

## TBCA Recruitment Campaign Letter

December 1, 2010

Dear Bowling Center Proprietor/Manager:

*Would you like to increase profits, guaranteed?*

I am pleased to offer you a **full money-back guarantee opportunity** to increase profits at your bowling center. To take advantage of this opportunity, all you need to do is join by January 1, 2011 the Bowling Proprietors Association of America (BPAA), and the Texas Bowling Centers Association (TBCA) the trade associations owned and operated by bowling center operators like yourself.

Our mission is to increase profits and we will **guarantee** that “It Pays to Belong.”

If at the end of the year you are not fully satisfied, you may cancel membership in writing by December 31, 2011, and your entire one-year dues/investment will be promptly returned.

**You have nothing to lose, and all to gain!**

Enclosed are:

- Membership Brochure
- A Dues Invoice which includes both association fees

If you have any questions or comments, please do not hesitate to contact me at anytime by telephone or email.

Thank you and I look forward to hearing from you.

Very truly yours,

Karen Miller  
Executive Director  
- Texas Bowling Centers Association