

# 042-001-0518

## OBJECTIVE

To give my career a new direction that will allow me to take on different challenges that will utilize and further develop my previously acquired skills in marketing, management, supervision, and instruction.

## CAREER OVERVIEW

- Have showed career-long growth in knowledge, skill, and level of responsibility in a major entertainment and recreation industry.
- Attained consistent success in a variety of management roles beginning as a program developer for eight bowling centers, advancing to become general manager of one, moving on to operation of related retail and wholesale businesses and ultimately becoming a district manager, corporate program developer, and shareholder of another eight center group.
- Developed innovative programming, created effective promotions, conducted sales campaigns, designed instructional curriculums, trained capable staff, and supervised efficient operations.

## EXPERIENCE

### DISTRICT MANAGEMENT AND CORPORATE PROMOTIONS

**District Manager**, Classic Lanes - Madison, WI (1987-July 1992)

#### NATURE & SCOPE OF RESPONSIBILITIES

- Plan and carry out special promotions and oversee programming for eight centers throughout South Eastern Wisconsin.
- Function as the district manager for centers located in Madison, Fort Atkinson, and Ripon.
- Own an interest in and directly manage the Madison and Ripon operations.

#### REPRESENTATIVE ACCOMPLISHMENTS

- Established successful community relations programs such as the "A Game", free game credits for report card A's or teacher awarded certificates of merit.
- Created in house promotions such as the "Great Give Away" that allowed open play bowlers to accumulate credit toward selected items with each game played. Received the National Bowling Proprietor Magazine's best promotions award for 1991
- Brought greater consistency to programming and operating style among the eight centers.
- Implemented a system of combined purchasing for all program areas at each location.

**Director of Bowling Development**, Red Carpet Bowling Centers - Milwaukee, WI (1973-1979)

#### NATURE AND SCOPE OF RESPONSIBILITY

- Coordinated marketing and special promotional activities of all eight of this company's centers located in the Greater Milwaukee Area.
- Supervised head and assistant junior coaches for each center along with eight telemarketers working on a company-wide basis.
- Developed community contacts through school presentations, public service fundraisers, and booths at fairs and expositions.
- Provided general coordination for league activities, tournaments, and awards events.
- Carried out a mix of other marketing activities such as joint advertising and t-shirt distributions.

#### ACCOMPLISHMENTS

- Developed and implemented successful company-wide comprehensive junior and adult "Learn to Bowl" programs.
- Designed an array of lesson plans and resource aids for use in training staff and the public.
- Implemented an aggressive promotion and marketing strategy that was innovative for the company and industry.

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### BOWLING CENTER GENERAL MANAGEMENT/OWNERSHIP

**General Manager**, All Star Lanes, Madison, WI (August 1992-Present)

- Upon sale of leased building housing Classic Lanes-Madison, took over as co-proprietor of Casino Lanes with total shared responsibility of center.

**General Manager**, Concordia Corporation Eastbrook Lanes - Grand Rapids, MI (1985-1987)

- Managed a complete 40 lane bowling center with accompanying bar and food service operation.
- Took on this responsibility during the operation's transition from being a single family owned business to becoming one of 23 centers run by a regional corporation.
- Reoriented and retrained the staff in order to establish new procedures based on clearer definitions of work roles and responsibilities.
- Oversaw the implementation of a number of new programs.

**General Manager**, Red Carpet Lanes North - Milwaukee, WI (1979-1981)

- Was responsible for the operation of an entertainment complex housing a disco, two bars, a food service, two all-purpose halls, and 60 lanes of bowling.
- Managed a staff of 50 people including an assistant and three department supervisors.
- Lead and monitored staff as they provided quality customer service.
- Contained labor and supply costs in order to maintain an overall operating budget.
- Managed the maintenance and rental of facilities.

### RETAIL & WHOLESALE BUSINESS MANAGEMENT/OWNERSHIP

**General Manager**, Personalized Pro Shop - Milwaukee, WI (1984-1985)

- Made sales calls on business owners throughout Wisconsin to develop new buyers for the business's lines of bowling clothing and supplies.
- Developed wholesaler relationships with other pro shops in order to find outlets for the business lines of clothing.
- Took leadership in expanding the range of merchandise carried to include a greater variety of sporting goods and active wear.

**Manager / Co-Owner**, Mueller Pro Shop - Oak Creek, WI (1981-1984)

- Sold a variety of interrelated items including uniforms and lettered shirts.
- Made promotional calls.
- Broadened the variety of products carried.
- Doubled business over a three year period increasing gross sales from \$70,000 to \$150,000 annually.
- Sold my interest in the business at a substantial profit.

## EDUCATION

**Bachelor of Science**, University of Wisconsin - La Crosse (1971)

MAJOR: **Physical Education**

## PROFESSIONAL ACTIVITY

- **President**, Madison Area Bowling Proprietors Association (1995)
- **President**, Madison Area Bowling Council (1993 - 1994)
- **Outstanding Service Award**, Awarded by Bowling Proprietors Association of Wisconsin (1992)
- **Greater Milwaukee Bowling Association Hall of Fame Inductee** (1994)
- **Member, Board of Directors**, Bowling Proprietors Association of Wisconsin  
(Organization includes a membership of over 200 proprietors all operating in Wisconsin)
- **Commissioner**, Bowling Division of Badger State Games (1993 - 1995)

### BPAW COMMITTEE ACTIVITIES

- **Marketing and Promotion Chair**: Created several state-wide joint marketing promotions with products such as Coca Cola and Jergens Lotion.
- **Education and Membership Services Chair**: Lead planning and instruction for a management development seminar for proprietors.
- **Legislative Committee Member**: Have been involved in various state-wide issues significant to the industry.

REFERENCES AVAILABLE UPON REQUEST