Hello All in our Bowling Family,

*August*. What does that mean for a bowling center? That typically means leagues are all in place, everyone is notified of start dates and leagues are full. Or for some, that might mean, oh boy! We have to start calling team captains and new bowlers.

As a fellow proprietor, I can honestly say that I dread August. Calling, texting, persuading bowlers to become a league bowler for 32 weeks is not easy. It is a lot of work. But if we do the hard legwork in August, it makes the rest of the season much more enjoyable.

That leads me to ask -- *How do we create more full time league bowlers?* Asking people to sub a few times or bowl on a couples’ league to bring them in slow is probably the best approach. More bowlers in our centers is a win for everyone in our industry.

*What did we do to our center this summer to give it a facelift?* A facelift does not always mean it will cost $$$. How about just having your staff do a deep cleaning of the center, rearranging stuff, hanging new pictures, or just flopping items from one wall to another? The idea is to keep it FRESH. Change is always good.

*We get out of our business what we put into it.*

Good luck everyone and have a very profitable season!

*Steve Cieslewicz*   
BCAW President