

# Brewing Success

## FAMILY FUN DAY Wednesday, July 20, 2011

- Free Time for Family Activities
- 8:30 AM Golf Outing
- 12 - 4 PM Pizza Party & Young Proprietor Activities
- 4:30 PM Maximizing the Savings & Revenue Generating Programs
  - Gordon Food Service Menu of Opportunities
  - Coca Cola Rewards Program & Coca Cola Solutions
  - Why Our Utility Savings May Double this season!
  - Saving \$'s by Understanding Your Credit Card Processing
- 6:30 PM Cocktails
- 7 PM Our "Bowling Family" Reunion Dinner
- 8:30 PM Rhineland Wine & River Cruise



Diebold Insurance



## TRADE SHOW DAY Thursday, July 21, 2011

- 8 AM **"If They Like Us So Much Why Aren't They Bowling More Often?"**  
 KEYNOTE SPEAKER Darin Spindler, "kid's bowl free"
- 9 - 9:45 AM The GFS Experience...enhancing your food profits.
- 10-12 Noon Legislative Impact on Bowling & Entertainment Centers  
 Why & How You Should File a Property Tax Appeal  
 by Mark Avery, OverTaxedProperty.com  
 More Changes in Lansing?...  
 By Mike LaFaive, Mackinac Center for Public Policy
- 12-3:30 PM **Trade Show**  
 "The Greatest Group Purchasing Opportunity in Michigan"  
 Lunch in Exhibit Hall  
 Great Prize Drawings & Giveaways!
- 4 - 5 PM GMBCOA Annual Meeting
- 6 PM *Dinner at the Brewery, tours included*  
 Sponsored by Coca-Cola & Diebold Insurance Agency  
 Hospitality Room- Sponsored by DiLaura



**DiLAURA BROTHERS, LLC**  
BOWLING SUPPLY

## SEMINAR MORNING Friday

July 22<sup>nd</sup>, 2011

- 8 - 9:30 AM Digital Marketing Primer by Mousetrap Mobile  
 What is Social Media Marketing and Advertising  
 Utilizing Text, Email Lists and Mobile Marketing Tools
- 9:30 AM "Successful Proprietor" Round Table Sharing
- 10:30 AM Regional Proprietor Success...You Can Do It Too!
- 12 Noon Closing Remarks, Lunch & Departure



**NEW!** →

- Creating a Profitable High School Bowling Conference
- **Scholarship Compliance and New Opportunities to Promote!** ←
- Regional Proprietor Tournaments that still Produce Results
- After School & Middle School Bowling Programs are HOT!

\*Subject to change. Visit [www.IBECA.org](http://www.IBECA.org) for up-to-date info or call 888-484-2322

