

# Brunswick builds Center of Excellence program to help proprietors build their businesses.

Brunswick is proud to introduce the “Center of Excellence” program. The Center of Excellence program is about you, the proprietor – working with you to build and grow your business, and helping you to maximize performance in all areas of your business.

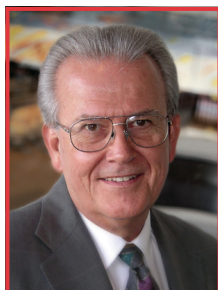
Whether building a new business or improving your existing business, no other company has the history and heritage of helping people succeed more than Brunswick.

## *The Brunswick Center of Excellence program offers expertise in the following areas:*

### **Facility Planning & Improvement**

Looking to upgrade equipment, complete a general renovation (interior or exterior), expand your facility or possibly relocate your business? Brunswick has the experience and turn-key construction capabilities to assure you of quality, efficiency, and cost-effective construction.

Hank Harris, vice president, design and construction services, Brunswick Bowling Products, leads the development of family entertainment centers and bowling centers through the Brunswick Build-to-Bowl™ program. With over 40 years of experience with Brunswick, Hank has been involved with hundreds of projects, including the



Hank Harris

conversion of existing bowling centers to the Brunswick Zone concept and the design and construction of new family entertainment centers for independent proprietors. Hank's expertise can improve your project and save you money.

Brunswick Build-to-Bowl, the single source solution for new center construction and re-imaging projects, provides a complete line

of services from the earliest planning stages through project completion. Brunswick has the ability to provide consultation and vendor relationships on additional entertainment venues, including: laser tag, billiards, Virtual Bowling, electric go-kart tracks, water parks, and more.

Today's business has become more complex and demanding, and sometimes it's difficult to find the expertise you're looking for. Now, with the Center of Excellence program, Brunswick has teamed up with leading experts in a variety of fields to offer you advice, ideas, information, education and services. With combined bowling, entertainment and leisure industry knowledge and experience of over 125 years, the Center of Excellence team members are committed to helping proprietors make the right decisions for the future.

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### **General Management and Bowling Operations**

The Brunswick Center of Excellence program can help you identify ways to improve your efficiency and profitability and work with you to improve and manage your balance of open play, parties and events, and league and tournament bowling.



*“Brunswick professionals provided us with the best resources in the business. I was extremely impressed and have the utmost confidence in Brunswick's ability to manage the project and source just about anything for the facility, including purchasing a NASCAR. They saved me a tremendous amount of research time and utilized top quality professionals in all areas, such as the water park and go-kart projects.”*

Rob Higgins, Fun City, Burlington, IA

# YOU AND BRUNSWICK BUILDING YOUR BUSINESS - **TOGETHER**

Industry veterans Bill Kratzenberg, president of Bowling Services, Inc. and Fred Kaplowitz, president of the kaploe group™, provide guidance to proprietors on general management and bowling center operations.

With over thirty years of solid bowling industry knowledge, Bill Kratzenberg has been involved in the management of

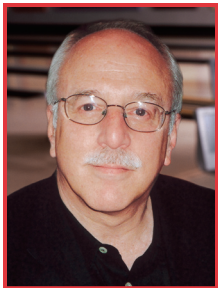


Bill Kratzenberg

bowling centers across the country and can bring his expertise, in-depth knowledge and methods of success to your own center. Bill is also an expert at demographic studies, which can help guarantee the project's success.

*"Bill's work was done very professionally and timely. He provided me with suggestions, recommendations, and ideas on how best to pursue this venture."*

Thomas Barberini  
Oak Mountain Lanes, Pelham, AL



Fred Kaplowitz

Fred Kaplowitz is president of the kaploe group™, a national business consulting firm that provides strategic marketing and management services to bowling proprietors. Fred and his team work on-

*"I wanted to let you know how pleased we are with your management operations. Although we had started out working with you on a marketing level, the move to let you totally manage the center has proven to be one of the best decisions we have made. The profits have been better than ever before with you on our team. Thank you for all of your hard work and efforts on our behalf."*

An excerpt from a letter to the kaploe group from Mary Fernandez, Galaxy Bowling Center

site with proprietors to build their business through the development and execution of marketing and management planning and implementation programs.

## Marketing

Brunswick Center of Excellence member Fred Kaplowitz also helps you develop and execute plans to best address your market to gain more customers or increase their spending or frequency of visits.

## Customer Service

Through the Brunswick Center of Excellence program, Trifecta Management Group not only shows proprietors how to provide great service, but also increase sales by developing your employees into an effective sales force.

Jill Mather, vice president of Trifecta Management Group, is a senior restaurant and entertainment industry training and development professional.



Jill Mather

Through the Brunswick Center of Excellence program, she brings innovative and creative learning programs to help educate the bowling industry on how to differentiate our business in order to establish a sustainable competitive advantage through quality customer service.

*"The Brunswick Center of Excellence presentation by Jill Mather was a valuable learning experience, which will help proprietors build their businesses. The presentation on contemporary operations made one pause and think 'I knew that, I think that can work for me.' Though an owner of centers since 1971, I remain a student and believe Jill's is a voice I will be listening to often; one who will take us beyond tomorrow."*

John LaSpina  
proprietor and former BPAA president

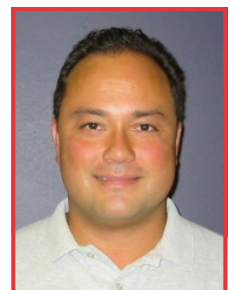
*"Jill Mather is an outstanding resource on customer service and all aspects of training. She is an informative and entertaining speaker whose experience and credibility is unquestioned. BPAA is adding Jill to the BPAA Management School faculty."*

John Berglund  
BPAA executive director

## Food & Beverage

Trifecta Management Group provides a full array of services in the food and beverage arenas. They provide guidance in managing your costs, establishing a branded identity or taking advantage of the latest successful concepts, or improving your offerings to increase revenues.

Lending his expertise in the food and beverage area is Mike Auger, founding member and managing partner of Trifecta Management Group, and a seasoned restaurant and entertainment industry professional.



Mike Auger



*To learn more about the Center of Excellence program and how Brunswick can work with you to build and grow your business, please contact your local Brunswick representative or call 1-800-YES-BOWL (option1, option1).*