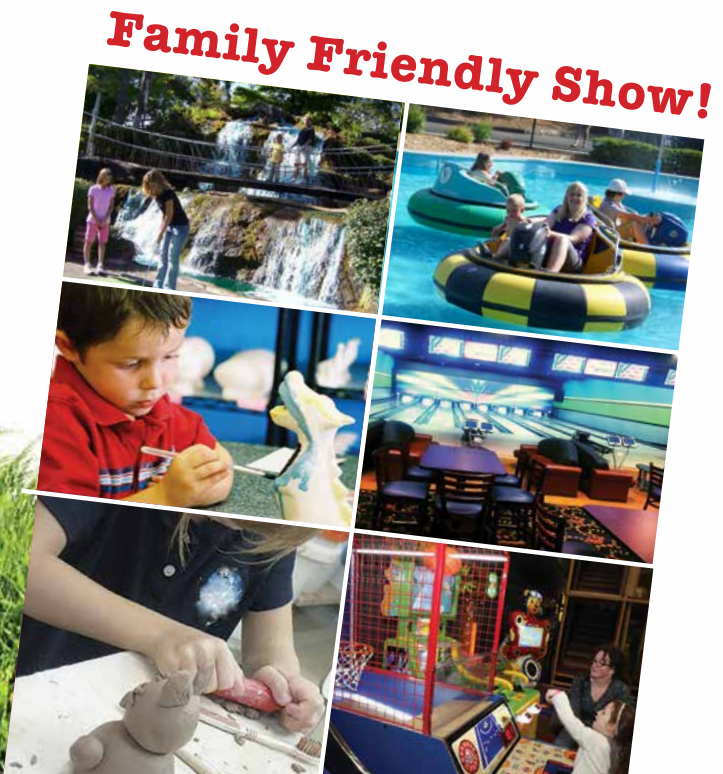




8th Annual **CONVENTION & TRADE SHOW**
Join us in beautiful Traverse City, JULY 20-22nd

Growing Your Business...

We're Growing... Are You?



ARE YOU GROWING YOUR BUSINESS... THE WAY YOU HAD ORIGINALLY PLANNED?

The ever-faster pace of the changing landscape demands that we respond with informed decisions. Not making decisions is not an option. Where do you get the information you need to make plans for your business? The IBECA Show provides a wealth of networking opportunities with other owners and operators from throughout the Midwest. We want to make sure your business gets the tools that it needs to grow.

Our growing list of 200+ IBECA member locations is impressive, and it is also beneficial to the overall health of our organization. Our membership is growing to include some of Michigan's finest golf courses, country clubs, restaurants, family entertainment centers, go-kart tracks, mini-golf, breweries, theaters, roller-rinks, laser tag, trampoline facilities and of course our bowling centers. Because of your strong support for our programs and services, we were able to lower our membership dues by nearly 25%.

THE IBECA SHOW continues to be one of the greatest values of the year! Saving money, continuous improvement, eliminating headaches and growing your business are the top priorities of IBECA. Our trade show and conference seminars focus on these same goals. In addition to the great information, networking and money-saving opportunities we offer, your entire family will have a blast!

REDBOOK, Conde Nast Traveler, Smithsonian Magazine and many more all rank Traverse City as one of the Top Destination Cities for summer vacations! Last year's attendees had a great time and asked that we allow for more family time to explore and enjoy the area. Make sure you book your room early as our rooms will sell out before the deadline!

We are very excited about the line-up for this year's show and hope you will make plans today to join us.

If you have any questions or concerns, please contact me at 888-484-2322 or scott@BowlMail.com

We look forward to seeing you in Traverse City on July 20-22, 2015.

Scott Bennett

Scott Bennett, Executive Director

IBECA (Independent Bowling & Entertainment Centers Association)



MONDAY, JULY 20

9:00 AM **REGISTRATION OPENS**
9:45 - 10:30 AM **GENERAL MEMBERSHIP MEETING**
10:45- 12:00 Noon **Marketing Your Business**

MARKETING YOUR BUSINESS FOR DUMMIES IN A DIGITAL WORLD. PRESENTED BY GREG NASTO, PRESIDENT MOUSETRAP MOBILE

Digital marketing is here to stay. Just having a Facebook page doesn't cut it anymore. Still printing flyers and buying newspaper ads? Are you taking advantage of all the effective marketing tools that are available? Newspaper, Television, Radio, and Direct Mail are relatively expensive and use a shotgun approach to reaching your customers. Have you seen your online reviews lately?

Your potential customers are reading the reviews. How can you develop and protect a positive online reputation for your business? How can you capture and use data to profile and target potential customers, driving sales to grow your business? How are you investing limited advertising and marketing funds? Want to learn how



Gregory Nasto is the founder and managing partner of Michigan based Mousetrapp Group, LLC, a full service digital marketing agency that develops corporate & association mobile strategies, mobile applications, Conference/Event APP's, design, text (SMS) marketing-communications programs and social media strategy. Greg and Mousetrapp Mobile have been honored by Oakland County as one of their Emerging Sector Companies. Greg is a lifelong entrepreneur with a 22-year track record of achievement that includes the successful start-up of seven technology and marketing based businesses.

to get More Bang for the advertising bucks? Developing a mobile strategy for marketing, data collection and Customer engagement is critical to your business. Learn how Google and other search engines will make or break your business.

12:00 Noon **LUNCH for those not attending the Craft Beer Bus Tour..Lunch will be at Minerva's Restaurant**
12:00 - 5:00 PM **KID'S ACTIVITIES**
(Kids of all ages are welcome to participate!)
1:15 - 5:00 PM **Tapping Craft Beer Profits...**

TAPPING CRAFT BEER PROFITS...IT'S NOT JUST FOR YUPPIES AND IT'S NOT A FAD! CASH IN! PRESENTED BY REX HALFPENNY

The number of breweries in Michigan has more than doubled since 2010 with more than 200 operating breweries and an estimated 25 or 30 in planning stages. Craft Beer sales are exploding. How does your business tap into this growing profit center? How are others growing and transforming their customer base through craft beer? We will explore all facets of the craft beer retailing business such as pricing considerations, inventory, product selection and availability and much more.

"Craft beer is an expectation of today's 21-34 year old beer drinker and without it they might opt to do business elsewhere. I reviewed my alcohol sales for the last 3 months. Draft beer grew by the highest percentage and all of the increase in draft beer came from Craft Beer." Jim Teuber, Richfield Bowl, Flint; B's Bowling, Flint; Sagano's Japanese Steakhouse.

Join us for a Bus Tour, Lunch and Seminar with Michigan's premier craft beer expert, Mr. Rex Halfpenny

With his wife Mary, Rex began publishing Michigan Beer Guide in 1997. Their bi-monthly publication has provided them the vehicle to observe and champion the growth of Michigan's craft beer culture from its infancy to today's hugely successful industry. Rex and Mary organize the Michigan Brewers Guild and they spearheaded the legalization of home-brewing in Michigan. Rex is a BJCP National Judge and for the last nine years served as the Competition organizer for the Great Lakes International Cider & Perry Competition. He speaks weekly around the state on beer-related subjects and has contributed to several beer books, including Brewed in Detroit, Beer Steward Handbook and Guia de la Cerveza En Mexico.



**6:00 PM
7:00 PM**

WELCOME RECEPTION DINNER, at Beacon Lounge the most sought after view, overlooking the city and bay. Beacon Lounge sits above the city and is simply amazing at sunset.

TUESDAY, JULY 21

**7:00 - 9:00 AM
9:00 - 10:00 AM**

**BREAKFAST
Increase the WOW!**

THE NEXT BIG THING...SELL MORE, CREATE NEW REVENUE AND INCREASE THE WOW! PROFIT GENERATING COST EFFECTIVE DIGITAL DISPLAYS AND MENU BOARDS

Not just a theory or a good idea...we will show you actual examples of profitable programs using digital displays! We will show you how to grow your business profits with low-cost easy to use in-house digital displays. Want to get rid of the menu boards and chalk dust? Let us help you bring your operation into the modern era by showing you how low cost technology is available and ready to use. Digital displays have a zillion uses such as: promoting in-house events and specials, recognizing individuals, birthdays, music video walls, anniversaries, sell outside advertising, pre-program pricing based on time and day, and up-selling food specials and desserts. The cost of flat screen displays has dropped dramatically. Digital displays will become even more popular over the next several years. A panel of proprietors and experts will share their experience and knowledge with you. Make sure you are prepared to take advantage of this opportunity.

10:15 - 11:30 AM Prepare for Legislation

PREPARE FOR LEGISLATION THAT WILL AFFECT YOUR BUSINESS. PLUS, PROPERTY TAX EXPERT PETER ELLENSON

How will the latest legislation affect your business and what can you do to preserve and protect yourself? What's

next on the agenda for Washington, your state and local municipalities? Mandatory sick days, minimum wage, electric choice, state lottery, UIA, liquor laws and much more. Special Guest Presenter TBA

Plus, what is going on with property taxes? Attorney Peter Ellenson has saved dozens of our businesses tens of thousands of dollars by working to aggressively appeal our property taxes. Peter will share some of his views on where property taxes are headed and how you can protect your investment.

11:45 - 12:30 PM

Simple & Profitable Snack Bars and Bar Food - Demonstration

SNACK BARS AND BAR FOOD MADE SIMPLY AND PROFITABLE PRESENTED BY KIM DUBA AND WES SEMELBAUER FROM MICHAEL'S AND ASSOCIATES

Tired of running a non-profit food operation? Minimum wage increases and rising food costs continue to make it difficult to run your food operation with a "Business as Usual" approach. Snack bar food doesn't have to be boring. Let us help you bring some excitement and profitability to your food and beverage operation. We will demonstrate a variety of easily prepared contemporary items for your menu that will have your customers asking for more and your accountant smiling! Bring your questions and concerns to our food service professionals and get ready to reinvent your business!

**12:30 PM
1:15 - 5:00 PM**

**LUNCH
ENJOY TRAVERSE CITY! Spend the afternoon with friends or family visiting the local attractions! Lucky Jack's Family Fun Center - Fun for Adults and Kids (Drinks, Dinner and Fun included)**

6:00 PM

Nationally known as one of the leading family fun centers in the Midwest. Join us for a fun bowling event and enjoy the laser tag, bumper cars and huge arcade. Learn how redemption and other attractions are driving this business.

WEDNESDAY, JULY 22

**7:00 - 9:00 AM
8:45 - 9:30 AM**

**BREAKFAST
What's new with USBC...Growing Sanctioned League Bowling.**

GROWING SANCTIONED LEAGUE BOWLING OPPORTUNITIES...

Where is sanctioned league bowling going? What is the plan for the United States Bowling Congress to grow their membership? How are the tournaments changing to reflect the changing market? What rule changes are anticipated in the next year? Mark Martin, Executive Director of the Greater Detroit Bowling Association and National



USBC Director will provide an update and overview of the organization. Bring your questions and concerns.

Mark Martin has been Association Manager of the Metro Detroit USBC and predecessor organizations for nearly 20 years. He is also a member of the board of the Michigan State USBC BA and a national board member of the United States Bowling Congress. At the national level he serves on the Legal & Legislative, Equipment & Specifications, Hall of Fame and Finance committees.

Overseeing the largest local bowling association of the United States Bowling Congress, he is well versed in all aspects of USBC and willing to help associations and proprietors in promoting our great sport.

In 2015 the Metro Detroit USBC was named as Association of the Year.

He also serves as the host of Michigan Kingpins, a monthly news magazine show which airs on CW50 Detroit.

8:45 - 9:30 AM Round-Table Discussion

FAMILY ENTERTAINMENT CENTER ROUND-TABLE DISCUSSION

Join us for a discussion specifically for FEC's (Family Entertainment Centers). The topic of discussion will be centered on the potential areas where we can work together to grow our individual businesses. Bring your ideas and concepts and let's begin the process of using IBECA as the networking vehicle for entertainment venues of all flavors.

9:20 - 10:00 AM Are you READY for EMV Chips for your Point of Sale Equipment and Scoring Systems?

ARE YOU READY FOR THE *EMV LIABILITY SHIFT TO YOU? HAVE YOU HEARD OF EMV? THE COUNTDOWN HAS BEGUN... PRESENTED BY THE IBECA MERCHANT SERVICES PROGRAM

In October 2015, the liability for fraud involving credit cards and debit cards will shift to you, the retail establishment, unless you are prepared. Starting October 2015, your credit card terminals, point of sale equipment and anything else that accepts credit card payments will need to be EMV compliant. Otherwise, if any fraud occurs on these devices, you the owner will be financially liable. The IBECA Merchant Services program team is working on a number of cost effective solutions for you. Many scammers, fraudsters and opportunists will be using this LIABILITY SHIFT to con you into expensive "upgrades". We will demonstrate and display a number of solutions available to you that will not only meet the new EMV standards but will offer solutions and tools to grow your business. *EMV is the acronym for Europay, Mastercard and Visa.

10:00 - 1:00 PM THE IBECA TRADE SHOW! MICHIGAN'S BEST VALUE IN THE INDUSTRY

Dozens of Exhibitors, Demonstrations, Open Bar, Strolling Lunch & Prize Drawings. Thousands of dollars in door prizes...must be present to Win!



"You cannot afford to miss out on the information we share at the IBECA SHOW! We attend every year and come home with something new everytime!"

Jimmy Carl, Striker's Family Entertainment Center, Richmond, MI



"Our family attends the IBECA SHOW every year to learn about the latest trends and how we can become even more profitable in the bowling and banquet business."

Left to Right, Pete, Cathy and Joe Tomassoni, Recreation Lanes Bowling & Banquet Center, Iron Mountain, MI.



"The Family Entertainment business is changing by the day. Marketing our businesses and keeping it fresh and vibrant is something all of us are constantly struggling to achieve. Our profit margins are even more challenging... all reasons why it is vital that our team attends the IBECA Show every year!"

Bob Lomonaco, Park Center Lanes, Wyoming, MI



IBECA CONVENTION & TRADE SHOW

July 20-22nd
 Park Place Hotel,
 Traverse City, Michigan

ATTENDEE REGISTRATION

Contact Scott Bennett
 PH: 888-484-2322
 Fax: 810-694-(BOWL) or 2695
 Scott@Bowlmail.com

Business: _____ Website: _____

Address: _____

Email: _____ Phone: _____ Fax: _____

Contact Person: _____

Please list below the names of attendees as they should appear on name badges: (Please note any special dietary requirements or needs).

Child: 4 yrs & under
 Youth: 5-12 yrs old
 Teen: 13-17 yrs old
 Adult: 18+

Youth Shirt Size:

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Item	Quantity	Amount	Total	Fax / mail your registration and payment to:
Full Registration	_____	\$145.00		IBECA Show 5340 Richfield Rd. Flint, MI 48506 FAX 810-694-2695
Additional Adult Reg.	_____	\$130.00		
Ages 4 and under	_____	Free		
Youth Registration	_____	\$60.00		
Teen Registration	_____	\$100.00		
One Day Only	_____	\$80.00		
Trade Show Only	_____	\$40.00		

Credit Card #: _____
Name on Card: _____
Exp: ____/____
Three Digit Security Code: _____

Networking is our #1 member benefit and the IBECA Show is the #1 event to take advantage of that priceless information that can be shared with other owners and management teams!



5340 Richfield Rd.
Flint, MI 48506



MAKE PLANS TO JOIN YOUR
FRIENDS JULY 20-22nd, 2015

PARK PLACE HOTEL



SPECIAL THANKS TO OUR SPONSORS!

Their support gives us the ability to keep our cost down while offering the industries
best seminar presentation and an outstanding trade show!



An Exelon Company

