

# “SO, A HANDYMAN, A COOK AND A HUMAN RESOURCES DIRECTOR WALK INTO A BAR...”

I know, I know, you are waiting for the rest of the joke. But while there is no joke per se, there is a punchline.... and if you are a bowling center operator, this punchline yields much greater satisfaction than any three-second giggle.

You see, the three characters referred to in the headline are real. All three work at the same bowling center, each coming from a different background and each armed with a different skill set. Yet all three share the belief that the EDGE String machine has enhanced the efficiency of the operation and satisfaction of its customers and staff at The Lanes Bowl & Bistro of Mashpee, Mass.

A 10-lane, 11,650-square-foot boutique family entertainment center located in the hook-shaped peninsula of Cape Cod, The Lanes pays homage to the history of the sport by featuring old-time images on its masking units. The facility also encompasses a full bistro, entertainment platform and outdoor bocce court.

Opened in January of 2013, the facility opened with the QubicaAMF TMS String Machine. When ownership determined in 2018 that it was time to modernize the bowling segment of the facility, the EDGE String machine was the obvious choice.

Since the installation of the EDGE String, bowling operations have significantly reduced the need for machine maintenance while increasing customer satisfaction.

## **THE HANDYMAN**

Richard Mell has been employed by the Bobby Byrne’s Management Corporation, the owners of the facility, for many years but was moved to The Lanes Bowl and Bistro when the facility opened. “If something breaks, I fix it, whatever it is. You could say that I am the facility’s plumber, electrician and bowling mechanic,” Richard said.

After working with the QubicaAMF tech team, the firm purchased EDGE String to replace the older TMS. “These (EDGE String) machines are fantastic.” Richard went on to say how QubicaAMF’s support team continually provides updates on enhancements, thus proactively fixing the problem before it becomes a problem.

“Since the installation, we have not experienced one broken string; I can’t even remember the last time we needed to change a part or component. It is so efficient that I spend my time taking care of the facility rather than spending time in the back on the machines.”



Richard Mell  
Facilities Director



Andrew Baldic  
Cook

## THE COOK

Andrew Baldic has many talents. He is a dedicated line cook who takes pride in the culinary creations served at the bistro. Andrew also is a terrific bowler, sporting a 215 average and rolling 32 perfect games. And now, thanks to the EDGE String and the associated Tech Wizard mobile app, Andrew can backup Richard and provide maintenance when needed without ever leaving his kitchen. “I used the Tech Wizard just last week,” Andrew recalled. “We had strings tangle during a tournament. Usually the app fixes the tangles, but once in a while, someone from the staff must physically untangle the strings. The app immediately sent a warning to my mobile phone about the problem. I called the front desk and the string was detangled. The entire process from warning to fixing was less than two minutes.”

Prior to working at The Lanes Bowl and Bistro, Andrew worked at other bowling centers which housed the usual free-fall machine. “It’s like night and day,” Andrew said when comparing a free-fall environment to the EDGE String. “With the free-fall machines, I was constantly in the back fixing all types of breakdowns and managing the spare parts inventory. But with the EDGE

String, the problems are so infrequent that we don’t even need a mechanic.”

“When I was at the free-fall facility, we were constantly dealing with upset customers. You could see the steam coming out of their ears,” Andrew recalled. “I remember seeing customers badgering our staff who were busy issuing refunds or providing free games. It really was unpleasant and cast a negative energy that permeated throughout the entire facility. We just don’t have to deal those type of problems anymore.”

## ELISE THE HUMAN RESOURCE DIRECTOR

“Even though I am not involved in the day-to-day bowling operation, I can see that the customers are happy and that everything is running smoothly and on schedule,” said the parent company’s human resource director Elise Perry. **“The purchase of the EDGE String was the smartest bowling decision we’ve made since building our center; it has been worth every penny.”**