

ORLANDO, Fla.— Justin Elliott and Lorraine Devericks are looking for what’s new in bowling birthday parties at the International Bowl Expo here at the Orlando Convention Center.

“We run 3,000 birthday parties every year,” says Lorraine, manager of Suburbanite Bowl in Westmont, Ill. “At Bowl Expo we get a chance to see what is new and what we can do to make our programs better.”

Justin, the marketing representative for the 32-lane center, feels networking is an important value in Bowl Expo.

“We have a chance to share ideas. I am looking for ways to improve our youth programs,” he said. “I picked up one idea which can be used in a school program and that will really pay off at our center.”

Both Justin and Lorraine said they plan to go back to Illinois and share the ideas and information which they discovered at Bowl Expo.

“We’ll have a meeting with our key managers and go over all the information,” Justin said. “That helps us as well since it keeps things fresh in our minds.”

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

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