

Bowling Centers Association of Florida

Consistent with the duties and responsibilities of the Executive Director as listed in the bylaws, the BCAF Board of Directors has identified the following goals during our September 25, 2012 meeting:

1. Increase number of member centers on the Pepsi Program.
 - a. Identify current members who are not on the national Pepsi contract. Contact them and present them with the pricing information and show how much money they will save by joining the program. If they have specific issues with their local bottler, please obtain that information and present to Terry Taylor and Pepsi so the issue(s) can be resolved. Continue to follow-up with member to guide them through the process.
2. Continuously update database of member centers.
 - a. Personally contact each membership annually at a minimum. During this contact be sure to introduce yourself and discuss BPAA/BCAF programs and events. Obtain current ownership/management and make sure database is updated accordingly.
 - b. Update database based on information obtained during routine contact with member centers.
3. Personally visit member centers before/after quarterly meetings.
 - a. Plan two or three days before or after BCAF meetings to go on a 'road trip' and visit as many member and non-member centers as possible. Plan these visits ahead of time and set appointments with owner/manager.
 - i. During meetings, have information on the centers membership status and listing of the current programs they utilize. Bring information on programs they are not using and show them benefits of using them. For non-member center visits, have information that shows how much money they can save by joining (use current materials that estimate savings based on center size).
 - b. To assist in this endeavor, Bill Matovina and Dave Driscoll have offered to have you ride along with them when possible.

Keep a log of contacts made when performing the above tasks and present to the Executive Committee and Board of Directors as requested (during Exec calls and regular board meetings).