dedicated to arcades.

4. Prizes (and games themselves) are becoming more relevant.

5. Ticket redemption generates more revenue than self-contained prize units like cranes.

6. There's an increase in entire rooms that feature only cranes.

7. Arcades are becoming a bigger part of entertainment centers.

8. Instant-win merchandisers stocked with the hottest products are thriving.

9. More proprietors are using data in their game selection.

10. Intellectual property is important. Name-brand products in merchandisers help drive revenue.

So, what are successful BECs doing to attract customers and keep them coming back for more? Kleinhenz says, "We tell our customers to move their games around once a year. They're keeping up with the trends that are going on in society."

Adds Williams: "A lot of bowling centers are doing it right — staying ahead of making it easy to book parties and offer bundled packages as an experience. We're in lots of centers and the ones that are performing best are doing just that. It's not just an arcade stand-alone or a bowling alley stand-alone."

Herbert says it goes beyond the arcade itself.

"Bowling centers are increasingly updating their entire facility, focusing on aesthetics, new attractions and games, and updating their bowling experience to stay modern and drive more exciting, experience-based entertainment for their guests."

Some unique customer experiences will be on display later this month at the IAAPA Expo in Orlando. There's the karaoke booth, where family or friends perform together; John Wick Continental Pursuit, a shooter game that's expected to be hot; the Custom Case Kiosk, where customers can create custom cell phone cases; Crabzilla, which takes a couple of games and puts them together; and the ICEE Prize Plunge that enables contestants to win cups that contain prizes.

Arcades are becoming an integral part of the bowling center experience. Done right, they provide another way for guests to stay longer and spend more money.

For a preview of new products debuting at IAAPA, see pages 50 and 52. For a look at anticipated purchasing trends in Orlando, see Howard McAuliffe's "Attractions Insider" column on page 84.

AVS COMPANIES

GAMES. EXPERIENCES. WHAT'S NEXT.



JOHN WICK: CONTINENTAL PURSUIT



CUSTOM CASE KIOSK



BUTTS ON THINGS 32" CRANE



PERFECT POUR: PBR EDITION



MUSBOX KARAOKE BOOTH



IAAPA EXPO 2026

VISIT US AT BOOTH #S1209

(847) 439-9400

SALES@AVSCOMPANIES.COM

WWW.AVSCOMPANIES.COM

COASTAL AMUSEMENTS



Amazing World brings a colorful space theme to Coastal Amusements' new 30-inch crane platform. Its compact footprint, vibrant illuminated cabinet and familiar claw gameplay create an eye-catching prize machine suited for plush and merchandise, while offering operators a new look for a proven arcade format. Booth S3717
MORE: coastalamusements.com



UNIS TECHNOLOGY

Hello Kitty & Friends Prizes Island combines crane gameplay, prize pushing and bonus rewards in a colorful, four-player arcade attraction. Featuring beloved Sanrio characters, the game offers multiple ways to win, including collectible prizes and jackpot opportunities. Players use the crane to grab and drop prizes into the target zone for a chance to activate the bonus wheel. Special features like "Win All Prizes" and "Shopping Spree" add excitement and encourage repeat play. Booths S907, S1007
MORE: unistechnology.com

QUBICAAMF

QubicaAMF and ROLLER have entered into a long-term strategic partnership to develop Conqueror ROLLER, an all-in-one solution already live in bowling and entertainment centers around the globe, with continued innovation planned through their shared product roadmap. The partnership unifies QubicaAMF's Conqueror X bowling and lane management technology with ROLLER's venue management platform. ROLLER can now power the full guest journey across a venue's entertainment offerings, including lane management through QubicaAMF's integrated technology. As the partnership evolves, a shared product roadmap will meld more of the bowling and venue experience. Planned capabilities will bring more of the venue operation together, including waitlist management, in-game adjustments, and unified capacity management across all attractions. Booths S4855, S4757
MORE: qubicaamfbowling.com



LAI GAMES

Dragon Wall is a visually striking two-player redemption pusher that combines classic coin-pushing action with interactive shooting and digital match-3 gameplay. Players build a towering physical Coin Wall, trigger special bonuses, activate 3X Party Time and launch Giant Balls down the illuminated Dragon Hill for a chance to topple the wall and win big. With dramatic lighting, constant physical action and an eye-catching cabinet, Dragon Wall is designed to stand out on the game floor and keep players coming back for another shot at the Super Bonus. Booths S200-400
MORE: laigames.com



AVS COMPANIES

Headlining AVS Companies' new lineup of games is John Wick: Continental Pursuit, bringing the action and excitement of the hit franchise to the arcade. Attendees can create customized phone cases with BPAA's Bowl Expo award-winning Custom Case Kiosk, experience their own musical moment behind the microphone with the MusBox Karaoke Booth, test their pouring skills with Perfect Pour: Pabst Blue Ribbon Edition, and pick a prize with the quirky Butts on Things crane. AVS also will be revealing a new game from DSM Arcade. Booth S1209
MORE: avscompanies.com



UNIS TECHNOLOGY

Portal Pix transforms photo-taking into a fun, interactive experience where players capture, customize, and print personalized photo cards to collect, trade, or share. Players can choose from a variety of themed frames, characters, and playful scenes to create unique, entertaining keepsakes. A 27-inch touchscreen makes customization easy, while an animated digital character with expressive animations and voice guidance adds personality to the experience. Flexible paper or magnetic card options, real-time photo uploads, and web-based management provide convenience and versatility for operators. Booths S907, S1007
MORE: unistechnology.com



BRUNSWICK BOWLING PRODUCTS

Brunswick Bowling is helping venues of every size give guests more reasons to stay, play, and come back. Spark Immersive Bowling, LED video walls, and Nitro LED lighting turn every lane into a high-energy showpiece, while Duckpin Social brings compact, high-revenue bowling to bars, restaurants, and FECs where space is at a premium. Behind the scenes, Sync Center Operations puts scoring, point-of-sale, reservations, kiosks, payments, and mobile ordering on one platform, with real-time data that shows which lanes, hours, and offers are actually earning. New in the booth this year: the Playkout Pickleball Simulator. Players use real paddles and balls to hit targets across 15-plus game modes, turning underused space into a compact attraction that extends dwell time. Booth S3473
MORE: brunswickbowling.com



COASTAL AMUSEMENTS

The new Kool-Aid Flavor Wheel brings the iconic Kool-Aid Man to a colorful new redemption game. Players pull the lever and watch the Kool-Aid Man spin around a wheel of different flavors, trying to land on the bonus space for a big ticket payout. Bright visuals and simple gameplay make it easy for players of all ages to jump in and play. Booth 3717
MORE: coastalamusements.com



UNIS TECHNOLOGY

Ticket Treasure combines crane and pusher gameplay in a four-player arcade attraction. Players time a button press to swing the crane and grab RFID ticket rolls, then win rolls pushed over the playfield edge. A bonus light-stop challenge offers a chance to win the center plate prizes, adding another moment of excitement. Booths S907, S1007
MORE: unistechnology.com



ELAUT

Belgian amusement specialist ELAUT will unveil two new additions to its growing E-Claw 2.0 family at IAAPA: the E-Claw 2.0 Cosmic and the E-Claw 2.0 900 Single-Player. The new cabinet sizes mark the next step in the expansion of the E-Claw 2.0 platform, giving operators more flexibility to match machine configurations to their locations and player audiences. The Cosmic and 900 one-player models build on the same E-Claw 2.0 foundation, combining ELAUT's proven claw machine performance with modern connectivity and player engagement features. Both models are fully integrated with the remote management technology, E-CLAUT and the ELAUT Companion App, creating a connected experience that extends beyond the machine itself. Booth S3200
MORE: elaut.com



INTERNATIONAL BOWL EXPO 2026

NEW PRODUCT WINNER

OFFICIALLY SELECTED BY THE BOWL EXPO COMMITTEE

CUSTOM CASE KIOSK

It's As Easy As:

1. Scan The Code, and Pick Your Phone Style
2. Pick photos from your library and upload to CCK
3. Pay and Watch Your Case As It Prints
4. Your Case is Done In 3 Minutes
5. Enjoy Your Customized Protected Case



WHY PARTNERS LOVE CCK

NEW HIGH-MARGIN REVENUE STREAM
Premium, personalized accessories with strong unit economics and repeat appeal.

ZERO STAFFING NEEDED
Fully automated, cloud-connected, and always ready to serve guests.

SEAMLESS & RELIABLE
Built for performance with remote monitoring and support.

BUILT FOR TODAY'S CUSTOMER

SMALL FOOTPRINT, BIG IMPACT
Fits comfortably in about a 5' x 5' space with a single 120V outlet.

ENGAGING GUEST EXPERIENCE
A fun, interactive design moment that increases dwell time and creates shareable memories.

BACKED BY BALAJI BRANDS
Over 20 years of mobile accessory leadership, trusted by carriers and retailers nationwide.

Installed Dimensions:
W 32.28"
D 36.22"
H 69.72"
Weight: 630 lbs
Power: 110V / 60Hz 150-300W
Inventory Capacity:
77 SKUs total
770 total cases

AVS COMPANIES
www.avscompanies.com
(847)439-9400 | sales@avscompanies.com

COAST TO COAST ENTERTAINMENT



Coast to Coast Entertainment is set to introduce CrabZilla Strikes, an exciting new video redemption experience, at IAAPA. CrabZilla Strikes brings together two of the industry's most popular game concepts in a single attraction, combining the fast-paced action of a fish-shooting video game with rewarding coin mechanics. The result is a unique, skill-based experience where players aim at and capture underwater creatures on-screen while unlocking bonus rewards on the physical, coin playfield. Designed for two-player competitive gameplay, CrabZilla Strikes immerses players in a vibrant underwater world filled with giant sea creatures, bonus challenges and exciting reward opportunities. Booth S3000
MORE: costtocoastcranes.com

QUBICAAMF

Played on shorter lanes with smaller balls and distinctive duckpins, Fly'n Ducks delivers all the fun, competition, and social energy of bowling in a compact, space-efficient format. Ideal for FECs, hotels, resorts, restaurants, bars, and entertainment venues, it brings the excitement of bowling to locations where traditional installations may not be practical. The experience is elevated by integration with Neoverse, QubicaAMF's immersive LED wall. Dynamic visuals, interactive gameplay, and customizable themes transform every game into a vibrant social experience that captivates guests of all ages. Booths S4855, S4757
MORE: qubicaamfbowling.com



COASTAL AMUSEMENTS



Zombie Smash is an interactive redemption game that challenges players to throw a light ball at zombies as they pop up across the playfield. Consecutive hits trigger the Boss Zombie in the center for an opportunity to score bonus points, creating fast-paced gameplay with plenty of action and replay value. Booth S3717
MORE: coastalamusements.com

BRUNSWICK BOWLING PRODUCTS

Brunswick Bowling's partners at Smart Bar USA will be serving complimentary drinks on Tuesday of IAAPA week from 4-6 p.m., while demonstrating how Smart Bar's automated bar solutions pair seamlessly with Brunswick Sync's handheld ordering and lane-side kiosks. Together, Brunswick and Smart Bar are helping operators pour consistent cocktails, reduce cost of goods, and drive new revenue — all with the labor flexibility today's centers need. Booth S3473
MORE: brunswickbowling.com



COASTAL AMUSEMENTS



Dino Attack is the new and improved evolution of Coastal Amusements' Dinosaur Era. The three-player laser shooter features updated graphics, new levels and dinosaur-filled environments as players battle side-by-side through fast-paced shooting action designed for competitive and cooperative group play. Booth S3717
MORE: coastalamusements.com

COASTAL AMUSEMENTS



Hang Man challenges players to see how long they can hold on. After the player steps onto the platform, sensors automatically lower the bar to the appropriate height before lifting the player a few inches off the ground. Wind effects and light vibrations add to the experience as players try to hang on as long as possible, with longer hang times earning more tickets. Booth S3717
MORE: coastalamusements.com

UNIS TECHNOLOGY



King of Cards brings collectible card packs into the spotlight with an interactive, skill-based arcade experience. Players time their strikes to knock rotating card packs into the prize chute, with a chance to unlock an additional bonus prize. Featuring four player stations, eye-catching cabinet lighting, and flexible prize options, King of Cards combines engaging gameplay with the growing appeal of collectible cards. Booths S907, S1007
MORE: unistechnology.com

STERN PINBALL



In Fallout by Stern Pinball, players are thrown into a chaotic post-apocalyptic wasteland, only to discover that the end of the world is just the beginning. Through the chosen perspective of Lucy MacLean, The Ghoul, or Maximus, players can experience the unique set of playable side modes and features from each character while uncovering the horrors of Vault-Tec's past, present, and future. Players will battle waste landers, level up S.P.E.C.I.A.L. (Strength, Perception, Endurance, Charisma, Intelligence, Agility, Luck) abilities, hack computer terminals with their Pip-Boy, and enter the vault during an action-packed adventure that brings the iconic legacy of Fallout to life. Booth 3216
MORE: sternpinball.com



COASTAL AMUSEMENTS

Giant Tug of War puts players head-to-head with a powerful giant in an interactive strength challenge. Players select from six difficulty levels before attempting to pull the giant across the playfield as quickly as possible. Powered by an air compressor, the game awards tickets based on completion time and creates a competitive experience for a wide range of players. Booth S3717
MORE: coastalamusements.com

UNIS TECHNOLOGY



Godzilla vs. Mechagodzilla brings the iconic kaiju rivalry to the arcade in an exciting two-player marble pusher experience. Combining skill-based ball launching, collectible Godzilla cards, bonus challenges and jackpot opportunities, the game delivers engaging physical gameplay with a recognizable entertainment IP. Its dramatic themed cabinet, dynamic lighting and interactive features make it a standout attraction for FECs and arcades. Booths S907, S1007
MORE: unistechnology.com


FUNK Bowling
WHERE BOWLING MEETS
THE FAST LANE
EXPLORE NEW IMMERSIVE GAMES
JOIN US AT
IAAPA
ORLANDO 2026
Nov 17–20, 2026
BOOTH
#S2281
NEXUS
FUNK
FUNKBOWLING.COM

VISIT US AT IAAPA EXPO!

ARCADE DISTRIBUTOR

BOOTH #S1209

AVS Companies
(847) 439-9400
sales@avscompanies.com
avscompanies.com

With more than 50 years of experience, AVS Companies is the one-stop shop for amusement equipment, parts and services across the country.

ARCADE DISTRIBUTOR

BOOTH #S1810

Kiddleton/Genda America's
(844) 946-7124
getanswers@genda-americas.com
genda-americas.com

Built on the expertise of Player One Amusement Group and National Entertainment Network, GENDA Americas delivers flexible amusement solutions through Kiddleton across North America.

CAPITAL EQUIPMENT MANUFACTURER

BOOTH #S2281

Funk Bowling
(586) 533-9969
info@funkbowling.com
funkbowling.com

We manufacture Tenpin, Ninepin and Duckpin Bowling, paired with our innovative FUNK Platform for scoring and center management. Quality, innovation, and durability define every product we create.

GAMES

BOOTH #S3700

LASERTRON
(305) 257-3930
akessler@lasertron.com
lasertron.com

Laser Tag Equipment, Custom LED Arenas, Axe Throwing, and Krazy Darts — 2023 IAAPA Brass Ring Award for Best New Product.

REDEMPTION

BOOTH #S3412

PIA Products – Premium Products Powered by A&A Global
piaproducts.com
aaglobal.com

Innovative, licensed, and exclusive redemption products that stand out. Powered by A&A Global — where quality meets fun.

REDEMPTION

BOOTH #S3026

Redemption Plus
(888) 564-7587
smile@redemptionplus.com
redemptionplus.com

At Redemption Plus, we're more than just a prize and toy supplier. We partner with arcades, family entertainment centers, bowling centers, and cinemas to create and maintain profitable redemption programs.

REDEMPTION

BOOTH #S2210

Rhode Island Novelty
(800) 435-3456
sales@rinovelty.com
rinovelty.com

Established in 1986, Rhode Island Novelty offers the best case pricing, product selection, and performance. With unmatched variety and value, partnering with us means saving time, reducing costs, and providing prizes that keep guests coming back.

REDEMPTION

BOOTH #S3226

Sureshot Redemption, Inc.
(888) 887-8738
sales@sureshot-redemption.com
sureshot-redemption.com

Sureshot Redemption offers a wide range of popular, trending, and unique products in every category including custom logo branding. We provide Free Freight with any orders of $350 or more.

SOUND/LIGHTING

BOOTH #S4087

DFX
(800) 555-5280
info@dfxsoundvision.com
dfxsoundvision.com

DFX designs, installs, and integrates complete AV solutions for bowling centers, including LED video masking, video walls, audio, lighting, and intuitive control systems that transform your venue at the touch of a button.

Come See Us at IAAPA • Booth S3400

THE FUN STARTS HERE



FUN EXPRESS®

888.873.2606 • FunExpress.com

A Berkshire Hathaway Company

When it comes to fun, we're all business.®

Putting Butts in Seats

A new way to market your game-day food-and-beverage specials.

The National Football League has long offered bowling centers equipped with large screens the opportunity to create special events connected with the NFL's post-season playoffs. And now that that NCAA has a playoff system utilizing bowl games in place, the opportunities have multiplied.

Many centers simply open their doors on playoff game days and wait for customers to arrive. This can be effective, if not totally dependable. But, often, empty seats in a bar and other viewing areas remain, and just like an unused lane, an empty seat does not generate revenue.

One way to maximize revenue on game days is to think of your center as a stadium, with a number assigned to each seat within view of a big screen. Charge a nominal fee to reserve the seat for specific games or designated time periods. With each seat sale, include a souvenir bowling towel with your center's logo. The goal of selling seats isn't to make money; that part comes later. Rather, it's to create demand in advance of games and help ensure that everyone who wants a seat gets a seat.

For an added touch of realism, print tickets showing the seat number, the game — "NFL Wild Card" or "Rose Bowl" as examples — and the ticket price. Demand for tickets is likely to intensify as the playoffs progress, so adjust the pricing appropriately. But remember, you're providing the reserved seats as a service, so resist the urge to charge too much.

Also be aware that ticket demand may vary based on whether a regional team is part of the telecast.

Before you get too far with your planning, check with local officials to see if they will enforce gambling laws associated with a number/square card — the kind of game played in offices across the country every year without incident. Typically, it's one of those laws for which law enforcement looks the other way. But don't take that for granted. Ask the local chief of police or sheriff whether they'll allow you to sell cards to guests.

If you get the green light, sell the cards for $5 each, then announce the winner and pay them off after each quarter. There's a good chance at least part of the winnings will be used to buy a round for friends. But, again, get the okay from local law enforcement before you make the cards part of your promotion.

Resist the urge to discount beverages — beer, wine cocktails, mocktails, Pepsi products — and instead offer "specials" on appetizer plates and baskets that can be shared. But instead of discounting the selected items, offer larger-than-usual servings and charge an appropriate amount more. Example: If you typically charge $12 for six wings, make your game day special eight wings for $16.

Think of it as "super-sizing" your appetizer menu and focus on items that are spicy or salty to encourage additional beverage purchases.

If you don't normally offer table service and rely on guests to place their orders at an "Order Here" station, events like this benefit from having table runners at the very least to full-fledged servers at the best. Since centers range from small with limited-menu snack bars to large with sophisticated ordering systems, you'll need to figure out the system that works best for you. Do so with the idea that these are days for your center to shine and leave a lasting positive impression on people who aren't regular customers — or may even be visiting for the first time. Positive first impressions can lead to future company or other group parties.

But on the day of the game, you want to maximize sales. That means staffing up, if necessary, to keep the food coming out of the kitchen and the drinks out of the bar.

Keep in mind that some people like to bowl while they keep half an eye on a game, so also make a package available to them, selling seats in the bowling area — up to four per lane. Again, make the ticket price nominal; the goal is to maximize food-and-beverage sales potential.

If possible, hang banners or pennants for each team involved in the game being shown. They don't need to be big, but they should be placed in a prominent place. And they should be separated so guests can use them for photo opps.

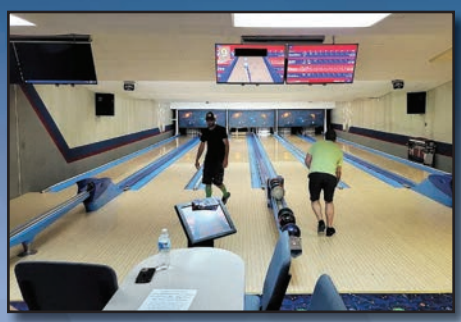
Finally, promote your unique game-day promotions online. A possible marketing line: "Watch the (fill in the name of the game) in a new way!"

New Center Consulting, Inc.
Home of TouchScore

WWW.TOUCHSCORE.COM

TOUCHSCORE = SIMPLICITY

Works with all freefall/string pin machines and POS systems.













*CUSTOMER FEEDBACK

"New Center Consulting usually only deals with 10 pin, duck pin and candle pin scoring systems and pin setters. Glenn and his crew were excited for the challenge of getting the very old Mendes 5 pin machines at our centre to work with their scoring system. It has been well worth changing the scoring system to Touch Score. SIMPLICITY IS THE BEST WAY TO DESCRIBE TOUCH SCORE, EASE OF USE FOR LEAGUE BOWLERS AND PUBLIC BOWLERS ALIKE.

We here at Chatham Bowlerama recommend New Center Consulting and the installation of Touch Score scoring system."

Peter Brown, Proprietor
Chatham Bowlerama
Ontario Canada

(Financing and subscription pricing available.)

Get a quote over the phone • Follow up invoice within hours, no waiting • Ask about Owner to Owner Financing • Ask about Credit Card integration • No Subscription or on-going fees required, real software, no "cloud" • They will Customize Hardware in my installation, if needed • Plus, own the equipment and the rights to use it outright

Call for Details

(248) 375-2751

and Speak Directly to the Owner

New Center Consulting, Inc.

Let Us Make Your Center Look Like A New Center

ALLEYTRAK BOWL NOW ADP



At Legends, bowling is considered one of several entertainment options for guests to enjoy. String pin technology was selected.

Legends of Their Games

Top athletes are honored in Springfield's new place to play.

BY JOHN CAMPOS

When customers walk into Legends Entertainment in Springfield, Illinois, one of the first things they see is a wall celebrating some of the city's sports legends — athletes who grew up in Springfield and went on to play professionally.

It's an appropriate introduction to a facility built around sports, competition, and entertainment.

The new 45,000-square-foot family entertainment center, which opened in August, is designed to give today's families plenty of reasons to walk through its doors.

Legends features 12 lanes of string pin bowling, an 85-game arcade, five independently operated restaurants, three bars, and a heated outdoor patio. It also boasts 85 televisions and four 8-by-13-foot video walls, making sports viewing another major part of the experience.

"We always thought that we weren't going to be just a bowling alley," says Ben Call, a lifelong Springfield resident and one of the four majority owners of Legends. "We just wanted to have another option, another attraction to bring people in."

The name, in fact, was chosen with Springfield in mind.

Inside the facility, the Legends Wall features athletes from Springfield who have reached the professional level in various sports. Some of the featured athletes are former NBA stars Andre Iguodala and Kevin Gamble, NFL player Malik Turner of the San Francisco 49ers, and former Major League Baseball player Jayson Werth.

"Our whole thought was that it's a nice way to pay homage to some of your local heroes," Call says.

The wall helps establish the local connection, while the rest of



USBC APPROVED US BOWLING CONGRESS

WWW.TWISTERPINS.COM

Outstanding Scorability, Long-lasting durability.

U.S. DISTRIBUTORS

Ace Mitchell BOWLERS MART

Ace Mitchell
Cuyahoga Falls, OH
Nashville, TN | Deer Park, NY
1-800-262-2695
acemitchell.com

CLASSIC
Think Bowling, Think Classic.

Classic Products Corp.
Fort Wayne, IN | Garland, TX
Largo, FL | Henderson, NV
260-484-2695
classicproducts.com

At a Glance

Venue: Legends Entertainment
Location: Springfield, Illinois
Owner: Legends Entertainment LLC
Design & Architecture: Melotte, Morse, Leonatti and Parker
Bowling Manufacturer: Brunswick Bowling Products
Arcade Distributor: AVS Companies
Card System: Intercard
Redemption: BMI Merchandise
Darts: Dartsee
Audio/Visual: Save Electronics
Music Source: Control Play by Bowling Music Network
Food Court: Sapori, Taco Gringo, Sliders, Vanilla Bean and Wellthy Juice Company
On the Web: legends-springfield.com

the facility is designed to bring people together in the present.

Bowling is one of Legends' two primary attractions, along with the arcade. Brunswick served as the bowling equipment vendor and helped determine the appropriate number of lanes based on the facility's overall design.

"The 12 lanes really made sense for what we were trying to do and how we were partitioning the building into different spaces," Call says.

String pin bowling was also a deliberate choice. The owners researched the potential advantages and disadvantages before deciding that strings made sense from both a maintenance and cost standpoint. They also were comfortable with the fact that string pins are approved for sanctioned leagues and tournaments.

Legends has started offering leagues, but the main focus is on making bowling another option for families rather than competing directly with Springfield's larger, more traditional bowling centers.

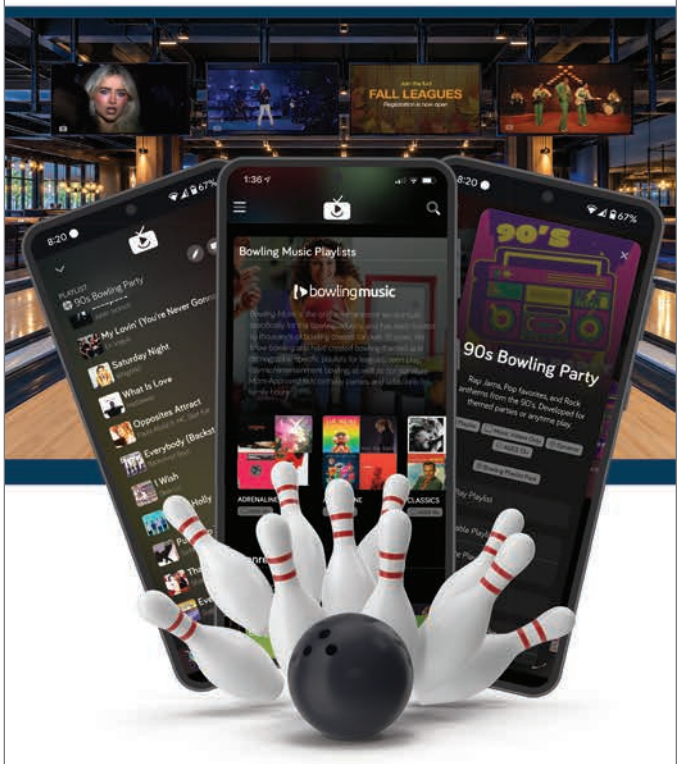
"The other bowling complexes in the area are more bowling centric," Call says. "We're not trying to compete with them. We just wanted to have another option to bring people in for the family side of things."

The arcade occupies approximately 7,500 square feet and currently contains 85 games. The owners spent the three years attending IAAPA and scouting attractions and industry trends. The original plan called for about 100 games.

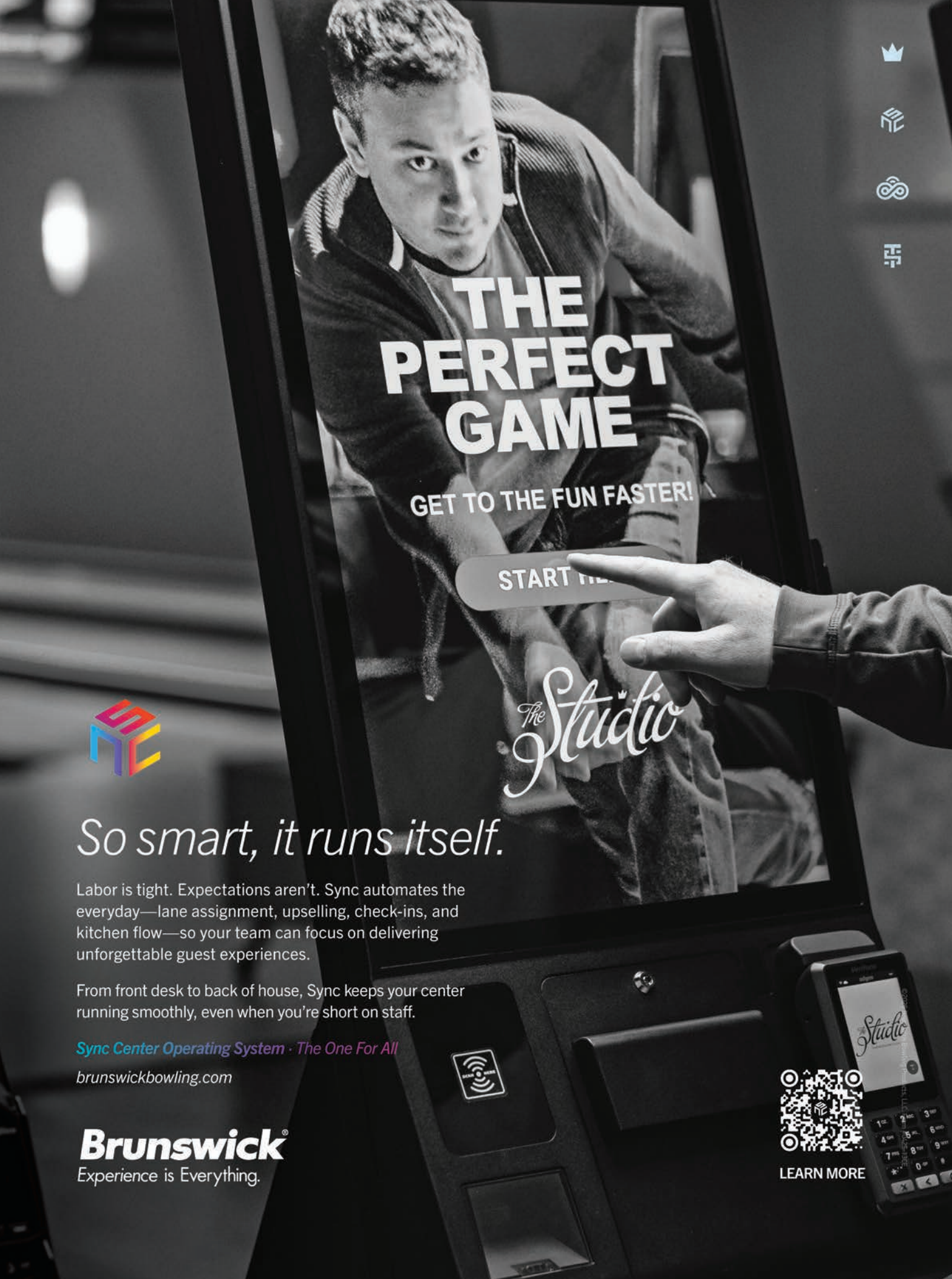
"We ended up with 85 based on the space and layout of what we had," Call says.

The arcade and bowling areas are complemented by 85 televisions and the four large video walls.

"The majority of our people are coming in to watch

Congratulations
LEGENDS ENTERTAINMENT


We are Proud to be a part of their
SUCCESS STORY!
& would love to be a part of
YOUR SUCCESS TOO!
Amplify Your Vibe with
Music, Music-Video & Digital Signage
sales@controlplay.com | 1-866-684-8324
Download on the App Store
control play



So smart, it runs itself.

Labor is tight. Expectations aren't. Sync automates the everyday—lane assignment, upselling, check-ins, and kitchen flow—so your team can focus on delivering unforgettable guest experiences.

From front desk to back of house, Sync keeps your center running smoothly, even when you're short on staff.

***Sync Center Operating System** · The One For All*

brunswickbowling.com

Brunswick®
Experience is Everything.

LEARN MORE



The owners wanted a food-and-beverage component but didn't want to deal with the headaches of managing it. So they opted for a food court with non-competing brands.

games and have a drink, but also bring their kids so that they can play games and bowl," Call says.

The FEC also has three high-tech darts games — interactive dartboards with pre-programmed games that offer adjustable skill levels — for the older customers.

"It's a new game where you can play regular darts games, but then you also can play all kinds of different games, like football and baseball," Call says. "We wanted to do something different with darts, not have the type of stuff that you see at every other bar."

Because the game uses steel-tip darts, the stations aren't intended for the younger customers.

"They are within the view of the bar, so we keep an eye and make

LEGENDS
ENTERTAINMENT

CONGRATULATIONS -

to Legends Entertainment
on your Springfield, IL
Grand Opening!

It has been our pleasure
to support your
arcade game room installation
and we wish you all
great future success!

AVS
COMPANIES
avscompanies.com



SMART BUY
MUSIC LICENSING

For 2027



EXCLUSIVE FOR
BPAA MEMBERS:

The window to pay for discounted music licensing is open and will close

December 31, 2026.

Scan QR code for more information

If your center participated last year, but did not receive an invoice, contact Smart Buy at **michelle@bpaa.com** or **817-385-8437.**





The fun at Legends isn't contained to inside. Numerous outdoor activities are available when the weather cooperates.

sure that the young kids aren't playing them," Call says.

The outdoor area gives Legends another way to expand its entertainment footprint, particularly during warmer months.

The patio includes turf for bags and other games, seating, a bar, and televisions. A heated patio area provides space for live bands and other entertainment, while heaters enable guests to remain comfortable outside as temperatures drop.

Large garage doors can be opened to connect the indoor and outdoor areas, giving Legends another entertainment area without adding another indoor attraction.

The owners took an unconventional approach to food service. The center does not have a traditional restaurant or snack bar. Instead, five local restaurant operators rent space, pay their own utilities, and contribute to management of the dining area.

"We have a food court versus a kitchen that we own," says Call, who has a background in real estate. "I've owned other restaurants, and it's a grind. We really didn't want to do that."

The five tenants provide distinctly different options. Sapori serves pizza; Taco Gringo offers Mexican fare; Sliders specializes in burgers,



The concept behind the venue is to provide a safe and fun place for families to go and to honor the community's sports legends.

Lanetalk

LEAGUES ON AUTOPILOT

Built for staff – loved by bowlers.



> What stood out to us about LaneTalk League Manager is its simplicity and ability to modernize league operations while creating a better experience for our bowlers. That's exactly the direction we want to take EZ Bowl.

EJ, Natalie, Zac & Kayla
EZ Bowl

TRY FOR FREE!

See the difference. Side by side.

Try LaneTalk alongside your current league software, without disrupting live league operations.

Lanetalk.com/leaguemanager

BOWL EXPO 2025
BEST NEW SERVICE

OFFICIAL STATS PROVIDER
PBA | USBC

chicken and pulled-pork sliders, fries, and wings; Vanilla Bean provides ice cream; and Wellthy Juice Company offers juice, salads, and other healthy choices.

"The whole idea was that we didn't want any of them competing with each other," Call says.

Another major factor for the new FEC concept was location.

Legends sits alongside Scheels Sports Park near the intersection of two Illinois interstate highways. Scheels is a huge complex that features a sports dome along with indoor and outdoor facilities for various activities. It often plays host to major youth tournaments and sporting events, creating a built-in audience of young athletes and their families for Legends

There are also two nearby hotels (and another under construction) that provide another potential customer base.

Call estimates the Springfield market at roughly 120,000 people and believes the facility's mix of attractions fits the community.

The facility opened in August, missing much of the summer sports traffic the owners had hoped to capture. Construction delays included shipping issues with arcade games, finishing work by contractors, and the extensive electrical, data, and internet requirements of a building filled with connected technology.

"Pretty much everything in our building involves the internet in some way," Call says.

Now the owners are learning what the operation looks like with customers in the building. Staffing has been one of the biggest lessons.

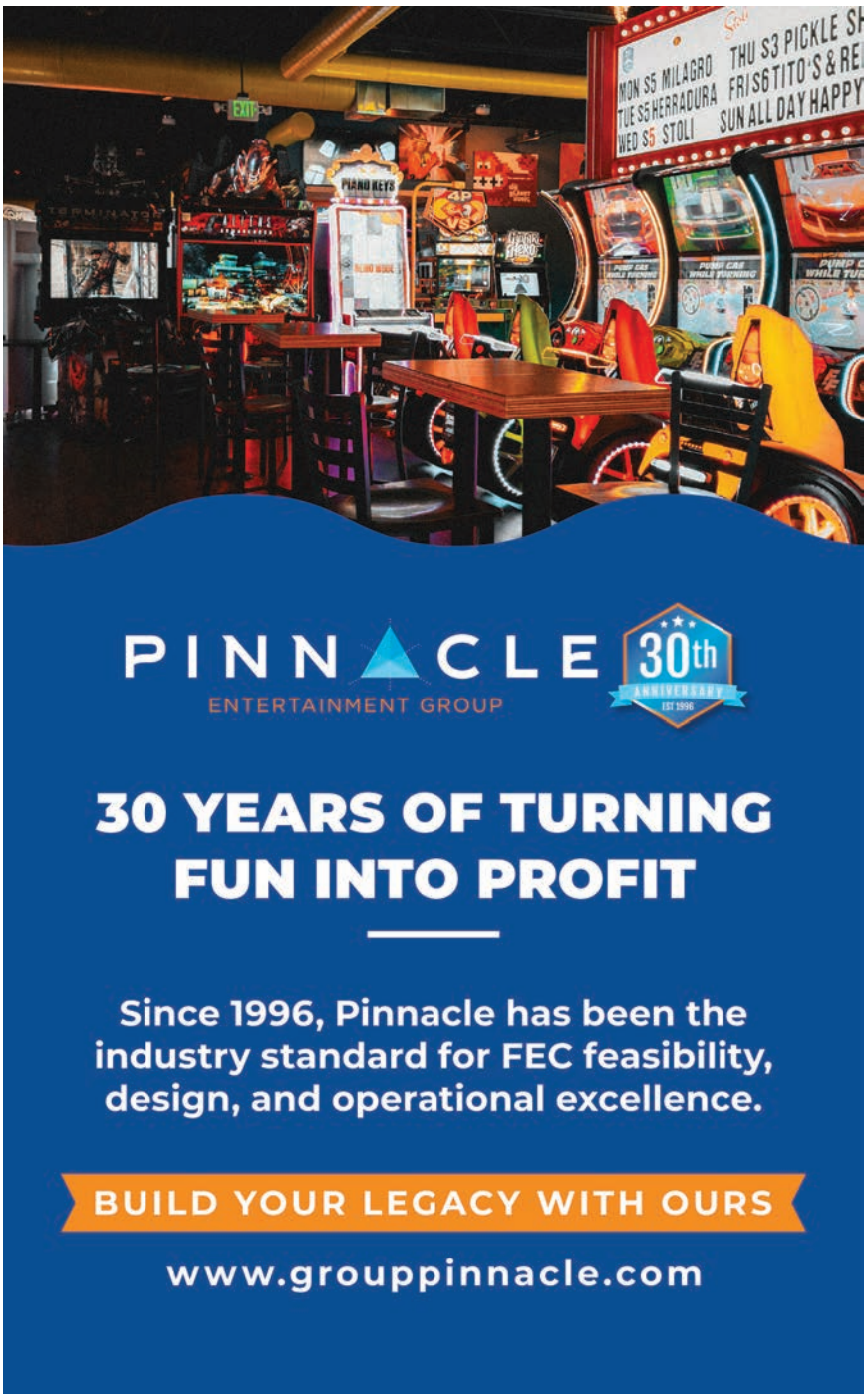
"We probably started by overstaffing and then just tried to dial it back a little," Call says. "We realized that the weekends are significantly busier than the weekdays."

So far, the response has been encouraging.

"I think we've been received very well so far," Call says. "And most of it has just been the local business."

While Legends Entertainment is establishing itself in Springfield, the owners hope the community will see the facility as more than just another place to bowl.

Perhaps, along the way, the facility also will give the next generation of Springfield athletes a place to make a few memories of their own — and, someday, a place on the Legends Wall.



KARMA



Revving up the giving goal in the Motor City, following Mom's advice is always wise, preserving bowling's history doesn't happen by accident, building community one frame at a time, and a special gift for Santa Claus.

80 Years: 80 Ways to Give Back

Garden Bowl marks 8 decades of family ownership in a unique way.

BY BOB NIEMAN

For Dave Zainea, celebrating 80 years of his family's ownership of Detroit's historic Garden Bowl called for something bigger than an anniversary party. It called for a thank-you to the city that has supported the business for generations.

Garden Bowl is marking the Zainea family's 80th anniversary as proprietors by partnering with 80 Detroit-area charities and nonprofit organizations over the course of a year. Through fundraisers, donations and volunteer efforts, the bowling center hopes to help those organizations raise money while strengthening relationships throughout the community.

"We've always been active in the community — from my grandfather to my dad to me," Zainea said. "We always were involved in the community, especially with nonprofits — sitting on boards and participating, and holding fundraisers."

The Zainea family purchased Garden Bowl in 1946, although the bowling center's history stretches back even further. Originally opened in 1913, Garden Bowl has operated at the same location ever since and is listed on the National Register of Historic Places. Zainea represents the third generation of his family involved in the business. He began working there full-time after graduating from college in 1984 and became an owner with his brother, Joe, in 1991.

As the family's 80th anniversary approached, Zainea initially envisioned working with just a handful of nonprofits. Then, Garden Bowl public relations specialist Greg Bowens suggested taking the idea much further: Why not partner with 80 charities?

"I'm like, 'Whoa, that's going to be a lot to handle,'" Zainea recalled. "But we're making it work. Why not? The community has been good to us, and I want to return the gesture."

The initiative kicked off in August as part of Garden Bowl's week-long 80th anniversary celebration, which featured theme nights, a canned food drive, an '80s party and other activities. The charitable campaign will continue through August 2027.

Participating organizations can use Garden Bowl as a venue to create their own fundraisers. The center provides lanes and bowling shoes, giving nonprofits an opportunity to bring supporters together and generate donations. At one early event, Zainea said, the participating organization had already raised more than $6,000 to $7,000.

"I want them to make money for their organizations," he said. "We're merely the vehicle to help them do it."

But Zainea wants the partnerships to accomplish something beyond a single night's fundraising total. Garden Bowl, he said, is in "the fun business," and he hopes organizations and their supporters enjoy themselves, develop a connection with the center and return for future events.

"That way, we can build the relationship, and hopefully those organizations will want to do something with us again next year," he said.

The 80 organizations must be legitimate 501(c)(3) nonprofits and have a connection to Detroit and its urban community. Among the organizations identified for the initiative are WDET Public Radio, the Capuchin Soup Kitchen, First Tee Greater Detroit, the Ruth Ellis Center, the Coleman A. Young Foundation, the Charles H. Wright Museum of African American History, and the Tuskegee Airmen Historical Museum and Flight Academy.

"To fundraise at an historic venue like this, it's going to draw people," emphasized John Page, program director for First Tee Greater Detroit, a youth development nonprofit. "It's going to be a tremendous gamechanger for us."

Yolanda Jack, representing the Charles H. Wright Museum of African American History, expressed hope that Garden Bowl's corporate generosity would inspire other local businesses to give back as well.

"I think it's an example," she noted. "I'm hopeful other businesses have that 'Yeah, we should do the same thing' attitude, because we need it."

For Zainea, the emphasis on Detroit is deliberate.

"You've got to have a socially responsible attitude toward your community," he said. "You can't just take advantage of them. I don't want to exploit them. They've been good to us."



Third-generation proprietor Dave Zainea is hoping to raise $100,000 for 80 Detroit charities during Garden Bowl's 80th anniversary year.

That philosophy has shaped Zainea's involvement in Detroit long before the anniversary campaign. He served for 15 years on the board of the YMCA and also served on the board of Build Detroit, an organization that helps high school dropouts earn GEDs and enter the skilled trades.

His relationship with the YMCA eventually led to an unexpected partnership. Garden Bowl provided breakfast and lunch for children in the organization's childcare program for three years.

"I wasn't looking at them to make a buck," Zainea said. "I just love the YMCA."

The anniversary initiative is already creating new opportunities to deepen those kinds of relationships. Zainea recently met with the development director of the Ruth Ellis Center, which provides housing, healthcare and other services to LGBTQ+ young people. Their conversation centered on the organization's mission and ways Garden Bowl could help.

"It's really building relationships, being genuine and following through," Zainea said. "We've committed to it. And we own it."

Garden Bowl also has committed to raising $7,500 for Detroit public radio station WDET. Plans include donating a portion of open-bowling proceeds on selected days to help reach that goal.

Across all 80 organizations, Zainea would like to see the campaign generate $100,000.

"That would be great," he said. "It's great to see them take advantage of it, but they've got to put the work in, too. You can't do it for them."

Zainea also acknowledges the balancing act involved in operating a for-profit business while supporting charitable organizations. Garden Bowl provides participating nonprofits with a set number of lanes, but food, drinks and additional lanes generally come at a cost. Events also must work within lane availability.

"We still have to pay our bills," he said.

What Zainea does not want, however, is for Garden Bowl's community involvement to become little more than a marketing campaign. Businesses can benefit from being active in their communities, he said, but those benefits should not be the reason for getting involved.

"We wanted to really help the community," Zainea said. "It's been good to us. You've got to come off as sincere. Do you get some residuals back? Yeah, you do, but that's not my intention."

That attitude connects Garden Bowl's anniversary campaign with something much older than the celebration itself. For three generations, the Zainea family has operated a business that depends upon Detroiters walking through its doors.

Eighty years after his grandfather purchased Garden Bowl, Zainea sees the anniversary as an opportunity to return some of that support.

"Helping others is our way of saying thank you, Detroit," Zainea said. "This city has been a part of our family for three generations, and we look forward to a bright future ahead."

Mark-3One

Guidance System

Different by design.
Built for better bowling.

Introducing Mark-30ne. The in-lane guidance system that makes the game easier to understand and more engaging to play. Built directly into the lane, it brings proven coaching principles to life with clear, visual targets. Different by design, the target layouts help bowlers identify lines, make adjustments, and build confidence faster. The result? Faster learning, better shots, and more confident players—from casual bowlers to seasoned competitors.



Exclusively available on

SPL

Select Series

QUBICAAMF

No Surprise: Mom Was Right

Let It Roll Bowl puts community at the heart if its business.

BY BOB NIEMAN

When Stacy Anderson talks about community service, he doesn't begin with fundraising totals, marketing strategies, or business benefits. He begins with his mother.

"It comes from my mom, Lenora," said Anderson, proprietor of Let It Roll Bowl in Phoenix. "She was always a giver and expressed giving. She taught us that. So, every aspect of my life is focused on giving, because every day we're blessed with opportunities."

That philosophy has helped turn Let It Roll Bowl into far more than a place to knock down pins. During Anderson's years at the center, it has become a gathering place for schools, churches, nonprofits, families, and community organizations — as well as a vehicle through which those groups can raise money, reach underserved residents, and simply give people a place to belong.



Stacy Anderson runs Let It Roll Bowl in Phoenix with a simple philosophy: put the community first.

Interestingly, Anderson says he didn't initially set out to create such a community-focused business.

"The community came to me," he explained. Church and school groups began approaching the center, looking for opportunities to hold events and programs. "So, we began to express that we're about the community and we're about supporting, helping, and providing where we can."

Today, that support takes many forms. Let It Roll works with organizations to customize fundraising packages and pricing around their budgets and goals. The center also hosts charitable events and contributes VIP coupons and promotional items to charities, youth organizations, and fundraisers. And Anderson's involvement extends beyond the four walls of Let It Roll, including service on the Sunnyslope Alliance Board and participation in neighborhood cleanups, community gardens, and youth initiatives.

He's quick to credit the Arizona CDFI Network as an important influence on Let It Roll Bowl's community-giving journey.

"CDFI has been one of our greatest mentors and inspirations in building our community-focused portfolio," Anderson said. "Their commitment to connecting communities with resources, supporting small businesses, and creating opportunities for home and business ownership inspired us to deepen our own commitment and find more opportunities to give to our community."

That influence complements Anderson's own belief that a local business can play a meaningful role in strengthening the neighborhood it serves. For Let It Roll Bowl, that means looking for ways to help organizations succeed, whether by providing affordable access to the lanes, assisting with fundraising ideas, or simply responding when someone in the community needs a hand.

Through the years, Anderson estimates fundraisers held at the center have generated somewhere between $800,000 and $1 million for charitable organizations. Some individual groups have raised as much as $30,000, while numerous others have generated between $1,000 and $5,000.

But the numbers aren't what he remembers most.

One of the center's longest-running relationships is with OCJ Kids, a Phoenix nonprofit serving children in Arizona's foster-care system. For nearly 15 years, the organization has brought children to Let It Roll for an annual Christmas bowling event. More than 400 children now participate each year, with Santa Claus, presents, and bowling all part of the celebration.

"The smiles and joy at seeing Santa Claus and receiving a Christmas present are very special," Anderson said. "For so many of those kids, they've had a lot of things happen in their lives at a very early age."

Let It Roll provides the lanes at a discounted rate, helping make the large annual gathering possible. For Anderson, watching children who have experienced abuse, family disruption, and other hardships simply enjoy being kids makes it one of the center's most meaningful events.

The center has developed similar relationships throughout the community. St. Vincent de Paul, for example, has brought children from its Dream Center to Let It Roll for evenings of bowling, pizza, and soft drinks.

"Let It Roll Bowl has been a supporter of St. Vincent de

Come say hi!

You don't want to miss this!







See us at IAAPA

Booth #S3412

Shop aaglobal.com 800.638.6000

Redemption • Plush • Candy • Novelty • Licensed Products

Paul for many years," said Todd A. Cooley, manager of corporate development for the organization. "We are so grateful for all that Let It Roll Bowl does to support St. Vincent de Paul and those we serve."

For Harvest Compassion Centers, Let It Roll has become the site of an annual fundraiser that fills the entire bowling center. Executive Director Nicolee Thompson praised not only the event itself, but the support her group receives from Anderson and his staff.

"Working with the staff at Let It Roll Bowl was an excellent experience, from scheduling to logistics to helping us with clean up after our event," Thompson said. "Our entire staff, volunteers, and participants enjoyed their bowling experience."

Some partnerships have lasted more than a decade. House of Refuge Sunnyslope has held its annual fundraiser at Let It Roll for 11 years, a relationship that CEO Julie Supplee says goes well beyond simply renting lanes.

"We love this neighborhood treasure," Supplee said. "They make us feel as if they are our partners in serving our local Sunnyslope community."

That sense of partnership is intentional.

"We're hands on in the community," Anderson stressed. "We're rolling up our sleeves. We're at the table, listening to what the needs are and seeing what part we can play to contribute."



Stacy Anderson poses with Phoenix Suns mascot Go the Gorilla and Debbie Thompson, founder and main event organizer of the Take Out 10 for Cancer fundraiser at Let It Roll Bowl. The event benefits Heroes and Angels LLC, a nonprofit that manages the Take Out 10 for Cancer page on Facebook.

Bowling, he has discovered, is particularly well suited to that mission because it can bring together people whose circumstances might otherwise be very different. Let It Roll has welcomed children with special needs, those recovering from addiction, disadvantaged families, and others who may have limited access to recreational activities.

"When you see a child with special needs grab a bowling ball and use a ramp to roll the ball and then you watch his or her face and see the joy of that moment, it's unbelievable," Anderson marveled.

Those experiences impact Let It Roll's employees, too. Anderson said seeing people overcome challenges and find happiness in something as simple as rolling a bowling ball can put everyday concerns into perspective.

"It's a morale booster and it builds the camaraderie amongst the staff," he said. "And my staff genuinely offers the spirit of giving in helping all of these organizations."

Over time, Let It Roll's commitment to its neighborhood has also created something Anderson never could have purchased through traditional advertising: loyalty.

He saw just how deep that loyalty ran during the COVID-19 shutdown in 2020.

With the center closed for months, customers called asking how they could help. Some offered to stop by simply to give Anderson money. Several bowling leagues went even further, donating their prize funds to Let It Roll employees. Anderson estimates those donations totaled more than $18,000.

And when the center finally reopened under social-distancing restrictions, bowlers quickly returned because they wanted to help keep the business alive.

"That was the most heart-warming moment," Anderson said. "While it was the toughest time of my business life since I've been here, it also was the most rewarding."

For Anderson, it demonstrated something he had believed for years: community involvement cuts both ways.

"Why should you get involved with the community? Because the community will save you," he said. "The community not only will help you, but you never know when the community can save you."

It's a lesson Anderson hopes other bowling proprietors will embrace — not as a marketing strategy, but as a genuine commitment to the people just outside their doors.

"Don't think about it. Do it," he said. "It feels good to help your community. And, when you help your community, your community will help you."

At Let It Roll Bowl, that philosophy can be seen in fundraisers and foster-care Christmas parties, in neighborhood projects and bowlers with special needs, and even in the homeless man who comes by each Wednesday to clean the bowling center's parking lot in exchange for burgers, fries and sodas for himself and a friend.

For Anderson, all of it traces back to the lesson his mother taught him years ago: treat people with respect and care, regardless of where they come from or what they have been through.

It turns out to be a pretty good philosophy for running a bowling center, too.

BPAA

BOWLING SUMMIT 2027

JANUARY 10-12 FORT LAUDERDALE

THE WESTIN FORT LAUDERDALE BEACH RESORT

FINAL EVENT

YACHT Party



TUESDAY
JANUARY
12
5:00–8:00 PM

SET SAIL ON CATALINA

Expect an unforgettable evening featuring:

- Private Yacht Experience
- Fort Lauderdale Sunset Cruise
- Food & Cocktails
- Live DJ

MAKE WAVES. MOVE YOUR BUSINESS FORWARD.

REGISTER NOW **BOWLINGSUMMIT.COM**

Guardians of the Game

Meet the 2026 IBMHOF Striking Contribution Award recipients.

BY KARI SMITH WILLIAMS

Bowling's greatest triumphs don't outlast the people who achieved them by chance. They survive because someone makes the conscious choice to save them.

As curator of the International Bowling Museum and Hall of Fame, I am one steward in a long lineage of caretakers entrusted with passing the physical and intangible history of our sport carefully from hand to hand, ensuring that the game's greatest moments endure to inspire the next generation.

A museum is only as successful as the public it serves. Preserving a sport's legacy requires far more than one series of dedicated custodians. The true foundation of this meaningful work is made possible by the committed individuals and organizations across our entire community who actively rescue our shared heritage from the margins of time. It is my privilege to share a few stories of those recent accomplishments.



Bill and Barb Chrisman donated $100,000 to the IBMHOF through their Chrisman Foundation.

The museum's Striking Contribution Award has five new recipients for 2026: The Chrisman Foundation, The Reichert Foundation, the Professional Bowlers Association, John Marzich, and Charlie and Lynda Kinstler.

Created in 2022, the award recognizes individuals, organizations and institutions that have made a significant contribution to the museum.

The Chrisman Foundation, established by Barbara Chrisman and the late Bill Chrisman, founders of Storm Products, was recognized for a $100,000 donation made in Bill's memory. For decades, the Chrismans were steadfast supporters of the IBMHOF, which has honored many professional bowlers who achieved greatness under the Storm banner.

The Reichert Foundation is another long-time supporter of our mission. This enduring relationship is reflected in the Reichert Library, a space where museum visitors can gather and peruse our extensive collection of bound national and regional bowling publications. In 2025, the Reichert Foundation made a $25,000 donation that





The PBA's USA vs. the World match took place on the museum's vintage lanes. From the left: PBA Commissioner Tom Clark, captains Jason Belmonte and EJ Tackett, and 19-time PBA champion Chris Barnes with the microphone. BPAA staffer Rory Clark handled the pinsetting chores. The PBA donated live-streaming revenue as well as 2026 PBA Players Championship ticket proceeds to the museum.

enabled us to modernize the room's technology to better serve our public.

We immediately put our newly updated presentation technology to use by serving as an expanded viewing area for the PBA's USA vs. The World Captains Match this past February. Held on our vintage lanes, this one-game exhibition between Jason Belmonte and EJ Tackett was livestreamed to thousands on the PBA's YouTube channel (where it is currently viewable for fans who missed it). That historic event is just one reason the PBA received our Striking Contribution Award this year. Beyond staging the match and generously donating the resulting ad revenue, the PBA was honored for bringing its Hall of Fame reception to our facility and for donating ticket proceeds from the 2026 PBA Players Championship.

Andy Marzich was a six-time PBA Tour champion in the early 1960s and a member of top-ranked teams during bowling's "Great Team Era." Recently, I have had the pleasure of getting to know his son, John Marzich, who meticulously cataloged and donated more than 200 items related to the PBA and USBC Hall of Famer's career. The collection includes a Hall of Fame jacket, a Falstaff team shirt, a bowling ball and bag, awards, photos, and archival material.

Over the summer, I had the opportunity to install a new exhibition currently on display at the National Bowling Stadium. It was a special honor to include a dedicated case featuring select artifacts from Andy's life.

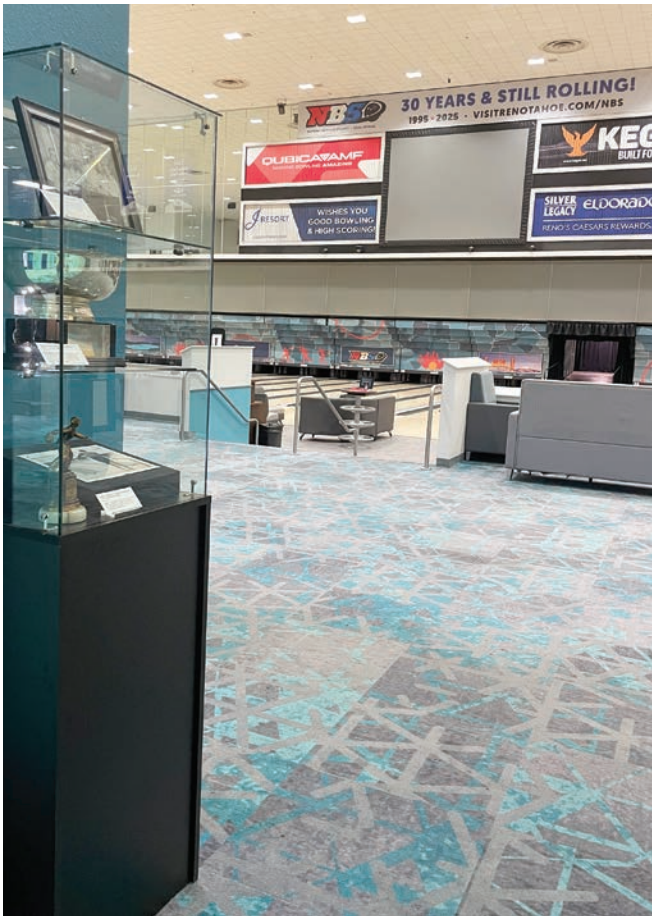
Marzich's name and image appeared often in the pages of the California Bowling News. The weekly tabloid saw several owners since its founding, most recently Charlie and Lynda Kinstler, who donated bound volumes dating from 1940 to 2017. The collection is currently available for museum visitors to enjoy in the Reichert Library.

As I reflect on these remarkable supporters, I am reminded of that core truth: Our history survives and thrives because of the passion and dedication of our entire bowling community. To best summarize what these contributions mean to our institution, I will close with the words of our Museum President, and my esteemed mentor, Mike Aulby:

"All of us who are involved with the museum appreciate the contributions this year's award winners have made. It's important for any sport to have a place where its history is honored and maintained, and bowling is fortunate to have such a place at the International Bowling Campus. Anyone who loves bowling owes a debt to the contributors and staff members who make the International Bowling Museum and Hall of Fame such a special place."



The Reichert Foundation donated $25,000 to help update technology at the museum's Reichert Learning Center. The back shelves include a donation by Charlie and Lynda Kinstler: nearly 90 bound volumes of the California Bowling News.



The son of the late hall of famer Andy Marzich, John Marzich, donated boxloads of memorabilia to the museum, some of which is on display in a newly installed case at the National Bowling Stadium in Reno.

Where the Community Goes

At Fox Bowl, it's all about building interconnected relationships..

BY BOB NIEMAN

When Steve Bernard came home in 2016 and told his wife, Barbara, that they officially owned Fox Bowl in Wheaton, Illinois, her reaction wasn't exactly one of unbridled enthusiasm.

"We what?" she remembered saying.

It was an understandable response. Steve had spent 25 years in corporate finance and, by his own admission, "knew nothing about bowling, nothing about food and beverage." After being laid off in 2012, however, he decided he wanted to own a business. Fox Bowl, already a long-time fixture in Wheaton, was for sale.

So, he took the plunge.

At first, Barbara largely left the bowling business to her husband. But about a year later, Steve asked if she could learn enough about the operation to help at the counter one day a week.

One day became two. Before long, Barbara was managing much of the center's daytime operation and taking a leading role in marketing and community outreach.



Fox Bowl proprietors Steve and Barbara Bernard try to make it as easy as possible for charitable organizations to conduct fundraisers at the center. Having a strong league business means they don't have to charge "prime-time" prices to nonprofits, while having a caring and motivated staff makes everyone feel welcome and appreciated.

Today, that outreach is woven into the way the Bernards operate Fox Bowl.

"I think the community has made us successful, and it's only right for us to want to be a part of the community," Steve explained. "We wouldn't be successful if it wasn't for the community supporting us. So, it's our way of giving back."

And the Bernards have found plenty of ways to do it.

Fox Bowl's community involvement generally falls into three areas: working with groups serving those with special needs, hosting fundraising events, and donating bowling parties and certificates to local organizations.

Among its long-time partners is DuPagePads, a group serving the homeless, which has held a bowl-a-thon annually at Fox Bowl for at least a decade.

"Our collaboration with Fox Bowl as a supportive partner of our mission to end local homelessness has been going on for many years," explained Chad Pedigo, chief development officer at DuPagePads. "In addition to being our hosts for an annual fundraising event where we rent out the bowling alley, the owners, Barb and Steve, have personally supported our efforts, and during the COVID-19 pandemic, worked closely with us through their on-site restaurant to help keep hungry neighbors fed. We are very grateful for their partnership and support over the years."

The center also hosts Bowl for the Torch, benefitting Special Olympics, along with numerous smaller fundraisers throughout the year.

The Bernards have developed packages designed to make those events as easy as possible for nonprofit organizations. A group might purchase a bowling-and-food package from Fox Bowl for $30 per person, for example, then sell tickets for $45, generating $15 per attendee for its cause. Organizations can add raffles, silent auctions or contests, while the Fox Bowl staff handles the bowling, food and other logistics.

"They supply the bodies, we supply everything else," Steve said.

Barbara noted that arrangement enables volunteers to concentrate on raising money rather than worrying about operating an event.

"They're just organizing, taking RSVPs and collecting payments, but they're not running an event," she said. "They're handing it off to us to run."

Some of the relationships closest to the Bernards involve people with special needs.

Best Buddies groups from area high schools visit Fox Bowl for social outings, bringing together students with and without intellectual and developmental disabilities. Fox Bowl also hosts a Transitions group whose participants are preparing to enter the workforce.

One of the center's largest and most consistent relationships has been with the Western DuPage Special Recreation Association. Its bowlers, some of whom require wheelchairs, can occupy 15 lanes during league sessions. The organization has been bowling at Fox Bowl for nearly 25 years.

"Many WDSRA programs visit Fox Bowl throughout the year, including Schools Day Out, Winter Break Camp, Spring Break Camp, and Summer Day Camps," said WDSRA Marketing Manager Sherry Manschot. "In addition, all seven of our Rec & Roll adult day program groups have participated in various bowling programs there since Rec & Roll began 20 years ago.

"The team at Fox Bowl treats every participant with respect, understanding, and dignity," she stressed. "They create an environment where people feel welcomed, supported, and included — and that means everything to the families and individuals we serve.

"Through their generosity and welcoming spirit, Fox Bowl helps create opportunities for friendship, independence, confidence, and meaningful community connections. They have played a role in countless memories made by WDSRA participants over the years."

For Barbara, some of the most memorable moments have little to do with scores.

"They're cheering each other on," she pointed out. "They're excited for each other. They're excited when someone gets a spare. They're excited when the ball doesn't go in the gutter. There's just genuine joy you can see.

"The best part is seeing the happiness, the smiles. I mean, these are genuine smiles."

The Bernards also see community outreach as an investment in bowling's future.

Fox Bowl loans portable bowling equipment — including carpet, pins and balls — to schools to use in physical education programs. Barbara explained that the program exposes children to a sport beyond the usual soccer, softball and basketball, while potentially creating a new generation of bowlers.



Fox Bowl hosted the 6th annual DoodleBug Workshop in late September. The vocational and adult day program supports the special-needs and disability community by teaching woodworking, resin and metal crafting skills. The event included two games of bowling, shoes, pizza, soda, and a raffle ticket with chances to win various prizes.

The center's outreach extends beyond bowling, too. Fox Bowl sponsors a Wheaton Park District Little League team and provides discounted food and pizza that local high school booster groups can sell at sporting events. Barbara also works with a community college program that introduces students to Fox Bowl's operations and provides workplace experience.

"There are so many different pockets that we try to touch," Steve said. "We want to do whatever we can to help the community."

Veterans hold a special place in that commitment.

Every November, during BVL Month, Fox Bowl raises money for the Bowlers to Veterans Link. During the past seven or eight years, the center's bowlers have contributed approximately $15,000, including more than $3,000 in the most recent campaign.

"I respect anybody who served," Steve said. "I couldn't imagine the commitment and the sacrifices they made for us."

The Bernards have requested that the money raised at Fox Bowl remain local, directing it to the Midwest Shelter for Homeless Veterans in Wheaton. League bowlers who served in the military also are recognized during the fundraiser.

Steve's next target is $5,000 in a single year.

Of course, generosity must coexist with business realities. Rising costs have made it increasingly difficult to keep charitable events affordable. The Bernards need to charge enough to cover their expenses without pricing fundraisers beyond what attendees are willing to pay.

Fortunately, Fox Bowl is primarily a league house, filling nearly all of its 30 lanes most nights. Revenue from leagues, along with the restaurant, bar and pro shop, gives the Bernards some flexibility when working with charitable groups.

"We're making enough money with our regular business, so we can afford to be a bit more flexible with our charitable organizations and our outreach," Steve explained. "But there does come a point where you can't just give it away."

Barbara is equally candid about the fact that giving back also can be good business. A donated bowling party may introduce new customers to Fox Bowl. Guests might buy food or drinks while they are bowling and perhaps return later with family and friends.

That doesn't diminish the value of the donation, she said. Instead, it illustrates why community involvement can work for both sides.

"Giving back is easy, and it's silly not to," Barbara said. "We receive more back from our donations, not only monetary, but also in name recognition."

Steve encourages other proprietors to think about what they can offer beyond writing a check.

"Giving space is marketing. It's advertising, and it's getting your name out there," he reasoned. "Plus, it's providing a service."

After a decade as Fox Bowl's owners, the Bernards have seen those relationships multiply. A league bowler may have a child with special needs. Another might serve on a school PTO. Someone who attended a fundraiser may return for a birthday party. A child introduced to bowling through a school program might eventually join a junior league.

"It's about building those relationships," Steve said. "It's all interconnected."

For Barbara, the equation is even simpler.

"It's a partnership with the village or the town that you're in," she reasoned. "We need them as much as they need us as an entertainment facility. Without our customers, we wouldn't be here."

Smiles Are His Pay

Classic Products alum Bob Gudorf has embraced his role as a jolly ol' soul.

BY BOB JOHNSON

Do you believe in Santa?

Top-level bowlers from the Fort Wayne, Indiana, area certainly did during the years that Classic Products sponsored an annual PBA Regional tournament that paid a first-place prize of $5,000 — a big amount for the time.

In more recent years, the children and parents of Fort Wayne have embraced a Santa who has been bringing them Christmas cheer for more than a decade.

The one commonality between the Classic Products Regional and the Fort Wayne Santa Claus is Bob Gudorf, who served the bowling industry for decades, including as a member of the International Bowling Museum and Hall of Fame Board of Trustees.

Gudorf was an executive with Classic and helped transform that Regional into a win-win-win for the company, manufacturers who attended the accompanying trade show and the bowlers.

As Santa, Gudorf has the requisite white beard and affable personality, as well as the patience that's needed to connect with shy children. But two years ago, a few of the parents noticed that Santa's hands were shaking as their children sat on his lap.

Not wanting to scare either the children or the parents, Gudorf scheduled an appointment with a doctor who told him he had Parkinson's disease. That prompted him to seek a second opinion, and that doctor's diagnosis was "essential tremor."

So, this past July, Gudorf went to Indiana University Health and underwent a focused ultrasound procedure — becoming only the 100th person to receive the treatment.

Ultimately, the no-incision treatment steadied his hands, and Gudorf recently received his Santa schedule at the local zoo. He'll also be visiting individual families, as he has in the past.

"I just absolutely love it," Gudorf says. "When you're Santa, you have the opportunity to touch people — children and adults alike — in so many ways. One time a woman came up and asked for a hug, and afterward she started crying. I thought, 'Uh-oh, what have I done?' And she told me that was the first hug she'd received since her husband died."

Gudorf says that being Santa gives him a purpose in his retirement.

"It's all about bringing joy to people. You don't get paid a lot, and it's not about that. My pay is all the smiles I get."

Do you believe in Santa?



Bob Gudorf had a procedure done at Indiana University Health so he'd be able to continue his holiday role as Santa in Fort Wayne.

ARCADE DISTRIBUTOR

AVS Companies
(847) 439-9400
sales@avscompanies.com
avscompanies.com

With more than 50 years of experience, AVS Companies is the one-stop shop for amusement equipment, parts and services across the country.

AUTOMATIC SCORING

New Center Consulting
(248) 375-2751
touchscore.com

Offering more scoring options than any other company, with complete management systems integration. Upgrade your legacy scoring system with Touch Score, a revolutionary upgrade at an affordable cost. Seasonal payment plans available.

AUTOMATIC SCORING

Steltronic Scoring
(800) 942-5939
info@steltronicscoring.com
steltronicscoring.com

The world's leading independent automatic scoring manufacturer, providing automatic scoring since 1980. We are bowling center management specialists.

CAPITAL EQUIPMENT MANUFACTURER

Funk Bowling
(586) 533-9969
info@funkbowling.com
funkbowling.com

We manufacture Tenpin, Ninepin and Duckpin Bowling, paired with our innovative FUNK Platform for scoring and center management. Quality, innovation, and durability define every product we create.

CAPITAL EQUIPMENT MANUFACTURER

QubicaAMF
(804)569-1000
info@qubicaamf.com
qubicaamfbowling.com

QubicaAMF is the world's largest manufacturer of bowling, duckpin and mini bowling products. Our innovative products help grow the bowling population, inspiring generations to increase frequency of visits, length of stay and spending.

CARPETING/FLOORING

Flagship Carpets
(800) 778-5241 ext. 119
marsha@flagshipcarpets.com
flagshipcarpets.com

Family-owned company that merges extensive manufacturing expertise with cutting-edge carpet printing technology. Offerings encompass ready to order designs, customization capabilities, resilient flooring and more.

CONSULTING/MGMT/ MARKETING

Pinnacle Entertainment Group
(314) 422-7197 or (314) 378-4522
grouppinnacle.com

Pinnacle has created and operated family entertainment centers from 2,000 to 150,000 square feet and they have helped hundreds of bowling centers, including the industry leaders, add or improve arcade and family entertainment attractions.

FOOTWEAR

Expert Hosiery
(919) 799-7707
support@experthosiery.com
funtimefootwear.com

Premier supplier of high-quality socks to bowling centers & FECs. Variety includes custom logo, glow, white & themed socks. Call, email or order online 24/7. Your Better Source for Socks & We Mean It!

FURNITURE

Venue Industries
(855) 558-3683
sales@venueindustries.com
venueindustries.com

Venue Industries is a commercial furniture manufecturer specializing in custom furnire design. From sofas for you rbowling area to restaurant and concourse seating - Venue Industries can provide all of your bowling center furntiture needs.

GAMES

LASERTRON
(305) 257-3930
akessler@lasertron.com
lasertron.com

Laser Tag Equipment, Custom LED Arenas, Axe Throwing, and Krazy Darts — 2023 IAAPA Brass Ring Award for Best New Product.

LIGHTING

Ventola Projects
(423) 579-7909
usa@ventolainc.com
ventolaprojects.com

Providing immersive guest experiences and easy to use interfaces to facility owners. LED lighting, LED panels, QLED monitors, interactive kiosk solutions, digital engagement services and more.

REDEMPTION

PIA Products – Premium Products Powered by A&A Global
piaproducts.com
aaglobal.com

Innovative, licensed, and exclusive redemption products that stand out. Powered by A&A Global — where quality meets fun.

REDEMPTION

Redemption Plus
(888) 564-7587
smile@redemptionplus.com
redemptionplus.com

At Redemption Plus, we're more than just a prize and toy supplier. We partner with arcades, family entertainment centers, bowling centers, and cinemas to create and maintain profitable redemption programs.

REDEMPTION

Rhode Island Novelty
(800) 435-3456
sales@rinovelty.com
rinovelty.com

Established in 1986, Rhode Island Novelty offers the best case pricing, product selection, and performance. With unmatched variety and value, partnering with us means saving time, reducing costs, and providing prizes that keep guests coming back.

REDEMPTION

Sureshot Redemption, Inc.
(888) 887-8738
sales@sureshot-redemption.com
sureshot-redemption.com

Sureshot Redemption offers a wide range of popular, trending, and unique products in every category including custom logo branding. We provide Free Freight with any orders of $350 or more.

SOFTWARE

CDE Software
(800) 767-8927 or (206) 937-8069
sales@cdesoftware.com
cdesoftware.com

Powerful bowling center back-office software with BLS, BTM and TBRAC. Integrates with scoring operations management software, enabling bowlers to view results, history, and statistics with LeagueSecretary.com and TournamentResults.com.

SOUND

Bowling Music by Control Play
(866) 684-8324
info@controlplay.com
controlplay.com

The only full-featured entertainment and marketing service built specifically for the bowling industry. Mom-approved music, music-video and digital signage experienced. Ask us about screen templates digital signage.

SOUND/LIGHTING

DFX
(800) 555-5280
info@dfxsoundvision.com
dfxsoundvision.com

DFX designs, installs, and integrates complete AV solutions for bowling centers, including LED video masking, video walls, audio, lighting, and intuitive control systems that transform your venue at the touch of a button.

INSIGHT

FOOD & BEVERAGE

Turn Pizzas Into Wreathes Next Month

PIZZA SALES sometimes dip during December, but that need not be the case if you take a proactive marketing approach. For instance, you could make festive pizza wreathes simply by cutting a hole in the middle of the pizza. Include the cut-out portion in the box as a special pizza "ornament." Make a signature pizza wreath utilizing the colors of the holidays with pepperoni, green bell pepper and onion (sliced long and thin for a "tinsel" appearance). During the colder months, put an emphasis on comfort food in general, such as home-baked casseroles (available until you run out), hearty soups (also available until sold out) and holiday-decorated cookies. Create a menu board that shows all your holiday specials and daily variations. And here's a tip we share almost every year: Start baking the cookies right after practice concludes for your early leagues, and keep the kitchen doors open. The cookies will sell themselves.

IDEA BANK

Get Santa Scheduled; He's a Busy Guy

WILL SANTA be making an appearance at your center this holiday season? If not, why not? Find a league bowler who "fits the suit," or do the honors yourself (with some padding, of course). Female proprietors should absolutely join the fun as "Mrs. Claus." Pick a Saturday in December that isn't already booked with birthday or holiday parties, and schedule Santa's visit right after your youth leagues wrap up. A three- or four-hour window should give all interested children and parents plenty of time to hop on Santa's lap, pose for pictures and share their wish lists. Your Santa could trump mall Santas simply by giving each child a few items to take home: a small candy cane, a bowling-themed sticker, a coupon for a free game of bowling and a mini-flyer promoting the center's bowling birthday parties. Santa's visit should be scheduled as soon as possible and promoted beginning the day after Thanksgiving.

QUOTE / UNQUOTE

"The average time for eating a Thanksgiving dinner is 12 minutes, which, incidentally, coincides with halftime."

— Erma Bombeck (1927-1996), the humorist whose nationally syndicated newspaper column and 15 books made hers a household name



DIGITAL DIGEST

Text Messaging: A Fast Way to Reach Bowlers

EMAIL IS useful, but text messaging is faster and far more likely to be read. Studies show that most text messages are read within three minutes of being received. For bowling centers, that kind of speed can fill open lanes, boost league turnout, and drive last-minute specials.

Getting started is easier than you think. Services like Podium, EZ-Texting and SimpleTexting let you send bulk text messages to your customers for a low monthly fee. You collect phone numbers at the front desk or through your website, and customers opt in to receive messages from you. What should you text? Keep it short and useful. A few ideas that work well for bowling centers include open-bowling reminders, weekend specials, cosmic bowling announcements, pro-shop new ball releases, league and tournament signups, and holiday hours.

A few simple rules you must follow: Always get permission before texting anyone. Keep messages brief and to the point. Include your center name so customers know who is reaching out. Send messages at reasonable hours and do not overdo it. Two to four messages per month is a good starting point. Text messaging is personal, direct and effective. Your customers will appreciate the heads up.

— Lance Rasmussen
President, CDE Software

Tax Mistakes to Avoid

With the IRS, doing something the wrong way rarely ends well.

Behind every successful bowling center operation is a reliable financial system that helps the owner and manager understand where money is coming from, where it is spent and how profitable the business is.



MARK E. BATTERSBY

Unfortunately, far too many proprietors find themselves facing serious financial issues, such as cash flow shortages and tax penalties, because of easily avoided mistakes.

Mistakes by a center's owner can lead to IRS audits over large write-offs, corporate minimum tax limits and the inability to use deductions if taxable income drops to zero. Among the biggest mistakes made by the owners of many bowling centers involves mixing personal and business finances.

This can lead to poor recordkeeping, missed deductions and, worst of all, tax audits. Using a single bank account or credit card for both personal and business transactions makes it difficult to prove legitimate business write-offs. The solution: a dedicated business account.

Bowling and bowling entertainment centers are unique in that they mix recreational services, food and beverage sales and, in many cases, retail. This complexity makes mistakes on the federal, state and local levels almost inevitable. Among the potential for mistakes with a bowling center's sales and amusement taxes are:

- **Payroll taxes.** Bowling centers traditionally rely on part-time, temporary and, in many cases, seasonal workers. Unfortunately, all too often, that can lead to cutting corners. Paying workers in cash without filing the required employment tax returns or Form 1099 is a red flag that almost automatically opens the door to non-compliance audits with the potential of generating fraud penalties.
- **Failing to deposit income and employment taxes withheld from employees.** This needs to be done in a timely manner through the required electronic transfer. It's a mistake that can lead to steep penalties
- **Cash-related mistakes.** Cash-heavy operations such as arcades, vending machines and shoe rental counters are often targeted by the IRS. So-called "cash skimming" and failing to record cash transactions or paying workers "under the table" are mistakes that can lead to criminal tax-evasion penalties.
- **Amusement taxes.** Many states and municipalities currently levy so-called "fun taxes" on the fees for recreational events, as well as on shoe and lane rentals. With some of these levies running up to 10%, tracking these fluctuating amusement taxes sometimes is overlooked
- **Mixed revenue streams.** The revenue from a variety of sources — such as shoe rentals, arcades, pro shops, league fees and food-and-beverage sales — is often covered by different state sales tax requirements. Failure to separate sales from the proper category frequently results in an expensive sales tax audit.
- **Capital expenditures.** Automatic pinsetters, lane machines and scoring systems are almost always considered capital expenditures. Misclassifying repairs to that equipment as capital improvements leads to erroneous depreciation write-offs and tax liabilities
- **Overlooked state tax benefits.** Missing out on the tax credits or sales tax exemptions offered by some states for purchases of amusement or bowling equipment leaves quite a bit of cash on the table.
- **Entertainment facilities.** Current tax laws restrict or, in many cases, simply disallow tax deductions for property used in connection with entertainment activities. Bowling center operators must be careful when deducting the expense of corporate events or team-building activities at the center to avoid running afoul of the rules — and triggering an audit.
- **The food/beverage split.** When documenting expenses or promotions involving food, a proprietor should always separate the routine 30% or 40% of the operation's revenue that represent food-and-beverage sales from any amounts that should fall under any applicable agency's entertainment tax rules.
- **Failing to file or pay on time.** Missing local, state or federal filing deadlines, not only for payroll taxes but for all returns, is a mistake that leads to late-filing and late-payment penalties and interest charges.

Finally, one the biggest mistakes made by small-business owners involves attempting to "scam" the IRS. The IRS and the courts penalize anyone using shell corporations to hide gains from the sale of their operation's assets. Should the intermediary shell company fail to pay the tax bill, family members can be and often are held legally responsible because of something called "transferee liability."

Because the tax laws and regulations evolve and regularly change, avoiding mistakes requires staying informed. Seeking professional assistance can help every bowling proprietor adapt to changes, regardless of their complexity, and avoid costly mistakes.

A Nickel for Your Thoughts

How the Common Cents Act impacts bowling center operators.

The penny's 232-year run is formally ending. The U.S. Mint struck its final circulating pennies in November 2025, and as the coins have grown scarce, businesses that handle cash have faced a practical question: What happens when exact change is not available?



EDGAR VAZQUEZ

On Sept. 28, 2026, the Senate answered by passing the Common Cents Act (H.R. 10167) via unanimous consent, following House passage by voice vote on Sept. 14. The bipartisan bill, led by Reps. Lisa McClain (R-MI) and Robert Garcia (D-CA) and Sens. Cynthia Lummis (R-WY) and Kirsten Gillibrand (D-NY), now heads to the President, who is expected to sign it.

For bowling centers, where cash still moves across front desks, snack bars, pro shops, and league nights, the legislation offers what businesses have sought since the shortage began: a consistent federal standard.

What the Act Does

The bill codifies the end of penny production for general circulation, although the Mint may still produce one-cent coins as collectibles. Existing pennies remain legal tender for all debts, public charges, taxes, and dues.

The Act also allows the Treasury Secretary to test a lower-cost nickel with a zinc core and nickel outer layer, provided the new composition reduces production costs and minimizes disruption to coin-accepting machines.

At the center of the bill is a voluntary rounding framework. When exact change cannot be provided, a business may round the "covered amount," either the total transaction including taxes or the change due to the customer, to the nearest five cents:

- Amounts ending in 1, 2, 6, or 7 cents may be rounded down.
- Amounts ending in 3, 4, 8, or 9 cents may be rounded up.
- A total of one or two cents may be rounded up to five cents.

A $10.42 total, for example, could become $10.40, while $10.43 could become $10.45.

Businesses may also choose to round in the customer's favor, rounding down what a customer pays or rounding up what the business pays out. Rounding is permitted, never required.

A National Safe Harbor

The provision drawing the most attention from business groups is the Act's liability protection. Some states and localities, including California and New York, have consumer protection laws requiring exact change or restricting rounding. As pennies disappeared, trade associations warned those laws could expose businesses to complaints or even class-action litigation.

Under the Act, a business following the federal rounding provisions shall not be in violation of any federal, state, tribal, or local requirement based on that adherence.

The protection has limits. The framework applies only to cash. Credit cards, electronic fund transfers, checks, gift cards, money orders, and similar instruments continue to settle to the exact cent. The Act also does not excuse compliance with minimum wage, overtime, or paid leave laws.

How It Affects Bowling Centers

For centers that still accept cash, the issue may arise across lane and shoe rentals, food and beverage, bar tabs, pro shop sales, and league fees. A consistent approach can help guests understand how cash rounding will be handled. Centers that sell gift cards or reloadable game cards should also note that the rounding framework does not extend to transactions paid with those instruments.

The Act also addresses cash flowing out of the center. Cash refunds to customers may be rounded up in the customer's favor. Cash payments to employees carry a stricter rule. If an employer chooses to round a payment that is not divisible by five cents, it must round up to the nearest nickel.

What Proprietors Can Do Now

To prepare for the penniless world ahead, here's what proprietors can do:

- Review point-of-sale systems with vendors to confirm rounding can be applied to cash tenders only.
- Train front desk, bar, and foodservice staff so rounding is applied consistently at every register.
- Consider clear signage so guests understand how cash totals are handled.
- Coordinate with payroll providers on any cash wage payments.
- Contact your state association or BPAA regarding state-specific notice, tax, or mixed-tender requirements.

The Bottom Line

The Common Cents Act turns an awkward workaround into a national standard. For bowling proprietors, it offers clarity at the register, protection from conflicting exact-change rules, and flexibility, since rounding remains optional.

BPAA will keep members informed of changes as they continue to unfold.

Edgar Vazquez is a policy analyst with Michael Best Strategies. BPAA works with Michael Best Strategies on federal and state advocacy.

It Pays to Be Prepared

Proprietors attending IAAPA Expo would be advised to have a plan.

Three numbers describe the year we've all been operating through. The 10-year Treasury sits around 5.2 percent, so borrowed money costs more than it has in years, and this will likely continue. Gas averaged $4.35 a gallon the week of Oct. 5, up more than a dollar from a year earlier.



HOWARD McAULIFFE

Rates up, confidence down, and our guests paying more to drive to us. Nobody would call it a friendly operating environment, and I won't pretend otherwise.

So, what's the best course of action for independent operators in this environment? Watch the bigger operators. And right now, the bigger operators are sitting on their wallets.

Through the years, we've learned it's always best to watch what the public companies do, not necessarily what they say.

Lucky Strike spent $194 million on capital projects at its fiscal 2024 peak, and has guided to roughly $90 million for next year, less than half, calling it "a structurally more disciplined approach to capital allocation."

Dave & Buster's has spent $190 million year to date against $244 million a year ago.

Six Flags cut its first-half capital spending by about half.

The Fed's September Beige Book heard the same thing from private firms, with one district reporting that companies "limited new purchases to preserve cash and working capital" and another noting "pauses in capital expenditures." The big chains and many competitors are holding back on spending in anticipation of a tough winter.

On the Consumer Side

However, the data on consumer spending is mixed. Deloitte's holiday forecast, published Sept. 10, calls for retail sales to be up 4 to 4.8 percent from November through January. Families and companies will spend this season, but they'll spend carefully on things they've already decided are worth it — which is exactly how they've behaved all year.

The same Beige Book called it a "flight to value," and that's a game that a well-run center can win. Families will be less likely to skip a kids' birthday party. Companies will still have their holiday parties and team off sites. However, they will be very careful about how they spend and will absolutely be looking for value.

So, the question for a proprietor was never invest-or-don't. The question is what clears the bar at today's cost of money. The answer: purchases that generate income now and separate you from your competitors.

A Big Floor Meets Small Budgets

Which brings me to Orlando. IAAPA Expo runs Nov. 16-20, and despite the economic situation I've outlined, it's the largest in the show's history. Exhibit space is up nearly 50 percent, with more than 1,100 companies selling.

That's right, the biggest selling floor the amusement industry has ever built will open its doors during the same season its biggest buyers are cutting their budgets in half.

If you walk in with cash, a list, and patience, you aren't an attendee — you're the customer every exhibitor has been waiting for.

How We're Shopping for Our Center

I've written plenty about the boring stuff, and this year I've lived it. Spending during our first year at Parkway Lanes went into the roof, the parking lot, and the pinsetting machines, essentially getting the building ready for bowling season

Then we added six new arcade games over the summer. (The games report their payback weekly, while the roof keeps quiet about its own.) That foundation phase is done. Every product we look at now must show exactly how it adds to the bottom line, and that's the list I'm bringing to Orlando.

I encourage you to shop the show the same way. For your arcade, make sure the games you add are proven, fit a category you need, and can be delivered right away — while you are in the busy season.

Two other tips:

- **Be willing to leave empty-handed.** In a market like this one, walking away from a deal that doesn't clear your bar also is an investment decision — and sometimes the best decision available.
- **Spend time with other proprietors and learn what's working for them.** Sometimes improvements are just a new way of doing things, a promotion, or another way to generate excitement from your guests.

A tough year punishes the proprietor who freezes, as well as the proprietor who spends frivolously. The ones who come out ahead will be those who are prepared, with cash ready, their standards high, and knowing exactly what a dollar has to earn at home when they walk into the Orange County Convention Center.

Howard McAuliffe is president of Pinnacle Entertainment Group, a company that helps bowling entertainment centers meet their full potential. He welcomes feedback at 314-378-4522.



Feeding the Hungry in the Month of Thanksgiving

There are several ways to help those in need in your community.

The statistics are stark:

• Approximately 47.9 million Americans live in food-insecure households.

• That represents 14.4% of the population (one in seven people) and 13.7% of U.S. households.

• Of those, 5.4% of households experience very low food security, meaning some or all members of the household skip meals regularly. Often, those missing meals are parents who are trying to ensure that their children eat.

• Food insecurity impacts 36.8% of households headed by a single female and 23.8% of households headed by a single male.

• Food insecurity does not discriminate based on where on where one lives. It stands at 16% in cities and 15.9% in rural areas. The suburbs have it only a little better: 11.9%.

As the nonprofit Feeding America puts it, "Hunger touches us all — and it holds back our families, schools and communities from reaching their full potential."

Feeding America is a network of regional food banks that provides food to local food pantries — many affiliated with community churches, many not. While some of those served are homeless, a vast majority are not. Whatever a person's place in life, the goal is to provide food with dignity and discretion.

As an important community gathering place, it makes perfect sense for a bowling center to get involved with a local food pantry. And there's no better time to get involved than during the month of Thanksgiving.

The good news: It's not too late to get involved this year and brighten the lives of local families on Thanksgiving Day.

There are several ways a bowling center can approach a Thanksgiving Food Drive. For instance:

• **Make a list of canned goods and other non-perishables, and ask guests to bring them in.** Give them a free game of bowling for each five items donated (adjustable based on what you charge for open play). Create a giant display behind the desk or in another secure area so patrons can watch the donations grow.

• **Host a Turkey Trot Tournament.** Use a mixed doubles format to encourage couples and include frozen turkeys among the prizes. Allocate a certain amount per entry fee to purchase additional items for the families selected to receive Thanksgiving meals — soaps, lotions, toothbrushes, toothpaste, washcloths, combs and brushes.

• **Offer a bowling party in exchange for a cash donation.** Create a flyer for use in-house along with text and artwork for your website; this is not something that should be solicited one on one. The idea is to establish a set dollar amount — say, $300 — and anyone making a donation in that amount (or more) would receive a standard bowling party on an agreed-upon future date. Your donation would be a large pizza, a pitcher of Pepsi and an hour of bowling. It's quite likely that one or two people will be introduced to your center at the party.

• **Place a donation jar at the reception counter.** Include an accompanying sign that explains what a person's donation will be used for — a Thanksgiving meal for a needy family or person.

Ask almost any proprietor, and they'll tell you that getting involved in the community or finding a way to "give back" will be returned many times over. Helping to feed the hungry on Thanksgiving may not necessarily fall into that category, but where's the harm in helping someone just to help them?

BUY - SELL

AMF - BRUNSWICK EQUIPMENT - COMPLETE PACKAGES
WORLD'S LARGEST NEW - USED SPARE PARTS INVENTORY
ALL AMF BUMPER PARTS: XS QBUMP, DURABOWL AND GEN II IN STOCK

Tucker Bowling Equipment Co.

P.O. Box 801
Tulia, TX 79088
Call (806) 995-4018
Fax (806) 425-3771

P.O. Box 801
Tulia, TX 79088
Call (806) 995-3635
e-mail – sales@tuckerbowling.com

www.tuckerbowling.com

THE MOST TRUSTED NAME IN BOWLING FINANCE

MORE THAN $200 MILLION FINANCED



KEN PATON

PATON FINANCIAL GROUP

503-645-5630

kenpaton.com • kpaton@kenpaton.com

EDUCATION & TRAINING

PRO SHOP TRAINING Classes always forming. Jayhawk Bowling Supply. 800-255-6436 or jayhawkbowling.com.

EQUIPMENT FOR SALE

NEW & USED Pro Shop Equipment. Jayhawk Bowling Supply. 800-255-6436 or jayhawkbowling.com.

EQUIPMENT WANTED

LANE MACHINES WANTED. We will purchase your KEGEL built machine, any age or condition. Call 608-764-1464.

BOWLERS TO VETERANS LINK

BVL.ORG

LET'S MAKE A DIFFERENCE



SOCKS FOR HOMELESS VETS

$400 for 1,000 pairs of Crews; $654 for 1,000 pairs of Thermals

THE FACTS:

- Nearly 33,000 veterans are experiencing homelessness according to HUD's 2022 Point-in-Time Count
- **Socks are the most requested item from this population**

We Can Do It!

FOR MORE INFORMATION:
Contact support@experthosiery.com
or call 919-799-7707 today to get involved
Ask for Linda or Brandy

BOWLERS TO VETERANS LINK

Expert Hosiery www.funtimefootwear.com
Brightening Veterans Lives www.bvl.org
VA's Homeless Initiative www.va.gov/homeless

Expert Hosiery, LLC

FUNTIME FOOTWEAR

Mention 'Socks for homeless Veterans' in Designation section *send us email also, when you donate*

Everybody can contribute to preserving bowling's film library.

Become a member today for as little as **$29** a year.

Bowlingmuseum.com
817-385-8215

FRAME4FRAME

INTERNATIONAL BOWLING MUSEUM & HALL OF FAME

Kegel distributor to Australia
Scoring Video Signal Converters
MachineMinder (Pinsetter safety)
LaneMinder (Lane safety)
LED mask unit indicators
SS motor start switches
Time delay modules
LED Pindeck Lights
Auto Sweep Drop
IR ball detectors
C2A testers
ASU Plus
since 1993
tenpintec
tenpintec.com
performance, diagnostic and safety technology for Pinspotters and Pinsetters
manufactured by Cybernetic Solutions

SCHEMMBOWLING.COM



Bowling Center Insurance.com®

ONE BROKER, MANY CARRIERS
Property & Liability
Worker's Comp
Liquor Liability

Insuring over 300 locations nationwide

BOB LANGLEY
Phone: Office (864) 527-1145
or Cell (864) 430-7730
robert.langley@bbrown.com
bowlingcenterinsurance.com

UpgradeMyScoring.com

TOUCHdesk III MANAGEMENT SYSTEM

LANE CONTROL
Full control of all scoring features including colors, messages, graphics, bowling settings and options.

REPORTS
Detailed income reports over any period. Filter by day, shift or area to track trends.

POINT OF SALE
Track customer tabs. The customer can move between areas (e.g.bowl and bar) with one tab.

RESERVATIONS
Integrates with multiple third-party reservation systems.



NEW CENTER CONSULTING
FOUNDED 2007

We have offered TouchDesk/TouchScore Products for nearly 20 years and they work with any string machine.

We can help you with phone apps, credit cards and reservation systems, etc.

We also sell a separate POS system to work with any scoring system you currently have in place.

Call us today for details.
www.TouchScore.com

TouchDesk Works with TouchScore 3 - Add new scoring now or at a later date.

We have installed hundreds of lanes of new scoring for many TouchDesk customers.



BBB ACCREDITED BUSINESS

Call (248) 375-2751
or Call Toll Free **1-888-452-3748**
and Speak Directly to the Owner

New Center Consulting, Inc.

Surviving the Shutdowns

Mark Martin keeps pushing forward despite the loss of local businesses.

BY DENNIS BERGENDORF

Mark Martin has always been a believer in leagues. After he took over as manager of All Star Lanes in Salina, Kansas, he says the number of league bowlers climbed from an anemic 120 to more than 1,000 in "five or six years."

Now the proprietor of 24-lane Flint Hills Lanes in Emporia, Martin fights the economic winds that threaten to capsize bowling centers in the 21st century. He says the city "has hit some bumps in the road," primarily the closing of a Tyson Foods plant two years ago, a development that sent more than 800 workers scurrying for other jobs — or moving out.



Mark Martin's belief in the importance of a strong league base hasn't waned even after more than a half-dozen local employers closed up shop.

A nursing home with 120 employees closed, as did "four or five other employers in that two-year span," Martin says.

A lot of those workers are bowlers, and a good portion competed in Flint Hills' leagues. When Tyson shuttered its plant, "one 12-team league (known as Sunday Funday) basically walked out," he says. "Fortunately, we're still here and we're still battling."

Flint Hills Lanes does its battling with some innovative leagues, new Brunswick Sync scoring, a popular snack bar, a sports bar, a small arcade and a pro shop. The arcade has 14 machines, owned and serviced by a vendor. The center does own the card service (Amusement Connect), "but I haven't dived in and purchased my own machines," he says. "I wish I could afford my own, but it works for what we have right now."

This fall, Flint Hills offered leagues like "the Fruity Boozy" league (Martin's version of Rum Bucket), Hump Day, Lousy Bowlers League, Pizza & Beer (all short-season affairs), and the lineup of regular full-season leagues.

All of these are helping stanch the bleeding. There also are tournaments, such as the Kansas State USBC Masters, the Senior Masters and the Kansas Senior Games. Then there's something unique: the Mexican-American Tournament, which celebrated its 50th edition last spring.

Martin is president of the Kansas State BPA and says he enjoys helping centers the size of Flint Hills, and smaller. He also likes selling the association's programs.

"If I'm on the road, it's very important to try to stop and talk to eight-lane centers that aren't a part of the organization. I'm not the big center in Wichita, Topeka or Kansas City. I'm a mom and pop, and if I can get some benefit out of it, I'll guarantee that some of these other facilities can as well."

The conversion to the Sync system was completed in September, and the old bulky monitors went to an eight-lane house.

"The proprietor walked in and asked about scoring. Because these people came in, I visited with them and they actually became a member of BPAA."

For the proprietor who loses a major customer base (like Tyson), Martin offers this advice: "Make sure that you're part of the local Chamber of Commerce and reach out to the visitors' bureau. When people come to town, they know you're around," he says. "Put an ad in the newspaper or be on the radio and people will know everything you've got going on."

As for running revenue-generating tournaments, Martin advises centers to belong to the local and state BPAA affiliates, and "sit down with proprietors who do the same thing every day. You're able to talk with somebody who has been in the business for over 50 years.

"Then I would reach out to the local and state USBC to see if you can be put on the list for hosting one of their tournaments," he says. "Or start one of your own. Start with your league bowlers. They're the ones that would really support it."



THE ATLAS YOU BOUGHT
KEEPS GETTING SMARTER

Every Atlas Lane Machine receives free ongoing software updates.
Update now for our new automatic part tracking. Your machine will monitor the use of key wear items and alert you when parts need replacing. You will know exactly what needs attention and when.

Have an Atlas installed after 1/1/26 or looking to purchase a new Atlas?
Learn more about our **Atlas Bonus 60 Warranty Program**.

KEGEL®
BUILT FOR BOWLING

PHONE: 863-734-0200 FAX: 863-734-0204 | 1951 LONGLEAF BLVD. LAKE WALES, FL 33859 | WWW.KEGEL.NET



NEOVERSE

Vivid. *Immersive.* **Amazing.**

The new bowling
entertainment universe
from QubicaAMF

Learn More

QUBICAAMF