

ECBCC 2011 SCHEDULE-AT-A-GLANCE

ALL SEMINARS, SPEAKERS, FUNCTIONS, AND TIMES ARE SUBJECT TO CHANGE WITHOUT NOTICE.

MONDAY - OCTOBER 10, 2011

10 AM	10 AM - NOON			1 - 6 PM Exhibitor Set-up	8 AM - 6 PM Registration Open
NOON	Raising the Service Bar - Rick Heim				
	12:15 - 1:45 PM				
1 PM	Welcome Luncheon - featuring Keynote Jim Snack "The Magic of Teams: Working Together for the Fun of It!" Sponsored by Brunswick				
2 PM	2 - 3:15 PM				
3 PM	Striking Corporate Events: Get 'Em Out of the "BORED" Room Maggie Parker	USA Bowling - Coaching Part 1 Jim Sturm	How the 2012 Elections Could Affect Your Business Kristen Eastlick		
4 PM	3:30 - 4:45 PM				
	Family Entertainment in the Bowling Center George McAuliffe	USA Bowling - Coaching Part 2 Jim Sturm	Fundraising Roundtable John Sommer		
5 PM	5 - 6:15 PM				
6 PM	Update: The Kids Bowl Free Movement Keeps Moving Bruce Davis, Darin Spindler and Fred Kaplowitz	Revenue from New Senior Markets Henry Lewczyk	NEW!		
6:30 PM	6:30 - 7 PM				
	First Timers' Reception 7 - 8:30 PM				
7 PM	Welcome Reception - Sponsored by Brunswick and Budweiser Music sponsored by Bowling Music Network				
8 PM					

TUESDAY - OCTOBER 11, 2011

7:30 AM	7:30 - 9 AM Breakfast & Keynote Bruce Davis - "If They Love Us So Much, Why Don't They Do It More Often?" Sponsored by Kids Bowl Free			8 AM-1 PM Exhibitor Set-up	8 AM - 6 PM Registration Open
9 AM	9:15 - 10:30 AM			IBPSIA Ball Manufacturer Presentations	
10 AM	"Packaging" your Center to Attract More Consumers Henry Lewczyk	When to Buy and When to Sell Sandy Hansell	"How Clean IS Your Center?" Ted Looney & Andrew Espitia, Jani-King	9 - 10:15 AM STORM BOWLING	
				10:30-11:45 AM BRUNSWICK BOWLING	
11 AM	10:45 AM - NOON			Exhibitor Setup	
	New League Formats and the Tools to Market Them Collin Kerschner	Do You See What I See? Customer Moments of Truth Pam Long Weatherford, D ³ Seminars	Smart Buy ROI Amy Arcuri		
NOON	12:15 - 1:45 PM				
	Luncheon and Metro Bowling Writers Association Awards featuring Keynote - Kizer & Bender: "The Crackle Factor - Taking Your Business Off Auto Pilot" Sponsored by QubicaAMF				
2 PM	Trade Show Open - Day 1 2 - 6 PM				
3 PM					
4 PM					
5 PM	5 - 6 PM				
	Exhibitor Appreciation Wine & Cheese Reception [on the Trade Show Floor] - All registered attendees invited Sponsored by Ace Mitchell				
6 PM	6 PM				
	New York State BPA and Pennsylvania BPA Meetings				

WEDNESDAY - OCTOBER 12, 2011

7 AM	7:30 - 9 AM				8 AM - 2 PM Registration Open
8 AM	Breakfast - State of the Industry Update - Steve Johnson (BPAA Executive Director), Stu Upson (USBC Executive Director), Pat Ciniello (President/Chairman-International Bowling Museum and Hall of Fame)				
9 AM	9:15 - 10:30 AM			IBPSIA Ball Manufacturer Presentations	
	Your Customers are Communicating Differently, Are You? Carey Tosello	You Control Your Business' Image Joe Cohen	9:15am-11:15am Youth Workshop: Bowlopolis, Roll 'N Grow, & USA Bowling Chad Murphy	9 - 10:15 AM MoRICH & INNOVATIVE BOWLING	
10 AM	10:45 AM - 12:15 PM			10:30-11:45 AM RADICAL BOWLING	
11 AM	Idea Exchange - Moderated by Young Guns				
	NOON - 4 PM				
NOON	Trade Show Open - Day 2				
1 PM	Noon - 1 PM				
2 PM	Lunch for All on Trade Show Floor				
3 PM	2 - 3 PM: Charity Challenge Match with Norm Duke on the Trade Show Floor				
4 PM	3 - 4 PM			4 - 10 PM Exhibitor Breakdown	
	Trade Show Drawings				
6 PM	6 - 9 PM				
7 PM	"PARTY AT THE TAJ"				
10 PM	Reception & Dinner featuring Apollo Robbins - "The Gentleman Thief" Sponsored by QubicaAMF Music and dancing immediately following Sponsored by Bowling Music Network				

REGISTER ONLINE TODAY AT WWW.EASTCOASTBOWL.COM!