

XLi/EDGE

**REAL REAL PEOPLE
STORIES
RESULTS**

For the Love of the Game

See how our XLi EDGE Pinspotters helped one owner rekindle his business, and pursue his passion

QUBICA♦AMF



**Spare Time
Lanes**

Jefferson, Iowa

USA

For the Love of the Game

See how our XLi EDGE Pinspotters helped one owner rekindle his business, and pursue his passion

Depending on when you stop by Spare Time Lanes you're liable to glimpse a multitude of different sights and sounds: bustling league and open play; perhaps a state tournament in progress; karaoke; bands; holiday parties, even bouts of arm wrestling! But you're just as likely to witness another common scene: local bowlers trying their best to beat the hometown master, who just happens to own the family run establishment—a man named John Woodford.

For the good of the game, and the community

John's ardent quest to make Spare Time Lanes a thriving business and Iowa bowling attraction is outdone only by his sheer love of the sport, a passion he shares with his wife, Vickie. Driven by their devotion to the community, and strong work ethic, they transformed what once was a sketchy locale into a thriving traditional 10-lane bowling center, currently one of Jefferson's biggest draws.

Renovations that spared no expense

The World War II-era building that is now Spare Time Lanes changed identities many times—from an upscale dress shop to a roller skating rink to a disco-style night club. Yet, over the decades, the allure of the site waned until it held a rather unsavory reputation around town.

John and Vickie changed all that, acquiring the business in 1998, conducting an extensive renovation, and ultimately adding automatic scoring, new gutters, plus many other improvements.

The bowling lover they'd all love to beat

Today, you'll typically find John out doing what he loves: running the place with an easy confidence; mingling with customers; or enjoying his "big dog" status as he happily takes on bowling challenges from the locals. But ask John and he'll tell you that things weren't always this pleasant—

See how we helped John keep his love of bowling alive—his business, too.

- Optimize managers' time
- Slash maintenance hours
- Significantly reduce downtime
- Deliver a better customer experience



challenge

Center owner John Woodford was at his wit's end. A 2nd-generation bowling professional with 18 years of expertise, serious tour experience, plus an unquenchable passion for the sport, he realized that his cherished Spare Time Lanes was sapping his energy.

John was spending as much as \$70,000 a year on parts and labor on his old 82-30 pinspotters, which were running at 60% efficiency, malfunctioning every night, and forcing him to irk players by moving them to other lanes. What's more, as the center's designated mechanic, he found that the old machines were monopolizing so much of his time that the game itself was starting to lose its luster.

So he went to see his local banker with one goal in mind. In his words, "Either I am going to get financing to upgrade my equipment or I'm going to hang it up."

Fascinating fact: Author Mike Walsh devoted an entire chapter of his book *Bowling Across America to Jefferson and Spare Time Lanes.*



John and Vickie Woodford, Owners
Spare Time Lanes
Jefferson, Iowa

solution

John got his financing, and with it brand new QubicaAMF XLi EDGE Pinspotters—the only machines designed to make the business of bowling easier, thanks their unmatched reliability, lower operational costs and faster, quieter performance.





**REALPEOPLE
REALSTORIES
REALRESULTS**

QUBICAAMF

result



“I was spending anywhere from \$30-\$70 thousand a year on parts and labor. The old machines would go down every night, and our lanes were running at 60% efficiency. I said, ‘Either I’m going to...upgrade my equipment, or I’m going to hang it up.’”

John Woodford, Owner



XLi EDGE Pinspotters have truly breathed new life into Spare Time Lanes, and John’s relationship to the sport. 2015 was his biggest year in both open and league bowling. “We are up 42 bowlers from last year,” he says. “I started another league on Sundays, and added another team to my Tuesday leagues.” They are so proud of their family run center and also proud of being able to carry on the multi-generational bowling tradition that is in their pedigree.

Just as important, by eliminating constant maintenance, the new pinspotters have let John and his wife Vickie put bowling first again, in both their business and personal lives. They now have time to bowl together. Plus, John is back joyfully defending his crown as Jefferson’s king kegler.

John and Vickie, along with their two sons Dan and Tony, would not be in the business enjoying the game they love without the support of friends and family. QubicaAMF is proud to be Spare Time Lanes’ bowling equipment provider.

QubicaAMF’s XLi EDGE Pinspotters are—

- The most cost effective pinspotters to operate
- The easiest pinspotters to operate
- The best pinspotter for the bowling experience

Watch the video to see what our XLi EDGE Pinspotter can do for your center:

www.qubicaamf.com/Products/Pinspotters/XLi-EDGE

Contact your QubicaAMF representative today to learn more
www.QubicaAMF.com

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