



FOR IMMEDIATE RELEASE

ORLANDO - Hollie Brannen, operations manager at Enterprise Park Lanes in Springfield, Mo., arrived in Orlando on Saturday, June 21, 2008, to attend the Bowling Proprietors Association of America's International Bowl Expo.

Enterprise Park Lanes, a 40 lane center with AMF pin setters is home to the Greater Ozark Open, a tournament that runs from February to June and is in its 50th year. The Open draws over 2,000 teams from an eight-state area.

Hollie attended many of the marketing seminars offered by BPAA to aid proprietors in recruiting new bowlers and retaining league bowlers. She was particularly interested in the Risk Management seminar and found it to be "informative and helpful."

While walking the aisles at Bowl Expo, Hollie focused her attention on food service reporting it to be "a phenomenal display."

Hollie is a former professional WBA regional bowler and still averages 210 in league play. Her love of tournament competition makes her a valuable employee at Enterprise Park Lanes.

Headquartered in Arlington, Texas, the 76 year-old Bowling Proprietors' Association of America represents the business interests of bowling centers world-wide.

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By Kathy Watson