

# 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.

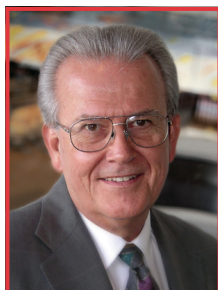
Whether building a new business or improving your existing business, no other company has the history and heritage of helping people succeed more than Brunswick.

## *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

