



BCAW Annual Meeting, Awards Luncheon, Conference & Trade Show

Red Lion Hotel Paper Valley, 333 W. College Ave., Appleton, WI

Monday, October 4, 2021



Take a break from the center. **Network** with your bowling peers. **Learn** how to take your website and social media to the next level. **Enjoy** dessert while checking out ways to **save** with member suppliers at the Trade Show. **Share** some pride for our BCAW Excellence Award winners at the “Celebration of Excellence” Luncheon.

Please print legibly and return this form with your payment (check or money order) payable to BCAW.

Center		Phone	
Address		City/State/Zip	
Proprietor		<i>Is this your first BCAW Annual Meeting?</i> <input type="checkbox"/> Yes <input type="checkbox"/> No	
2nd Registrant		<i>Are you?</i> <input type="checkbox"/> Proprietor <input type="checkbox"/> Manager <input type="checkbox"/> Other	
3rd Registrant		<i>Are you?</i> <input type="checkbox"/> Proprietor <input type="checkbox"/> Manager <input type="checkbox"/> Other	
4th Registrant		<i>Are you?</i> <input type="checkbox"/> Proprietor <input type="checkbox"/> Manager <input type="checkbox"/> Other	
BCAW Member?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Tavern League of WI Member?	<input type="checkbox"/> Yes <input type="checkbox"/> No

FULL REGISTRATION

Number of Registrants	<i>Includes BCAW Annual Meeting, Celebration of Excellence Luncheon, Educational Seminars & Trade Show</i>	Total
	Registrant @ \$59 each (MEMBERS ONLY)	\$
	Registrant @ \$69 each (Non-Members)	\$
Total Enclosed		\$

Schedule:

Monday, October 4

- 9:30 a.m. BCAW Registration Opens
- 10:00 a.m. – 11:30 a.m. BCAW Annual Meeting
- 11:45 a.m. – 1:00 p.m. BCAW “Celebration of Excellence” Luncheon
- 1:15 p.m. – 2:30 p.m. “Improve Your Digital Marketing Game” with Rocky Bush, Creative Ninja
Fresh from this year’s BPAA Bowl Expo, Rocky will unpack the layout of your digital marketing game plan, starting with your website and incorporating social media including Facebook and Instagram.
- 1:15 p.m. – 2:30 p.m. “What’s YOUR Game Plan?” A facilitated panel discussion to help bowling center owners of all sizes navigate through the tough decisions necessary to protect their business. Learn how developing an “exit strategy” will help ease the transition of ownership whether voluntarily (through retirement or sale) or involuntarily (through death or disability of an owner or family member).
- 2:30 p.m. – 4:30 p.m. BCAW Trade Show

Registrations cancelled prior to 9/22/21 will be provided a refund less a 25% service fee. No refunds will be given after 9/22/21. Mail and make checks payable to: Bowling Centers Association of Wisconsin (BCAW), 21140 W. Capitol Dr., Suite 5, Pewaukee, WI 53072. Questions? Call 262-783-4292 or email yvonne.bennett@bowlwi.com. A \$50 service fee will be charged for any returned checks. Register online: <https://www.bowlwi.com/bcaw-annual-meeting/> .