

ORLANDO -- As Day's Bowl-A-Dome in Wausau, Wis., prepares to celebrate its 60<sup>th</sup> anniversary this year, proprietor Dean Day is looking with great enthusiasm toward the future.

Day, along with center manager Kim Lemke, spent nearly a week in central Florida recently attending meetings and seminars connected to the Bowling Proprietors Association of America (BPAA) annual Bowl Expo trade show.

"We attended 10 to 12 seminars," said Day, with the enthusiasm of a kid in a candy store. Although he's been part of the family run business his entire life, it marked the first time he's attended the annual trade show extravaganza.

Of all the classes, Day and Lemke say the most specifically beneficial was one entitled Financial Reporting that will make their bookkeeping efforts more efficient. But they also took in plenty of information about outside sales, networking with outside businesses and an emphasis on customer service.

"We just soaked it all in," said Day, as he strolled through the Orlando Convention Center, site of the trade show. "The workshops and seminars were incredible."

Besides the opportunity to learn and see the exhibits, Day enjoyed Bowl Expo for another reason. He was named Wisconsin Proprietor of the Year largely as recognition for his efforts involving Youth and District 9 High School bowling. Through his persistence Day coordinated with the local USBC association to enable grade schools throughout the area to teach bowling in gym classes on equipment specifically designed for that purpose.

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

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By Lyle Zikes, BWAA