

INTERNATIONAL

Vol. 23 | November 2015

BEYOND
BOWLING
FALL 2015

BOWLING INDUSTRY

THE WORLD'S ONLY MAGAZINE DEVOTED EXCLUSIVELY TO THE BUSINESS OF BOWLING



“GETAWAY ‘N PLAY” IN A-TOWN!

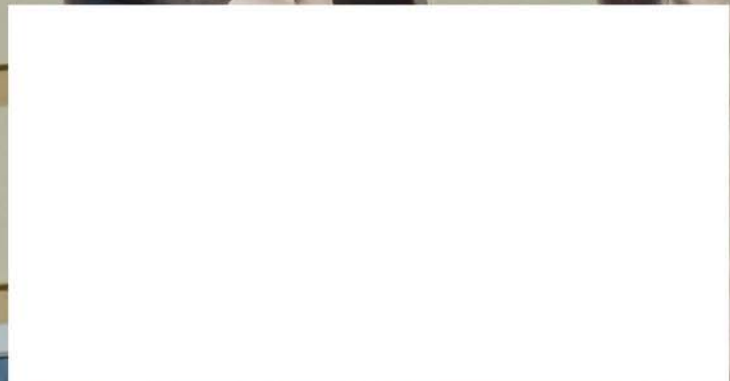
SPENDING QUALITY TIME
WITH CHRIS ALBANO
AND JACK CANOUSE OF
STARS AND STRIKES.

DON'T STOP BELIEVING
IN THE OLYMPIC DREAM

KEEP ON (GAME) TRUCKING

THE PERFECT COUPLE:
BOWLING AND MOVIES

LAISSEZ LES BONS
TEMPS ROULER
WITH MARC PATER



www.BowlingIndustry.com

PS&RT STD
U.S. POSTAGE
PAID
FULTON, MO
PERMIT #38



450 Centers Strong



**Center #22: BES X Ultimate
Paeng's Eastwood Bowl**
Quezon City, Philippines - 20 Lanes

With BES X we are able to increase revenue by getting more customers to play in the center. Customers find the system unique and entertaining that's why they keep coming back to relax, unwind and enjoy the game. Our food and beverage revenues have been positively impacted as well.

Maysie Alano, Manager, Paeng's Eastwood Bowl



Join the BES X family today!

www.qubicaamf.com/ChooseBESX



What happens when you combine a proven attraction like Highway66,
with state-of-the-art entertainment and a unique environment—
all designed to maximize fun, comfort and socialization?

COMING SOON with a
coin-op version of BES XI!
IAAPA Booth #1338



The Ultimate Attraction to Maximize Group and Party Business

- The ultimate in state-of-the-art on-lane entertainment for mini bowling
- The ultimate unique, relaxing and social environment
- The ultimate in sales & marketing training and coaching for your staff

Grow your business, drive more revenue,
and take your group and party business to a whole
new level with The Suite Spot, exclusively from QubicaAMF.



HARMONY

QUBICAAMF

www.amusement.qubicaamf.com



www.qubicaamf.it

The Perfect Couple

Malco marries the movie business to bowling, and now it's happily ever after.



■ By Jim Goodwin

At age 11, Ricky Bourgeois took a trip with his family from his home of Morgan City, LA, to Lafayette for a piano festival. While there, the group went bowling, and to the angst of his very musical mom and dad, Ricky discovered that he liked the activity of knocking down pins as much as the one involving ivory keys and clarinets. Today, at 66, he is still bowling, but it has been a while since he played the clarinet or piano.

A year after that first game, his family moved to Baton Rouge, and he rode his bike to Circle Bowl where he fell in love with the game. And at age 15, he got his first part-time job with the company he would still be working for a half century later.

In March of 2015, The M.A. Lightman Company celebrated its 100th anniversary. The dynamic entertainment company is known as Malco. To commemorate the occasion, the Coca-Cola Corporation commissioned an oil painting that was presented at Malco's corporate office in Memphis. Officials from Coca-Cola's Atlanta headquarters were there and said that there were only two companies that have been their customer for 100 years. One is the Greyhound Bus Company; the other is Malco.

Malco now operates 35 movie theaters with 350 screens in six

southern states and is well-known and respected as one of the pioneers of that industry. M.A. Lightman, Sr., opened his first theater in Sheffield, AL, in 1915 during World War I. In 1955, when the movie business slowed with the advent of television, Malco expanded into the bowling business, opening two centers in Memphis, before automatic pinsetters. The bowling chain grew to 13 at one point.

Today, Malco operates five centers, and has plans



The Malco executive team from left to right: David Tashie, Stephen Lightman, Jimmy Tashie and Bobby Levy.

VIIT US @ IAAPA 2015
BOOTH #1338

The world's leading mini bowling system just got better



POP66

The Ultimate Mini Bowling Experience



- The ultimate in attractive mini bowling themes to match your center's mood and "wow" your customers
- The ultimate on-lane experience for every customer, so they stay longer and play more
- The ultimate in quality, hassle free maintenance and operation leaving you more money to invest in other areas of your business

We're taking mini bowling to a whole new level.

PROUDLY MADE IN THE USA

QUBICA  AMF

www.amusement.qubicaamf.com





Rick Bourgeois

for more of its new Premier Lanes model, hybrid centers featuring bowling, movies, food and games all under one roof. Rick Bourgeois is Malco's vice president of bowling operations. After college he accepted a full-time management position, and celebrated his 43rd year with the company this year. Today, Malco's bowling division operates two traditional bowling centers – Circle Bowl in Baton Rouge and Acadiana Lanes in Lafayette, plus two new Premier Lanes Family Entertainment

Centers with movie theaters in Gonzales, LA, and Oxford, MS. A new Premier FEC is coming to Broussard, LA, in 2016. Acadiana Lanes will get a major remodel as well.

"I grew up with the third generation owners of Malco, and my wife Gail and I are godparents to three of the fourth generation owners," said Bourgeois. "It is a great family business. And every day, the prospect of building new facilities and training younger staff people to get excited about this business is important to me."

Movies and Bowling – Together at Last

Years ago, Bourgeois and his management team tried cross-marketing a couple of their bowling centers with the movie theaters, but the experiment found little success. At the time, league-based business was going well, so the incentive to find new revenue streams was not strong. But about 10 years ago, when league business began to decline, the idea of putting movies and bowling under the same roof started to make more sense. After attending the first BPAA-sponsored FEC conference in 2011, two of Malco's bowling center managers, Stuart Moss and Zach Lightman, great-grandson of the company founder, convinced Bourgeois to re-evaluate construction plans for a new FEC in Gonzales.

"We had seen a couple of articles about other movie chains branching out into the bowling business, and after that conference, Stuart and Zach were very excited about the prospect of putting lanes and movies together. Our new location started to look like a good fit. Gonzales had never had a bowling center, and its only movie theater had closed 30 years earlier, so we changed the plans." In December 2012, Malco opened its first Premier Family Entertainment Center in Gonzales. It is 42,000 square feet with 20 standard lanes, a six-lane boutique called the Ascension Zone, named after the parish where the center is located. It also features the Spin Zone bumper cars, Funovation



Stuart Moss

laser maze, and Prize Palace redemption store. In 2014, Malco's 35th movie theater with 11 movie screens and seating for 1,600 was added to the building, making the total facility 80,000 square feet.

In May 2015, the second Premier FEC was opened in Oxford, MS. This 72,000-square-foot location has 14 standard lanes, six VIP lanes, Prize Palace and Funovation laser maze, plus a large outdoor area with patio furniture and bocce courts. The movie theater has eight screens and 1,600 seats, plus a ninth outdoor auditorium that can be used during pleasant weather.

The food and beverage operation in the Premier FEC centers is also greatly enhanced, starting with well-trained food and beverage managers. Kitchens are in the 1500-2000-square-foot range with walk-in coolers and freezers. Kitchens contain multiple pizza ovens and plenty of storage and food prep areas. Food is served on the lanes and servers are trained to emphasize that some items take longer because they are made fresh after order. Electronic paging systems are on every pair of lanes to insure good service.

One of the key secrets to success of this new FEC bowling and movie model is proximity. Two different businesses under the same roof inspire a completely new way of marketing. If movie customers see other forms of entertainment under the same roof, they take notice. If there is a wow! factor and a friendly sales team in place to greet them and answer questions, it is natural they will return to the location to bowl, see a movie, or play games, or (hopefully) all of the above.

The Walmart concept comes to bowling

Walmart took one-stop-shopping to a new level. Hybrid entertainment centers like Premier and a few others are doing the same for family entertainment. Customers love the idea of getting various types of fun and entertainment under the same roof, and Malco is in the unique position of having expertise and experience in America's two most popular forms of family pastime – movies and bowling. This gives them a distinct advantage over anyone thinking of getting into either bowling or the movie business without knowing the nuances of the operations.

According to Bourgeois, there have been a few new ventures in other places that failed because they simply did not recognize that each business is unique, and there are secrets of melding them together that only experience can provide. "You can't just open up one of these places without a great understanding of how to blend these businesses together," said



Community Involvement Is the Key

According to Bourgeois, Premier FECs are an entertainment destination for a 100-mile radius. Malco managers and sales representatives join the chambers of commerce of all towns in that radius and attend events like ribbon cuttings, luncheons and fundraisers. They join and work with the Better Business Bureaus. They join Kiwanis and Rotary Clubs and volunteer to become officers of these groups. They spend more time outside the centers promoting than they do inside. Within the centers, managers departmentalize by putting someone in charge of each area: food and beverage, redemption and party operations, making sure things run smoothly whether they are in the facility or promoting in the community.

Bourgeois. "First, you have to have very well-trained staff and sales teams that know the business. For example, you can run a movie theater with only a manager and one or two others, but when you add bowling, food and beverage and games, it becomes a very different business. That is why we don't go out and just start building several at a time. It takes careful planning, the right location, and most of all good and well trained sales and operations teams."

Since launching the Premier FEC model, Malco's bowling division has seen revenues jump substantially. "Without getting into exact numbers, our Premier customers probably spend two to three times as much per visit as a traditional lanes customer," said Bourgeois. "And we are getting a lot of new customers that have not bowled before."

Of course, operating costs, training, and construction costs are higher. But not many businesses can virtually reinvent a new model that can double or triple gross revenue.

Movie Marketing Brings New Bowlers

Anyone who operates traditional bowling centers knows that marketing is a tough challenge, and very few bowling centers have big advertising budgets. With the bowling and movie model, Malco may have found a magic formula that can generate thousands of new bowling customers. "Historically, a bowling facility rarely has the marketing dollars needed to bombard the public enough to get a response or an identity, but the movie industry spends billions to drive traffic to see a movie," said Bourgeois. "When those patrons go to see the current blockbuster, our team will stand ready to meet the scrutiny of an interested customer, give them the wow! factor when they come through the door, greet them and answer questions, and have a variety of venues for them to enjoy."

A couple examples of longevity and company loyalty on Malco's bowling management team are Jason Kokenge and Marc Pater. Both were hired by Bourgeois in the early 80s and both are still enjoying the business every day. Kokenge is the general manager of Acadiana Lanes in Lafayette, and Pater is the area manager in Baton Rouge. These days, Kokenge is getting geared up for the major remodeling project coming to his center next year. Pater makes his office at 32-lane Circle Bowl, which will be the lone traditional, league-based center left in the Malco chain after the Acadiana facelift.

Working alongside Bourgeois for more than 30 years, Pater has seen a lot of history in the region and within the company, and he is an example of the community and industry involvement that makes it all work so well. He spends some of his time working in the community with the Kiwanis Club and other activities, and he has been the Louisiana State BPAA executive director since 1986. Circle Bowl still enjoys more than 800 league bowlers, but Pater recognizes the changing marketplace, and embraces both the sport and casual sides of the business. "You have to give people what they want in this business," said Pater. "The new things that are happening in our industry and within our company are all good. For one thing,



the next generation of owners and people on the theater side of Malco are looking at the bowling side of our company in a different way. And all of us are very excited about Malco's future in the family entertainment business."

Malco outsources many of its human relations tasks and employs Trainertainment. Beth Standlee, chief sales officer and president of Trainertainment, says she is very impressed with Malco's concept of blending bowling with the movie business to create a new type of FEC. "It's an amazing concept," said Standlee. "We were pulled in to help open their facility with an FEC mindset that added to their knowledge of the bowling business. As a result of the systems we put in place, they [Malco] were able to hold 600 birthday parties in the first four months of business. To me, the marriage with the theater business is genius. I believe the foot traffic alone easily insures that open play part at the FEC. Rick and his team are terrific to work with, and we hope to have the opportunity to work on many more projects in the future."

Innovation Works Every Time

"One thing I can say for sure about Malco is that we have never been complacent about anything," said Bourgeois. "We have always been in expansion mode, continuously upgrading operations with the latest technology in movie sight and sound, and this philosophy has been passed down to each generation of ownership and to my division of the company."

This innovation philosophy goes all the way back to the 1920s, when Vitaphone and Movietone Sound systems were added to the theaters when 'talkies' first started, according to Malco Theaters marketing director Karen Scott. "After M.A. Lightman's death in 1958, the company passed to second generation owners M.A. Lightman, Jr., Richard Lightman and Herbert Levy. They are the ones who added bowling to the company in 1955 to hedge against declining theater attendance due to the emergence of television. In 1970, the partners began building multiple-screen theaters, including the Ridgeway Four in East Memphis which became the location of Malco's corporate headquarters," said Scott. Today, it has been fully remodeled and has been re-named The Ridgeway Cinema Grill featuring luxury seating and an expanded food and wine menu.

Scott goes on to say, "In 1996, the business passed on to third-generation owners and family members Stephen Lightman, Jimmy Tashie, and Robert Levy. This group built the first stadium-seating megaplexes, beginning with the 20-screen Majestic Cinema in 1997, featuring THX and Dolby sound systems and the first digital projection auditoriums in the nation."



Where does it all go from here? With great people like Rick Bourgeois and fourth-generation family members already involved, it looks like Malco may be in the movie and bowling business for another 100 years. Company founder Morris A. Lightman would be proud. ♦



Jim Goodwin is the founder and president of the Bowling News Network and a former president and life member of the International Bowling Media Association.

BMI
MERCHANDISE

Unveils

STAR
THE FORCE AWAKENS
WARS

Full Redemption Line-Up
That's Out Of This World!

1-800-272-6375
www.bmimerchandise.com

SEE US AT IAAPA - BOOTH #823

© & ™ Lucasfilm Ltd. All Rights Reserved.



NOVEMBER 13 - 20, 2015

Stay up-to-date and follow all of this year's tournament action, LIVE—on Facebook, Twitter, the official QubicaAMF website, with Live Streaming or Live On-Line Scoring—the choice is yours. And be sure to share this with your friends and family back home so they can stay up-to-date too!



Live Streaming is Back!

Follow the entire Bowling World Cup event LIVE on BowTV @ <http://www.youtube.com/user/BowTV>. We'll cover a pair of lanes showcasing all bowlers as they move across the lanes and have live commentary throughout the tournament—including interviews with bowlers and coaches. Or go to the 51st Bowling World Cup Playlist by scanning the QR code.



Follow us on Facebook

Stay up-to-date on all official Bowling World Cup news, results, qualifying rounds, social events and more! You'll know what happens as it happens including high scores, country match-ups, bowler highlights of the day, World Cup Staff comments and more! Like us at <https://www.facebook.com/QubicaAMFWorldCup> or scan the Bowling World Cup QR code.



Live, On-Line Scoring

Keep up with your favorite bowler's scores live, on-line. See where they are bowling and their standing at any given moment. <http://onlinescore.qubicaamf.com/worldcup>



Official Bowling World Cup Website

Visit the official site of the 51st Bowling World Cup for full tournament details, to access the latest press releases, Media Kit, Magazine, results, On-Line Scoring or link to Live Streaming. Go to www.qubicaamf.com and click on the red Bowling World Cup 2015 button on the top of the page, or go directly to <http://www.qubicaamf.com/World-Cup/Las-Vegas-United-States.aspx>



Follow us on Twitter

Get the official Bowling World Cup news in 140 characters or less! Follow us on Twitter @ <https://twitter.com/BowlingWorldCup> or scan the Bowling World Cup QR code.



*Good luck and good bowling to everyone!
See you in Las Vegas.*

#51BWC

The winners of the 50th QubicaAMF Bowling World Cup!

