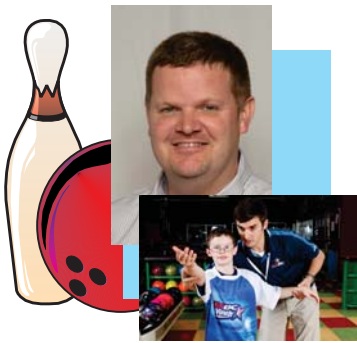


How To Grow Your Youth Program



Chad Murphy & Mike Larsen

International Bowling Campus Youth Director, *Chad Murphy* and USBC Regional Manager, *Mike Larsen* will be on hand to lay out the implementation plan for a new program being developed by the International Bowling Campus. It's branded under the powerful USA Bowling Brand and combines a more team based execution model that has been successful in nearly every other sport. Come join us to hear why it simple, fun and just makes sense! These guys will cover everything youth including the new Youth Ladder that was unveiled this past summer at Bowl Expo. It's a can't miss seminar with everything needed to put any center in a position to GROW YOUTH BOWLING!

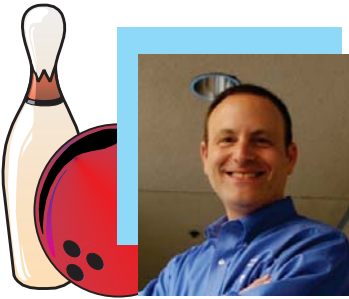
Be A Part of Facebook History!



Facebook. Love it or hate, this is the way your customer communicate.

Come join our session and watch a brand new West Coast Bowling Facebook page come to life before your very eyes. Led by *Scott Frager* and *Chris Holmes* from International Bowling Industry Magazine and the Bowling Centers of Southern California, along with *Carey Tosello*, owner of eBowl. biz, this is a completely interactive event.

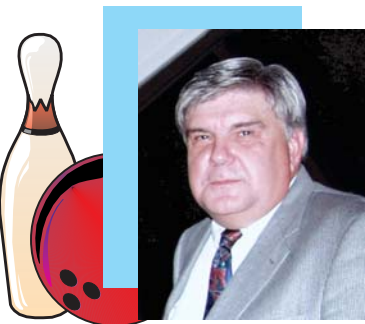
Working collectively we will build an launch a brand new bowling business Facebook page for the benefit of member centers on the West Coast. With your help and input, we will design the page with all the bell, whistles, and options that you feel are the most important. *And, we'll do it live together!*



Scott Frager

The Changing Face of Bowling

A look at the “business of bowling” and the changes taking place across the industry. How are these industry changes affecting the various bowling business models and how we can do business? What effects are the trends in the industry having on our business? Moving forward, how will we look at modernization of our business? What are the “key components” of modernization as an investment?



Kurt Harz

The Price is Right!

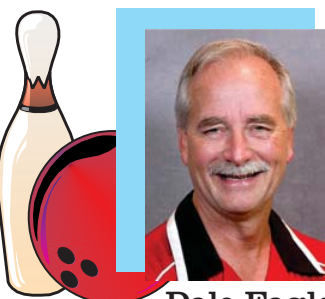
In this fun session, you will enjoy a game of “The Price Is Right” and learn about the BPAA Smart Buy program and how centers, no matter what size can earn return on dues investments by using just a few of the programs. A few lucky attendees will leave this session with Ca\$h prizes. All attendees will leave this session with the knowledge on how to cut costs through valuable Smart Buy Partners.



Amy Arcuri

What Would Make The Game Better

I have been a pba member for 48 years. I have won 3 titles on the reg. tour and 11 titles on the senior tour. Two national championships, 1 world open and a senior masters. In 1999 I was bowler of the year on the pba senior tour. I won 4 titles that yr. and finished 2nd 5 times and had a 8th and a 11th finish to end the year. I was rookie of the yr. in 1996 on the senior tour. I am going to talk about my vision of what would make the game better.



Dale Eagle