PLANNING YOUR STATE'S EDUCATION BENEFITS

Bowling University

BPAA

2026

SCHOOL FOR **BOWLING** **CENTER** MANAGEMENT

Online **ON DEMAND** Education and Training

BOOT CAMP

SCHOOL FOR **BOWLING** **CENTER** MAINTENANCE

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THIS IS WHAT YOUR FELLOW MEMBERS ARE SAYING...

Bowling University is a tool within the business industry that provides the space for people from different backgrounds to share, learn and commit to this industry. Our center has increased revenue over 20% since attending.   *Maria del C. Rivera, Aquadilla Bowling Center*

∞

BPAA Bowling University provides the best training! Whether at management school or online training, there is so much to learn that is always essential to my business.
Cynthia Thomas—Mission Bowl n' Olathe

∞

Do not hesitate to invest in this for yourself and your front-line staff! Every one of the owners, managers, and department managers in the room, regardless of their years in the industry, all took many things home from this school.
Terry Saracino, T-Bowl

∞

The Bowling University is a must attend for any bowling center. I'm excited to go back home and execute so many of the things I learned.
Bryan Bridget—Pla-Mor Bowl

∞

This school is First class. There are so many incredibly valuable ideas presented that more than pay for the cost of attendance. ALL bowling proprietors need to attend!
Ray Brittain—Brechin Lanes

∞

I came here with the expectation to just learn about bowling. I'll have you know that I left with way more than just knowledge about bowling, but how to effectively run a business from start to finish. It's absolutely great!
Diamond Kelley—Metro Family Fun Center

∞

The Bowling University was the single greatest source of information and inspiration I have had in my 44 years.
Martin VanKeimpoma—Bonnie Doon Lanes

STATE HOSTED MANAGEMENT SCHOOLS

I just booked a school, now what do I do?

Checklist for Planning a Management School

- ❑ 1. Select a date *(10-12 months prior to event)*

- ❑ 2. Start promoting *(10-12 months prior to event)*

- ❑ 3. Select your curriculum *(9 months prior to event)*

- ❑ 4. Set your price *(9 months prior to event)*

- ❑ 5. Create a marketing plan *(9 months prior to event)*

- ❑ 6. Select a location *(8 months prior to event)*

- ❑ 7. Begin executing your marketing plan *(6 months prior to event)*

- ❑ 8. Send your attendee list to BU *(1 month prior to event)*

Planning a State Hosted Management School

Below is a listing of many best practices State ED's have shared with us over the years. We thank all of them for helping us put this draft together to help others have the same success.

1. **Select a date** *(10-12 months prior to event)*
   a. **The earlier the better!** To get the word out, an earlier date selection helps in being able to select your site, not to mention getting your dates in early with Bowling University and helps to confirm your selected dates.
   b. Courses are recommended to begin on Tuesday and end on Thursday.

   > **TIP**–*We have found this to be the best for maximum participation. For many centers, Monday is a recovery day from the weekend, placing orders, making pinsetter repairs, general maintenance, etc. while Friday begins the busy time of the week. Additionally, Monday through Wednesday evenings are often the least booked nights for hotels, so availability and pricing are both favorable*.

2. **Start promoting (10-12 months prior to event)**
   a. Yes, send a "Save the Date" postcard even if it's still a year out.

3. **Set your price (9 months prior to event)**
   a. Your $9,500 investment to Bowling University supplies everything needed for the instruction including:
      1) Travel and stipend for instructors and consultants presenting at school
      2) Materials and shipping to host location
   b. The price you choose to charge your attendees will be largely dependent on how much of the $9,500 investment you want to recoup for your state. In addition, **the price you choose to charge your attendees will directly impact the size AND audience of the class.** You will get more attendees at $99 than you will at $499. A **lower price** to cover just the F&B can generate a larger class size **with more front-line management**, but a **higher price** to recoup some of your investment will have a smaller class size **with more equity stakeholders and general managers**.
   c. Keep in mind, a class smaller than 16 students or larger than 24 can diminish the educational experience for those attending.
   d. Establish an "Early Bird Discount" rate to encourage early registrations. *Example: $99 Early Bird/$149 regular.*
   e. Additional Factors to setting your price:
      1) Lunches
         a) Depending on your location, plan for a minimum of $12-$18 per person per day for lunches.
         b) Higher rate if held at a hotel that requires food purchased through them.
      2) Morning/Afternoon Breaks
         a) Morning coffee and a light afternoon snack helps the students focus

   > **TIP**–*Sponsors can help reduce overall costs of F&B.*

4. **Select your curriculum (7 months prior to event)**
    a. Select the one of the three curriculums below that best fits your pricing.
        a) Equity Stakeholders and Experienced General Managers (Advanced)
        b) First Time General Managers and Experienced Managers
        c) Entry Level and First time Mangers/Shift Leads,
        Contact the Education Team for details of the topics and courses for each.
    b. Each day begins at 8:30 am and ends at 5:00 pm

5. **Create a marketing plan (9 months prior to event)**
    a. You have already started with your "Save the Date" campaign. Now it's time to schedule out the rest:
        1) *Minimum* 6 months prior to event – mail, email, and post on website.
        2) Six (6) months from the event – send emails every 3-4 weeks.
        3) Three (3) months out – send postcard again reminding of "Early Bird Deadline".
        4) Six (6) weeks from the event – send emails weekly with one specifically for the "Early Bird Deadline."
        5) Three (3) months from the event – send emails every 2 weeks.

    Tip – Send an email out announcing "Only x# of Seats Remain" to create a sense of urgency and let them know they are missing out on something special.

6. **Select a location (8 months prior to event)**
    a. Along with your marketing, location is key to a successful school. Stay ahead of this to be sure and get your first choice. (Location, Location, Location!)
    b. Although we recommend a minimum of 8 months out to confirm your location, this is an "earlier the better" scenario. Location and date availabilities become limited closer to the event.
    c. Decide what region/city of the state has the highest potential for attendance. (Unlike Boot Camps, this is not a program to reach out to underserved areas.)
    d. Select a facility that can accommodate your expected attendance.
    e. When selecting a location, many of the mid-priced hotel chains offer rooms at no additional cost for a minimum room commitment and/or a minimum food purchase. If a member center has space away from the lanes and banqueting capacity, this is also a great option to help keep costs down and help a member.
    f. When choosing a location, keep the following in mind:
        1) Size of room for expected attendance
            a) A good guideline is to ask how many 6' and 8' tables the room can hold. Figure you can put two people at each 6' table and three at each 8' table. Don't just listen to their numbers. They will often cram people in for short periods. Remember, this course runs for three full days: <u>comfort matters</u>.
        2) Room Access
            a) Bowling University staff will need access to the room at least ½ day prior to the event for setup. Access by 3 pm local time is preferred.
            b) For security, the room should be locked before and after hours of the school.
        3) Room Setup
            a) U-Shape is the preferred room setup if space allows, based on the above table seating and room size.

b) If the room will not allow for a U-Shape, a typical classroom setup with the above seating is acceptable.

4) Lunches
   a) A separate room/area for eating outside of the educational space is requested as it is most conducive for a good learning environment.
   b) Hotels with catering will often discount or forgive meeting room charges with an F&B order.
   c) In smaller chain hotels without catering, ask if the breakfast area would be available for lunch and who they would recommend for lunch delivery.

5) Projector screen and easels
   a) Projector screen — 84" diagonal (6'x6').
   b) Two flip chart easels.
   c) No pads needed. Bowling University will supply.

7. **Prepare to receive payment (6 months prior to event)**
   a. Work with Bowling University staff to determine registration process.
   b. Add web-link to association website.
   c. If you wish to have the option of registrations mailed directly to the state association via Bowling University, check and be sure to note on flyers created in the next step.

8. **Execute your marketing plan (6 months prior to event)**
   a. Submit your date, location, and contact information to Bowling University staff.
   b. BU staff creates a flyer in both hi res and low res for you to mail/email and place on website. This is a standardized template we use for each Management School.

9. **Submit your registrations to Bowling University (30 days prior to event)**
   a. Bowling University staff will supply Excel file template to complete and submit.
   b. As the event approaches, you and your appointed staff liaison will communicate to make sure all registrations are accounted for.

> **Although I have over 30 years of experience in the bowling business, I am amazed with the amount of in-depth education, resources, and information that I obtained from BU Management School.**
>
> *Scott Devers— Mike Aulby's Arrowhead Bowl*

STATE HOSTED MANAGEMENT SCHOOL CURRICULUM

Depending on the Curriculum option your curriculum will consist of a selection of the follow topics. Topics are adjusted to the audience curriculum.

Select the one of the three curriculums below that best fits your pricing. Mismatching pricing with curriculum diminishes the attendee experience.

1) Equity Stakeholders and Experienced General Managers (Advanced)
2) First Time General Managers and Experienced Managers
3) Entry Level and First time Mangers/Shift Leads,

Contact the Education Team for details of the topics and courses for each.

Improving Daily Profitability

- Terminology (use and meanings)
- Day-to-Day Basics
- Common Industry Metrics
- Workshop—Daily & Weekly Financial Management

Food & Beverage

The session will review core concepts and analytics every successful food and beverage establishment should be familiar with and utilize on a regular basis such as the key role of training, developing standardized recipes, implementing portion and waste control, understanding prime cost, successful pricing strategies and developing an efficient and profitable menu through menu engineering analysis.

Marketing & Sales

Strategic Marketing

- *Utilizing Demographics*
- *Revenue Management*
    - Know your market – (Demographics)
    - Know your demand – (Day Part Management)
    - Know your competition – (Competitive Survey)

Digital Marketing w/AI

- This introduction to AI and digital Marketing in bowling removes barriers to use AI properly for maximum results.

Marketing & Sales

Guest Frequency/League Bowler Development

- *Increasing Guest Frequency from Casual to League life cycle*
    - Creating casual trial
    - Value of a league bowler
    - Development of a league bowler
    - New league development programs
- *Annual Planning*
    - Manage your inventory to maximize sales
    - Maximize your monthly planning sessions
    - Set sales goals, using action plans, etc.
- *Group Events Profitability*
    - Packages
    - Pricing
    - Sales – inbound/outbound calls
    - Process – party execution
- *Outside Sales for the Non-Salesperson*
    - Goal Setting
    - Lead Generation
    - Closing the Sale, Effective Strategies and Post-Event Follow-Up
- *Digital Marketing Utilizing Social Media*
    - Digital Marketing – What is it?
    - Social Media
    - AI

Talent Acquisition

Recruiting, Training, & Retaining Staff

One of the greatest challenges we face is attracting and keeping talented team members. To succeed we need to start thinking more like marketers and less like traditional Human Resource Managers. Hiring is only the beginning of the journey, keeping team members and becoming the employer of choice is dependent upon the culture you create.

- *Hiring Process*
    - Define your center's culture
    - Evaluate true hiring need vs. perceived need to hire
    - Appreciate the need to understand job duties more than job title
    - Evaluate the variety of recruiting tools, now available for your employee search
- *On-Boarding*
    - Manage new hire training.
    - Assess weaknesses in your current on-boarding methods.
    - Orient new employees to your center's operations.
    - Introduce your new employee to the center's service standards creating a positive guest experience and increasing guest frequency.

Guest Experience—Train the Trainer

The following modules are designed not only to enhance the knowledge base of the attendee but incorporate the online training courses as a follow up for all staff at the attendee's center.

- *Navigating and Reducing Customer Complaints*
  - Train team members to utilize methods and approaches in handling customer complaints
- *Customer Service*
  - Recognize the importance of Customer Service in a more tangible way
  - Identify weaknesses in your center's Customer Service standards
  - Grasp the Customer Service experience from your guests' points of view
  - Determine elements to create or improve your center's mission, vision and/or value statements
  - Understand basic aspects for creating a Customer Service baseline (standards) for employees to follow — one which you can measure

Maintenance Management

Maintenance Department Management

- Tracking, Monitoring and Budgeting
- Identify the benefits of tracking and monitoring various aspects of maintenance
- Appreciate the mechanic's role in your center
- Determine staffing needs based on your center's size and volume
- Evaluate the current state of your maintenance program

Advanced Development

- *5 Choices—Time Management*
  Previously only available at the 5-day School for Bowling Center Management held on campus.
  - Act on the Important
  - Go for Extraordinary
  - Schedule the Big Rocks
  - Rule Your Technology
  - Don't Burn Out
- *Managing Managers*
  Previously available only at the School of Entertainment Center Management. This course is designed for the multi-profit center Entertainment facility, focusing on the second level of leadership.
  - Management Versus Leadership
  - SMART Goals
  - Setting Priorities
  - Personal Development
  - Accountability
  - Putting it into Practice

> **We sent three people, and they all came back inspired and ready to tackle any task.**
> *Mike Logan—Grand Station Entertainment*

SCHOOL FOR BOWLING CENTER MAINTENANCE
4-DAY Maintenance Class

➢ Available for either AMF 8270 Pinspotters or Brunswick A2 Pinsetters

➢ 4-day class offered for mechanics with hands-on training.

➢ _**Class Maximum is 12 students**_.

This class is designed for hands-on training and _must be hosted in a center_.

- _Host center commits to four lanes out of service for the duration of the school. In return the host center receives replaced parts and hardware and 2-4 machines finely tuned by the class and instructors._
- _Host center must have an enclosed room available for the duration of the class_

Designed for your up-and-coming mechanics. Giving them hands-on training.

- Sample Agendas
  - Brunswick A2 Sample 4-Day Agenda (click link to download)

  - AMF 8270 Sample 4-Day Agenda (click link to download)

Your $9,500 investment to Bowling University supplies everything needed for the instruction including:

1. Travel and stipend to non-BPAA instructors and consultants presenting at school
2. Materials and shipping to host location
3. The price you choose to charge your attendees will be largely dependent on how much of the $9,500 investment you want to recoup for your association. In addition, the price you choose to charge your attendees will directly impact the quality of the class. You will get more attendees at $499 than you will at $699.
4. Establish an "Early Bird Discount" rate to encourage early registrations. _Example: $399 Early Bird/$499 regular._
5. Lunches. Depending on your location, plan for a minimum of $12-$18 per person per day for lunches.
a. Additional Factors to setting your price are morning and afternoon breaks. A morning coffee and a light afternoon snack helps students focus.

BOWLING UNIVERSITY BOOT CAMP CHECKLIST

I just booked a BOOT CAMP, now what do I do?

Planning a BOOT CAMP Checklist

❑ 1. Select your curriculum *(9-12 months prior to event)*

❑ 2. Select a date *(9-12 months prior to event)*

❑ 3. Select a location *(6-9 months prior to event)*

❑ 4. Create marketing materials and plan *(6 months prior to event)*

❑ 5. Execute your marketing plan *(3 Months prior to Event)*

❑ 6. Send your attendee list to BU *(1 month prior to event)*

❑ 7. Confirm location reservation *(1 week prior to event)*

❑ 8. Confirm Food & Beverage order (*1 week prior to event*)

PLANNING A BOWLING UNIVERSITY BOOT CAMP

Below are many best practices State ED's have shared with us over the past couple of years. We thank them all for helping us put together this draft to help others have the same success.

1. Select your curriculum
    a. Select a topic from the list supplied by Bowling University to best serve your membership needs.
    b. Boot Camps begin at 10:00 am and end at 4:00 pm. The one-day Boot Camp is designed to allow for as much "drive in–same day" attendance as possible. These times help achieve this goal.

2. Select a date
    a. Upon your request for a Boot Camp, your choice of date is the most critical. Even if you don't know the exact date, selecting a month is great help in planning.
    b. We have a limited number of Boot Camps for each topic and instructor availability is often limited. Getting your dates in early with Bowling University helps you in getting your first choice in dates.
    c. Along with "earlier the better" in getting the word out, an earlier date selection also helps in being able to select your site.
    d. Just as with Management School, Tuesdays, Wednesdays, and Thursdays are the best days to host your Boot Camp.

3. Select a location
    a. **The definition of a successful Boot Camp is slightly different than that of a Management School. If there are only 15 attendees but all are from centers that don't typically engage, then it is more successful than one that has 20 of the same people from the same five centers always attending state association events.**
    b. Along with your marketing, location is key to a successful school. Stay ahead of this to be sure and get your first choice.
    c. Although we recommend a minimum of 6 months out to choose your location, this is an "the earlier the better" scenario. Location and date availabilities become limited closer to the event.
    d. Decide what region/city of the state has the best potential for a new audience.
    e. Select a facility that can accommodate your expected attendance.
    f. Boot Camps are great opportunities to engage member centers and give them a little F&B business. If you have a member center that has banqueting ability to feed up to 32 people in an hour, we encourage this as a first option.
    g. Since there is little to no rooming needs, hotel meeting rooms can be problematic but not impossible for a minimum food purchase.
    h. When choosing a location, keep the following in mind:
        1) Size of room for expected attendance
            a) A good guideline is to ask how many 6' and 8' tables the room can hold. Figure you can put two people at each 6' table and three at each 8' table. Note: This guideline is not as firm as with a Management School due to the shorter time but is preferred.

2) Room setup
   a) U-Shape is the preferred room setup if space allows based on the above table seating and room size.
   b) If the room will not allow for a U-Shape, a typical classroom setup with the above seating is acceptable.
3) Lunches
   a) Although not a requirement as with the Management School, a separate room/area for eating outside of the educational space is requested as it is most conducive to a good learning environment.
4) Projector screen and easel
   a) Projector screen — 84" diagonal (6'x6')
   b) Flip chart easel

4. Start promoting - create marketing materials
   a. Once you have a topic and date selected, send a "Save the Date" postcard by mail/email.
   b. Submit your date, location, and contact information to Bowling University staff.
   c. BU staff creates a flyer in both hi res and low res for you to mail/email and place on website. This is a standardized template we use for each Boot Camp topic.
   d. All Boot Camps are to be positioned as FREE for all member center attendees as a state association member benefit with a perceived value of $99.
   e. You have already started with your "Save the Date" campaign. Now it's time to schedule out the rest:
      1) *Minimum* three (3) months prior to event – mail, email, and post on website.
      2) Three (3) months from the event – send emails every 2 weeks.
      3) Six (6) weeks from the event – send emails weekly.

   *TIP – Send one email/postcard out announcing "**Only x# of Seats Remain**" to create a sense of urgency and let them know they are missing out on something special.*

5. Lunches
   a. Lunches are paid or reimbursed by Bowling University for up to 32 attendees.
   b. Submit lunch plan to Bowling University staff for approval prior to the event.

6. Class Size
   Boot Camps are limited to 32 attendees. This helps create a sense of urgency and exclusivity. Please keep in mind that a class smaller than 18 students can diminish the educational experience for those attending.

7. Prepare to receive registrations
   a. Work with Bowling University staff to determine the registration process.
   b. Add a registration link to association website.
   c. If you wish to have the option of registrations also mailed directly to your state association, be sure to note it on flyers created in previous step.

8. Submit your registrations to Bowling University *(30 days prior to event)*
   a. Bowling University staff will supply an Excel file template to complete and submit.
   b. As the event approaches, you and your appointed staff liaison will communicate to make sure all registrations are accounted for.

9. One week prior to Boot Camp
   a. Confirm the room space reservation.
   b. Confirm food order for confirmed number of attendees, plus instructor and any state representatives.
   c. Bowling University staff will ship all class materials one week prior to Boot Camp. If you would like them shipped to anywhere other than the site of the Boot Camp, please let your staff liaison know prior to this date.

10. Day of Boot Camp
   a. Be sure facility has access for instructor arrival no later than 8:00 am.
   b. State President, ED or State BOD representative should be present for the event.
   c. Confirm lunch order.

11. Additional Costs
   NONE, unless your state would like to host more than one Boot Camp. Additional Boot Camps can be purchased by the state for $1,500 each. (Limited/based on speaker availability)

PLEASE NOTE: Boot Camps are designed to be stand-alone events and should NOT be scheduled in conjunction with your State Meeting

This course is Fantastic! Old Manager or new, everyone will walk away with new and fresh ideas that are relative to their business.

Phenomenal material presented in a way that's easily digested!

BOOT CAMP CURRICULUM OPTIONS

- **League Bowler Development – Increasing Guest Frequency from Casual to League**
Now with materials newly created by the league development committee, attendees take a deep dive into guest frequency and the *System of League Bowling* to provide the tools and techniques necessary to meet your guest frequency goals, regardless of the season.

  No matter how much or how little skill you have in casual bowler frequency or league bowler development, the guidance in this system will make you a better, more proficient, and a more confident bowling center owner, operator, manager, or coordinator.

    Topics include:
    o Creating casual trial
    o Database collection & management
    o Sample programs
    o Value of a league bowler
    o Development (Lifecycle) of a bowler
    o New league development programs
    o Where leagues fit into your business model
    o Planning
    o Set sales goals using action plans

- **Outside Sales for the Non-Salesperson**
Not everyone is comfortable reaching outside the four walls to engage new customers, but there are some simple strategies that even the least experienced person can apply every day. Based on the curriculum from the Bowling University's Promoting Sales Outside Your Center online course, this 5-hour deep dive shows how to:
    o Recognize areas of improvement for prompting sales outside the center
    o Assess inventory and establish future goals based on your findings
    o Identify client needs and implement plans for developing new customers from outside the center
    o Enact appropriate sales closings by matching products to client needs
    o Goal setting
    o Lead generation
    o Closing the Sale, Effective Strategies and Post-Event Follow-Up

- **Time Management—5 Choices**
We all would like an extra hour in the day and need to create time to work on our business rather than chasing fires during the daily grind.
    o Act on the Important
    o Go for Extraordinary
    o Schedule the Big Rocks
    o Rule your Technology
    o Don't Burn Out

- **Digital Marketing with AI**
  The digital tools available to bowling centers today through AI are both amazing…and overwhelming. AI platforms are all the rage, but which one can make the biggest impact in a bowling center? Then there is the question of how to use it properly for maximum results. The goal here is to get more people to think about bowling and then to come into your business.

  In this session, take a deep dive into what works for bowling and how to use AI in your center. Bring your laptop or tablet and be ready to take your marketing efforts to the next level!

- **Food & Beverage for Traditional Bowling Centers**
  Activity based workshop for traditional (snack bar, food, and soft drinks) bowling centers.

  This session is an interactive group driven workshop. Participants are provided with a structured approach for managing costs and profits of the food operation. At the end of the session participants understand how to generate and interpret, cost of goods, gross margin, product mix reports and recipe guides. This bootcamp also addresses portion control, inventory management, ordering and product sourcing, par level and pricing strategies as well as supporting administrative documentation.

  This session is designed for those looking for an operations refresher or skill enhancement in the basics of snack bar food service management.

- **Talent Acquisition—Recruiting, Training and Retaining Staff**
  Where did all the good candidates for hire go? With low unemployment rates, it seems there aren't even good prospects to hire. Hope is not lost. This course for Proprietors, Managers and HR directors helps to create a culture in your center that, not only retains the good employees, but makes your center a destination good candidates seek out.

  - Recruiting
    - Establishing your company culture
      - Mission Statement
      - Core Values
    - Where to find good candidates
  - Hiring Process
    - Define your center's culture
    - Evaluate true hiring need vs. perceived need to hire
    - Appreciate the need to understand job duties more than job title
    - Evaluate the variety of recruiting tools now available for your employee search
  - On-Boarding
    - Manage new hire training
    - Assess weaknesses in your current on-boarding methods
    - Orient new employees to your center's operations
    - Introduce your new employee to the center's service standards that promote your customer service goals

SPECIALTY BOOT CAMPS—LIMITED AVAILABILITY

Game Room Management

Maximize the performance of one of the most profitable areas of your facility, the game space, from top to bottom by understanding your guests' preferences, learning about game room economics and analysis, payouts, redemption and crane prize merchandising, tips, tricks, and best practices. Winners make players, so make those players win! Choose the camp that is right for you.

- **Merchandising Strategies**
  Designed for the up-and-coming team member, merchandising champion or current game room supervisor and/or managers ready to grow their knowledge of the redemption and crane merchandising space. Through both classroom and hands on activities attendees learn the importance of defining the target audience, will gain a better understanding of merchandising's role in the guest experience, and learn key product strategies to help minimize costs, grow revenues, increase efficiencies, and maximize bottom line performance in the game room. Due to the hands-on nature of this camp, the session must be held in an Entertainment Center with a "store" model of prize redemption as well as have crane machines.

- **Game Room Analytics**
  Designed for managers and facility leaders, this session will take a deep dive into must know game room metrics generated by the arcade game card system. We'll review and analyze key revenue, cost, security, and marketing data that can provide you the tools to improve profitability and guest experience in both the day to day and long-term management of the game space. This session does not necessitate being at a location with a game room as it is interactive instructor led classroom style learning.

Food & Beverage

Group Event Catering & Banquet Profitability
(Entertainment Center Focus)
Execution and costing of food & beverage are critical foundations for long term growth and profitability with group events. Ideal for Event Coordinators, Food & Beverage, Managers, General Manager, Proprietors and/or anyone responsible for making your events more profitable with food & beverage.

- Tips & tricks to impress your guests with executable buffet and banquet setup examples.
- Learn how to calculate the correct amounts of food and pricing structures to maximize your profitability.
- Steps and tools to elevate your group event food and beverage operations and execution.
- Industry experts share suggested best practices about group/corporate party food and beverage.
- Meet and share ideas with other Entertainment Centers along with opportunities to meet the Sysco Team working to help you!

ON-DEMAND ONLINE EDUCATION AND TRAINING

BPAA now offers unlimited access to the online courses, How can we help get the word out to our members?

Planning for successful transition to unlimited free access —Checklist

❏ 1. Register and COMPLETE an online course

❏ 2. Email Your members about the program

❏ 3. Copy and Resend Bowling University Emails

❏ 4. Request a Webinar Specifically for your State

❏ 5. Distribute Flyers (Email, Mail and at State Events)

❏ 6. Share BU On-Boarding and Training plan

❏ 7. Share Manager Resource Letter (from BU Website)

❏ 8. Direct Member to Bowlingunivesity.net website

❏ 9. Reach out to BU Staff for any further questions

NOW OVER *70* COURSES IN ONE PLATFORM & <u>ALL ON DEMAND:</u>

Training for today's needs. Enrich your entire team all in one place. All course content modules are video driven, self-paced and most courses are less than 30 minutes in length. Available 24/7 when you need it for ALL Team Members.

<u>On Demand Online</u>– www.BowlingUniversity.net/OnDemand
- o One Time Center Registration via website
- o Available anytime (no registration deadline)
- o Courses start when student selects the course from the content library
- o 25+ front line, on-boarding courses for any current team member and new hires
- o 35+ Supervisor, Manager, Leadership/Proprietor courses
- o Courses are designed to help with your training on Safety, Anti-Harassment, Customer Service, Active Shooter Preparedness, Center Maintenance, Operations, Marketing and much, much more

Centers register simply by going to www.BowlingUniversity.net/OnDemand. Once a center is registered, the center's team has access to ALL 60+ courses.

For more information go to www.BowlingUniversity.net/OnDemand

SAMPLING OF ON DEMAND COURSES

Visit https://bowlinguniversity.net/odcourses for a complete listing.
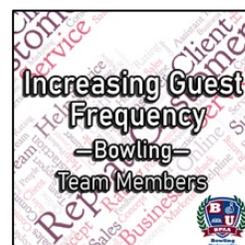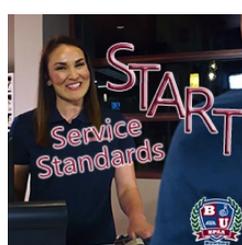
All-Staff Courses
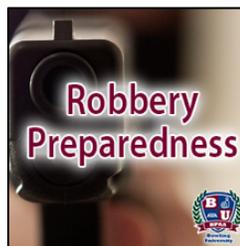
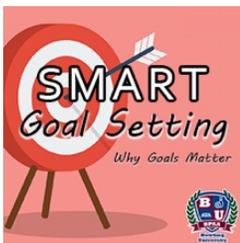## Food & Beverage – Frontline

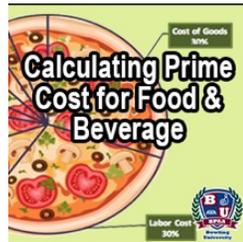## Customer Service – Frontline

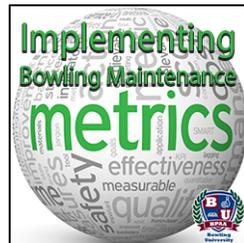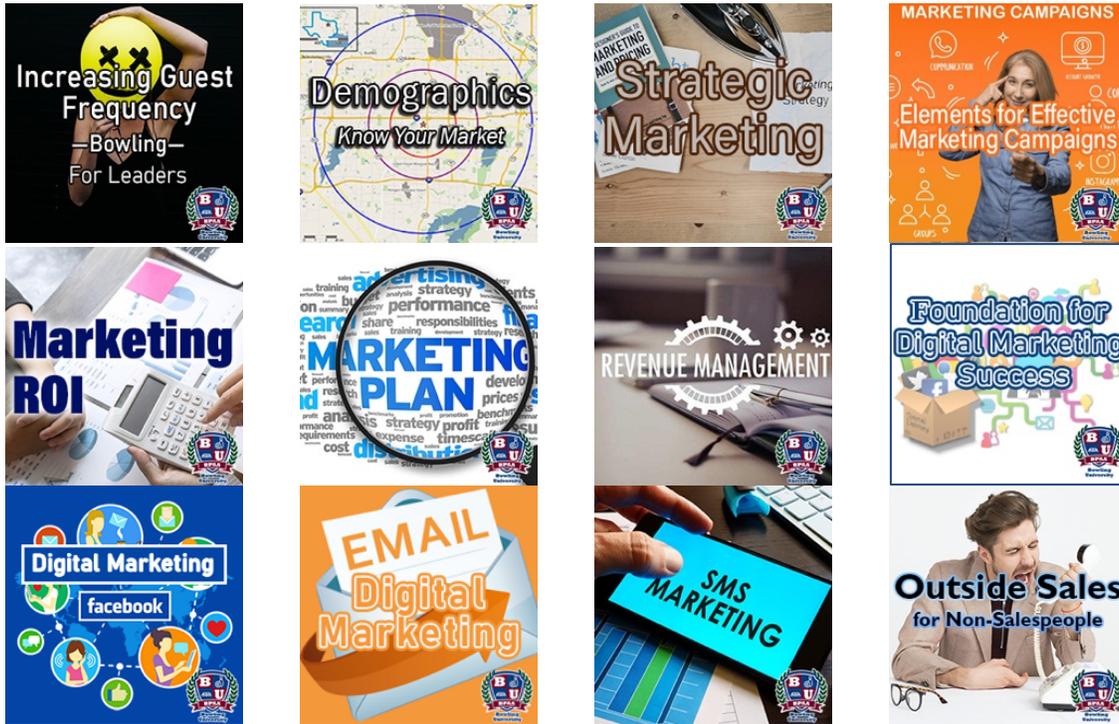# Customer Service – Management

Operations – Management

Food & Beverage – Management

Bowling Center Maintenance Management

Marketing – Management

State Specific Anti-Harassment/Sexual Abuse

I went in with a great knowledge base and came out with even a greater understanding of the business.

Steve Ayles—Summit Windsor

I'm glad I took these five courses. I feel the information I learned will help be become a better, more productive employee.

Amy South-Forest View Lanes

BOWLING UNIVERSITY STUDIO

As the demand for timely educational content has increased, so has the need to reach more members experiencing limited opportunities for travel. To address this, BPAA Leadership commissioned the building of the Bowling University Studio located at the International Bowling Campus.

This state-of-the-art facility allows BPAA team members and subject matter experts from around the globe to present industry specific professional content directly to member centers. Whether live, delayed or on demand, members now get access to the most current and relevant curriculum in the comfort of their facility.

Streamed Content

When you focus on growing your people, your people will grow your business! *The Profit Break* shares insights on how to grow revenue, reduce costs and enrich BPAA members, their teams, and their business, all in 15 minutes.

If you have any questions about the shows, would like additional information, or simply would like to make a recommendation for a topic not currently in the video library, you can reach us any time at education@bpaa.com

New episodes of the *Profit Break* are released each month. Members have the added convenience of watching any of our previous episodes 24/7 by visiting www.bowlinguniversity.net/profitbreak

Remote Learning Opportunities

When planning your next state meeting, the Bowling University Studio adds new live streaming interactive options to your education curriculum. For help in planning one of your future events, contact a member of the education team.

817.385.8431
education@bpaa.com

Bowling University
621 Six Flags Drive
Arlington Texas, 76011

REMOTE EDUCATION PRESENTATIONS

With the ever-expanding use of the Bowling University Studio, we can now offer the option of presenting remotely at your in-person meetings.

1. **Select a date/time**
   a. Submit your date request as early as possible. Due to scheduling of the studio for other recording and streaming events, your early request for a choice of date is most critical.
   b. The time of day is also crucial for the same reasons.

2. **Select your curriculum**
   a. Select a topic from the list supplied by Bowling University to best serve your membership needs. (Contact the Education Team for the most current topics)
   b. Remote presentations are a maximum of 75 minutes including Q&A.

3. **Submit your request**
   a. Just like you do for an in-person presentation, please submit a request at https://www.bpaa.com/membership/state-association-resources/speaker-request
   b. Please note this is a request for a remote presentation, not a guarantee of acceptance. A member of the Education Team will confirm your date and time.

4. **Equipment Needs**
   a. When hosting a remote presentation, you will need the following equipment and internet access.
   b. Tech/Hotel
      i. Best internet connection – Hardwired with a minimum of 2.0 Mbps up and down
      ii. Next best option – Dedicated wireless for the Zoom computer with 2.0 Mbps up and down
         ➢ https://support.zoom.us/hc/en-us/articles/204003179-Zoom-Rooms-System-Requirements
   c. External speakers for computer audio (either house sound system or other external speaker for the room)
   d. Projector & Screen
   e. Laptop computer with webcam facing audience/room or an external webcam connected to the laptop

5. **Prior to event we will**:
   a. Email you a Zoom link for the session for you to use onsite.
      i. Coordinate a time for you to log in from the computer onsite to test and setup during a pre-determined time generally during lunch for afternoon sessions and before you begin for the day for morning sessions

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