



MWR

Business Program Manager's

PLANNING CALENDAR

OCTOBER 2003 - DECEMBER 2004

Excellence in Management



How to Use your Manager's Planning Calendar

Thank you for taking time to open and use this management tool. From feedback received about last year's calendar, we know it's an effective way to generate new ideas to build your business...be it bowling, clubs, golf or food & beverage operations. This calendar begins with Oct. 2003 and runs through the calendar year of 2004. Included for your use are:

- CFSC Business Managers and how to reach them
- Up-coming Army and industry events, training conferences and trade shows
- Helpful Management reminders
- Month-at-a-glance and weekly calendars to help you organize your schedule
- A page for your frequently called numbers.

Helpful hints when using this calendar:

- Don't just look at the current month's ideas...it's too late. Check the tab 6-months out and begin planning future events.
- Block times on this calendar for local events that occur annually on your installation.
- Use the websites on the next page for additional ideas
- Use the "Up-Coming Events" section when planning your budget...so you have funds to attend these educational events.

If you have suggestions for future versions of this calendar, please send them to: CFSC-BPE, 4700 King Street, Alexandria, VA 22302 (ATTN: Shirley Kappa) or e-mail them to: Shirley.kappa@cfsc.army.mil.

BUSINESS PROGRAMS PHONE LIST

MAIN #: (703) 681-5222, DNS: 761-5222
 Fax #: (703) 681-5342/5233

ADDRESS

USACFSC
 4700 King Street, Alexandria, VA 22302-4404

NAME	OFFICE FUNCTION
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Keith ElderDirector, Business Programs
Ernie TaylorChief, Business Operations
Roger WegerChief, Food Services Division
Coleen AmsteinChief, Events Division
Debbie MartinChief, Army Lodging
Bill SportGolf Program Manager
Wanda ArthurBowling Program Manager
James MatthewsClubs, Food, Beverage & Entertainment Program Manager
John GrassmickJoint Services Prime Vendor Program Manager
Jeff WillisSupport Operations
Mark CauthersFood Operations

INDUSTRY & ASSOCIATION WEBSITES

BOWLING WEBSITES

- www.bowl.com Find the latest in bowling related news with links to all other bowling associations
- www.bpaa.com The Bowling Proprietor's Association of America
- www.bowlexpo.com Bowl Expo annual conference & trade show (June each year)
- www.amf.com AMF Corporation
- www.brunbowl.com Brunswick Corporation
- www.pba.com Official site of the Pro Bowlers Association
- www.eastcoastbowl.com East Coast Bowling Centers Convention
- www.bowlennium.com Western States Super Trade Show
-

CLUB WEBSITES

- www.profitablepromotions.com Calendars, kits and products for promotions from nightclub.com
- www.johnnyroadtrip.com SchedulePro – Sports future dates and sites
-

GOLF WEBSITES

- www.pga.com Pro Golf Association
- www.pgatour.com PGA Tour site
- www.usga.com US Golf Association
- www.ngcoa.org National Golf Course Owners' Association
-

EVENT WEBSITES

- www.festivals.com Festivals around the world
- www.web-holidays.com Monthly calendar of events w/ideas for decorations, parties, recipes, games and more
- www.PromoXtra.com Electronic newsletter of industry events and promotions
- www.madmanmike.com USA Holidays, important dates and big events
-

FOOD & BEVERAGE WEBSITES

- www.pizzaexpo.com Magazine and October NorthEast Pizza Show
- www.ihmrs.com International Hotel & Restaurant Show (NY City/November)
- www.restaurant.org National Restaurant Association
-

MISCELLANEOUS WEBSITES

- www.armymwr.com Official MWR website
- www.mwrpromotions.com Direct link to MWR events and promotions
- www.afnafpo.com Air Force NAF Purchasing Office
- www.imcea.com International Military Community Executives Association
- www.ala-national.org American Logistics Association

October 2003

DATES TO CELEBRATE

- 1** World Vegetarian Day
Nat'l Car Care & Auto Battery
Safety Month (*see back*)
CD Player Debuts in 1982
Eat Better, Eat Together
Month (*see back*)
- 2** "Peanuts" comic strip debuts
- 3** German Reunification
Anniversary (1990)
- 4** International Frugal Fun
Day (*see Cool Event*)
- 5** Chowder Cook-Off
(*see back*)
- 6-12** National Chili Week
Squirrel Awareness Week
- 8** Great Chicago Fire (1871) (*see back*)
- 10** Double 10 Day (*see back*)
National Dessert Day
- 11** Saturday Night Live premiers (1975)
- 11-13** **COLUMBUS DAY WEEKEND**
- 13-19** Teen Read Week (*see back*)
- 14** Sound Barrier Broken (1947) (*see back*)
- 16** National BOSS Day...2 for 1 lunch
or dinners
- 18** Alaska Day...celebrate the transfer of
Alaska from Russia (*see back*)
- 20** Mickey Mantle's Birthday
- 20-26** Massage Therapy Awareness Week
(*see back*)
- 22-29** Military Family Week
- 26** Daylight Savings time ends...fall back!
- 27** Cranky Co-Workers Day
- 28** Bill Gates Birthday
- 31** **HALLOWEEN!**

COOL EVENT IDEA...



*Celebrate Frugal Fun Day with a
Frugal Fun Fest!*

October 4th & 5th

A community-wide offering of fun things that are free or cost under \$5 a person. Incorporate some of this month's celebrations in your planning:

- Pet Fair (*Animal Safety/Adopt a Shelter Animal Month*)
- Community Picnic (*Eat Better Together Month*)
- Chowder Cook-Off or Chili Contest
- Hike or Volksmarch
- Car Show/Car Wash (*Car Care Month*)
- Auto Craft Get Your Car Ready for Winter Special
- Book Sale (*Teen Read Week*)
- Drawing for a CD Player (*debut in 1982*) or a computer (*Bill Gate's B-day*)
- German-American fest/October Fest (*to celebrate German Reunification on 3 Oct*)
- Soft-Ball Tournament (*Mickey Mantle's birthday*)
- Bowling Tournament or Special
- Treasure Hunt (*clues at MWR and other community locations*)
- Community Flea Market
- Apple Picking/Pumpkin Picking trip or sale
- Fall Mum Sale
- Free Popcorn at the Club (*Popcorn Poppin' Month*)

***Finalize all your holiday events!
Start thinking "Spring"***

Management Reminders

It's time to staff up and start training for all those holiday parties. Arrange to have your facility cleaned top to bottom and purchase holiday decorations.

DON'T FORGET...

This is **National Animal Safety & Protection Month** as well as **National Adopt a Shelter Dog (or cat) Month**. Hold a community pet fair. Go to www.festivals.com for details on Seattle's "Bark in the Park" festival.

October is also...

- National Seafood Month
- National Popcorn Month
- National Pork Month
- National Peanut Butter Lovers' Month
- National Pasta Month
- National Cookie Month

...and Vegetarian Awareness Month

It's OKTOBERFEST! Break out the beer and brats and turn up the chicken dance, Oktoberfest is here! "Ein Prosit der Gemeutlichkeit!"

Upcoming Trade Shows

OCTOBER

Western States Super Trade Show (Bowling)
Reno, NV (Oct 12-15)

East Coast Bowling Trade Show, Atlantic City (www.eastcoastbowl.com) (Oct. 27-29)

NOVEMBER

International Hotel/motel & Restaurant Show—NY (www.ihmrs.com)

MORE COOL IDEAS...

1-30 Car Care and Auto Battery Safety Month...Auto craft promo to help drivers prepare for winter weather. Courses in jump-starting dead batteries and car maintenance.

1-30 Eat Better, Eat Together Month... Encourage families to eat together. Feature other October food promos: Cookie Month, Seafood Month, Popcorn Poppin' Month, Pork Month, Peanut Butter Lovers' Month, Pasta Month and Vegetarian Month! Weekly specials.

5 Chowder Cook-Off...Steal an idea from the folks in NJ who hold an annual chowder festival with unlimited tasting of up to 30 different red/white clam chowder recipes. Prizes for the winning recipe in each category.

8 Great Chicago Fire...Light things up with spicy foods today!

10 Double Ten Day...Traditionally a Chinese anniversary...you can turn this into a doubles day...bowling and golf tournaments...2-for-1 dinner specials...tennis doubles...be creative!

13-19 Teen Read Week...Encourage teens to read for fun with a week-long program Oct. 13-19th. Every book read earns an entry to win a magazine subscription—winner's choice.

14 Sound Barrier Broken Day...Chuck Yeager did it in a Bell X-1 in California in 1947... we're going to turn up the sound at our discos...for our cosmic bowling nights...and at the teen center.

18 Celebrate Alaska Day...Alaska came to us from Russia on this day...celebrate with an Alaskan King Crab night and Russian Vodka specialty drinks.

20 Mickey Mantle Night...Softball under-the-lights. Hot Dogs...peanuts...beer!

20-26 Massage Therapy Week...Special priced massages at your fitness center...massage classes...win a massage.

Month-at-a-glance . . .

October 2003

<i>SUNDAY</i>	<i>MONDAY</i>	<i>TUESDAY</i>	<i>WEDNESDAY</i>	<i>THURSDAY</i>	<i>FRIDAY</i>	<i>SATURDAY</i>
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
	<i>COLUMBUS DAY</i>					
19	20	21	22	23	24	25
26	27	28	29	30	31	
					<i>HALLOWEEN</i>	

November 2003

DATES TO CELEBRATE

- 1-30** National Georgia Pecan Pie Month
- 1** European Union Established
(1993)
- 2** Sadie Hawkins Day
- 3** National Sandwich Day (*see back*)
- 4** King Tut's Tomb discovered (1922)
- 5** AFL Created (1959)
- 7** National Men Make Dinner Day (*see back*)
- 8-9** Great American Warm-Up (*see back*)
- 9** Fall of the Berlin Wall (*see back*)
- 11** **VETERAN'S DAY**...George Patton's Birthday... and debut of "God Bless America" (1938)
- 11** Fasching begins in Germany (*see back*)
National Teddy Bear Day
- 17-23** Children's Book Week
- 18** Push-Button Phone Debut (1963)
Alan Shepard's birthday (*see back*)
Mickey Mouse born (1929)
Great American Smoke Out (*see back*)
- 27** **THANKSGIVING**...and the opening of many Christmas markets in Europe
- 28** What Do You Love About America Day
Winston Churchill's birthday

COOL EVENT IDEA...

Too Cool for the Pool...

Bowl for Buddies!

Fall has fell and it's too cool for the pool in most places. So...how about an indoor event at the local Bowling Center.



Bowl for Buddies...

Bowlers register in advance to participate in this event. Hold it on a slow night and charge a small entrance fee, since your lanes will be closed to other bowlers that evening. Turn up the music and have some fun!

When bowlers show up at your center to participate in this event, they are given a bag. In this bag is a blank nametag for them to wear, and instructions about which lanes they will be bowling on for the event's 3 games. Bowlers go to the first lane designated on their nametag and bowl with 3 people...move to the second designated lane to bowl with 3 new people...and so on.

If you can find a sponsor, use bowling bags...if not, some party supply stores have cardboard bowling ball containers. Solicit sponsors for small give-away prizes and/or include coupons for the snackbar and free bowling games to put in each bag.

When bowlers finish their three games... offer open bowling and host a party at the snackbar or lounge.

Perfect for a slow night at your center... advertise it as a way to make new friends!

Doing some advance planning...check the May "Dates to Celebrate" listings!

Management Reminders

Plan an after-holiday party for your staff to thank them for their hard work during the holidays.

DON'T FORGET...

This Month is Georgia Pecan Pie Month

November 20th there will be a lot of tense folks when the **Great American Smoke Out** takes place. Calm their nerves with free mints and gum...soft music in your club...free munchies...a roving masseuse with free shoulder rubs.

Only 27 days to **CHRISTMAS!** Invite patrons to a special evening at the golf course pro shop with pro on-hand to help select gifts for the golfer in the family. Mail invites this month. Serve beverages and snacks or appetizers. Make it a special event.

Better have booked that **NEW YEAR'S EVE** band and coordinated child care at your child care center...or start scrambling!

Flip to the May tab and start thinking about your Cinco de Mayo festival!

Upcoming Trade Shows

NOVEMBER

International Hotel & Restaurant Show –
New York (www.ihmrs.com) 8-11 Nov.
(888) 334-8705.

DECEMBER

Armed Forces National Bowling Championship (TBA)

Golf Course Superintendents Training
(Texas A&M), 1-12 Dec.
Call Bill Sport at (703) 681-5200.

MORE COOL IDEAS...

3 Celebrate the Sandwich...Recognize the inventor of the sandwich, John Montague, the 4th Earl of Sandwich, who needed a time-saving meal while engaged in a 24-hour gambling session back in 1762. Tie-in a Casino Night or similar affair. Invite guests to invent their own sandwich from a buffet with a multitude of fixings...offer sandwich specials.

7 National Men Make Dinner Day...Give wives a break and let the men whip up some culinary delight ..BBQs not allowed. Cheaters can take the family to the Club for Dinner!

8-9 Great American Warm-Up...This weekend is set aside to clean out the closets and cabinets and donate warm wearables or canned goods to charity. Throw some fun into the mix with special hot drinks...stews...spicy foods at the "turn-in" point.

9 Fall of the Wall... Celebrate the opening of the Berlin Wall in 1989 with special German beers and a German menu. Host a "wall-related promotion" like wall-climbing...letting patrons suit up to jump onto a Velcro wall.

11 Veteran's Day...Honor America's military heroes today.

11 Fasching begins... Party begins on the 11th hour of the 11th day of the 11th month! From November 11th until Lent Begins, the Germans host a national party! Why not hold your own costume balls...with German music...food & beverage specials. Find a sponsor for a trip to Germany for a Grand Prize.

18 Alan Shepard Lunar Golf Tournament... Alan Shepard, one of 12 Americans who walked on the moon, is the only lunar golfer, practicing his drive in space with a six iron. Great opportunity for a golf tournament or putting contest. Feature Anchor's MozzaLunas appetizers.

18 Push Button Phone Debut...Cordless or cellular phone give-away...phone cards.

27 THANKSGIVING

Month-at-a-glance . . .

November 2003

<i>SUNDAY</i>	<i>MONDAY</i>	<i>TUESDAY</i>	<i>WEDNESDAY</i>	<i>THURSDAY</i>	<i>FRIDAY</i>	<i>SATURDAY</i>
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
		<i>VETERAN'S DAY</i>				
16	17	18	19	20	21	22
23	24	25	26	27	28	29
				<i>THANKSGIVING</i>		
30						

Week-at-a-glance . . . November 2003

MONDAY, 11-17

WEDNESDAY, 11-19

THURSDAY, 11-20

TUESDAY, 11-18

December 2003

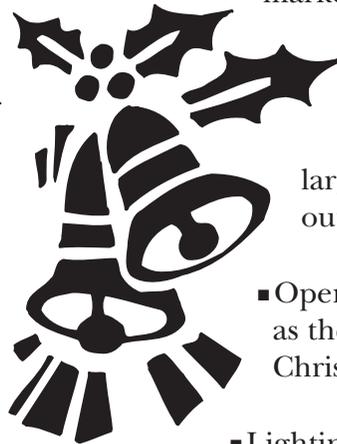
DATES TO CELEBRATE

- 1** Basketball Created (1891)
Mini-Skirt introduced by Brits (1965)
- 5** Walt Disney's Birthday (*see back*)
Prohibition ends (1933)
- 6-7** Christmarket...perfect weekend for a 2-day take-off on the German Christmas Markets in your community (*see Cool Event idea*)
- 7** Pearl Harbor Day...at 7:55 a.m. in 1941
"A date that will live in infamy."
- 12** Poinsettia Day (*see back*)
Frank Sinatra's Birthday (1915) (*see back*)
- 16** Boston Tea Party (*see back*)
- 17** Kitty Hawk...First Flight Celebration
- 19** Bah Humbug Day...How Cheap Are You? (*see back*)
Jennifer (*Flashdance*) Beals Birthday
- 20** Louisiana Purchase...Cajun food & music (*see back*)
- 20** Hanukah Begins
- 21** Winter Begins...Winter Solstice
- 24** CHRISTMAS EVE
- 25** CHRISTMAS DAY
- 29** Ted Danson's Birthday...Cheers!
- 31** NEW YEAR'S EVE

COOL EVENT IDEA...

Christmas Market

Bring the charm of the European Christmas markets to your community for a weekend of holiday festivities...Dec. 6-7th or any weekend in December!



- Open House at your Club or other large facility with space for indoor and outdoor activities.
- Open house at other MWR activities such as the teen center...bowling center... with Christmas cookies and other snacks.
- Lighting of the Community Tree
- Christmas Craft Show and/or Holiday Bazaar...booths set up inside and outside
- It's a Wrap...table where gift wrapping is done for a small fee or donation.
- Christmas Greens/Tree & Poinsettia Sale
- Outdoor stands with grilled wursts, hot wine and cider and hot chocolate...other seasonal foods and beverages.
- Carriage, sleigh or hay rides
- Strolling Carolers in the housing area
- Fantasy of Lights...or Christmas light decorating contest.
- Santa arrives and photos with Santa
- Burning of the Yule log

Doing some advance planning...check June "Dates to Celebrate" listings!

Management Reminders

Now's a good time to review your marketing plan and 1st Quarter financial goals. Add new programs to help meet or exceed your budget if you're not on track.

DON'T FORGET...

This is the month for **CHRISTMAS & NEW YEARS' EVE PARTIES!** Push those reservations and promote Gift Certificates for MWR activities as the perfect last minute Christmas Gift.

Upcoming Trade Shows

DECEMBER

Armed Forces National Bowling Championships (TBA)

JANUARY

PGA/Armed Forces Golf Course Manager's Seminar, Orlando, 25-29 Jan. Call Bill Sport (703)681-5200.

The Special Event 2004, Las Vegas, NV (Jan 6-9). 800-927-5007.

BOWLING PROMOTIONS

SCHOOL FIELD TRIPS: Conduct a tour of your center, including the behind-the-scenes equipment and how it works. Give them the chance to throw a few balls. Invite them to have lunch at your center. Send them home with a coupon for a free game for them and their family.

TEEN DATE PACKAGE: Offer a special dinner and bowling package for teen couples only...dinner for two in the snackbar plus 3 games of bowling. Offer the meal/bowling combo at a reduced price. Reserve them a table and impress them with special service.

FAMILY LEAGUES: Advertise now for a summer family league made up of Mom, Dad and two teenage children, neighbors or friends and relatives.

MORE COOL IDEAS...

5 Walt Disney's Birthday... Pin names of popular Disney characters on customers as they enter your club or bowling center. Make them pair up with other characters from Disney cartoons or movies (Lady & Tramp...Mickey & Minnie... Bambi & Thumper) for prizes or to form bowling pairs.

12 Poinsettia Day...Honor Dr. Joel Roberts Poinsett who introduced this popular Holiday plant to the USA. Hold drawings for poinsettias or sell them on this day.

12 Celebrate Frank Sinatra's birthday with a "Rat Pack" party. Play Sinatra's favorite hits...hold a casino night...Give Sinatra CDs as prizes.

16 Boston Tea Party...Tea and crumpets or Long Island Ice Tea and sports!

19 Bah Humbug Day...Find out how cheap your guests really are with a game show event where they choose the lowest price to win prizes. Forget Christmas and hold a *Flashdance* contest to celebrate Jennifer Beals birthday.

20 Louisiana Purchase...Make this an evening of spicy Cajun cookin' and Cajun music. Contests for eating the hottest chili pepper or the most hot wings! Grand Prize to the guest who can tell you what the Louisiana Purchase was! Gumbo recipe contest.

21 Winter Solstice...Warm up those customers with hot food & beverage specials...drawings for mittens or scarves...on this first day of winter.



Month-at-a-glance . . .

December 2003

<i>SUNDAY</i>	<i>MONDAY</i>	<i>TUESDAY</i>	<i>WEDNESDAY</i>	<i>THURSDAY</i>	<i>FRIDAY</i>	<i>SATURDAY</i>
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
			<i>CHRISTMAS EVE</i>	<i>CHRISTMAS DAY</i>		
28	29	30	31			
			<i>NEW YEAR'S EVE</i>			

January 2004

DATES TO CELEBRATE

- 1** NEW YEAR'S DAY...Bowl Games
First Baby Boomer Born (1946)
(see back)
- 3** Alaska Becomes the 49th State
(see Cool Event Idea)
- 5** First Trans-Atlantic phone call
(see back)
- 8** Elvis Presley's Birthday
(see back)
1st perfect bowling game (see back)
- 10** First Subway opens in London (1863) (see back)
- 15** Pentagon Completed (1943)
- 16** Civil Service Created (see back)
Prohibition Remembrance Day
- 17** PGA of America Founded in 1916
(see back)
Poland Liberation Day (1945)...wurst, pierogies, kraut and bowling shirts?
- 18** NFL Conference Championship football
- 19** MARTIN LUTHER KING HOLIDAY
- 20** ABC Masters Bowling Tournament
- 23** National Pie Day
- 24** First Canned Beer went on sale in Richmond, VA in 1935.
California Gold Discovered (1848)

COOL EVENT IDEA...

January 3rd...Winterfest



Alaska became the 49th State in 1959...celebrate with a day or a weekend of *chilling* events:

- Polar Paintball
- Frozen Turkey Bowling
- Ice Golf Tournament... orange balls into cans sunk into the snow
- Ice Carving Contests
- Snowman Building Contests
- Polar Bear Contest (how long can you sit on a tub of ice?)
- Sled dog or snow machine race
- Get real crazy and do a snowplow vs. mailbox derby!
- Salmon and Baked Alaska on the menu... or a chili contest
- Hot beverage specials

College Bowl Schedule

January 1st Orange Bowl
 Rose Bowl

January 2nd Fiesta Bowl

January 4th Sugar Bowl

Advance planning...check July "Dates!"

Management Reminders

Get your year off to a good start! Bring your MWR team together and use this calendar to plan your events for the next 6-months. You may be able to expand several and involve more than one MWR activity.

DON'T FORGET...

January is the Martin Luther King, Jr. holiday and also...

- Coffee Gourmet International Month
- Family Fit Lifestyle Month
- National Book Month (www.nationalbook.org)

Upcoming Trade Shows

JANUARY

PGA Armed Forces Golf Manager's Seminar (Jan 25-29) and **PGA Merchandise Show**, Orlando, FL

The Special Event 2004, Las Vegas, NV (Jan 6-9). 800-927-5007.

FEBRUARY

NY Restaurant & Food Service Show
(203) 840-5490

MARCH

Menus 2004
PROMO EXPO
Catering Conference
Unit Managers' Conference

BOWLING PROMOS

RENT A LANE DAY: Bowl as much as you want between 10 AM – 4 PM for \$20/lane. Maximum 7 bowlers per lane.

BOWL A PERFECT GAME WEEK: In 1890, George Wadleigh of NJ bowled a perfect game. Duplicate his feat this week (8-15 Jan) and win a trip for two to Hawaii (or some other great prize).

MORE COOL IDEAS...

1 First Baby Boomer Birth...Discounts or prizes for anyone with a birthday between 1946 and 1964.

5 First Trans-Atlantic Call...Find a phone card sponsor or hold a drawing from patrons this day for a cordless phone. Prize for the person with the highest phone bill the previous month.

8 Celebrate Elvis' Birthday...Elvis trivia contests...using song and movie titles...facts about his life. Play hits from his Platinum album "G.I. Blues" and other Elvis songs...show videos...hold an Elvis Karaoke night. Southern menu specials and BBQ!

10 First Subway Opens in London...Feature specials on sub sandwiches today.

16 Civil Service Created Day...In 1883 Congress passed the bill creating the Civil Service. Honor our Civil Servants with a special lunch or dinner discount on their day.

17 PGA of America Founded...PGA specials at your golf course snackbar and/or pro shop. Play PGA trivia for golf-related prizes.

18 NFL Conference Championships...Break out the beer, popcorn and hot dogs for the last big Sunday of gridiron action before the Super Bowl!

19 Martin Luther King Jr's (Birthday) Celebrated today.

23 National Pie Day...Pies to eat...to throw...a pie-baking contest and sale.



Month-at-a-glance . . .

January 2004

<i>SUNDAY</i>	<i>MONDAY</i>	<i>TUESDAY</i>	<i>WEDNESDAY</i>	<i>THURSDAY</i>	<i>FRIDAY</i>	<i>SATURDAY</i>
				1	2	3
				<i>NEW YEAR'S DAY</i>		
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
	<i>MARTIN LUTHER KING HOLIDAY</i>					
25	26	27	28	29	30	31

Week-at-a-glance . . . January 2004

MONDAY, 1-19

WEDNESDAY, 1-21

THURSDAY, 1-22

TUESDAY, 1-20

February 2004

DATES TO CELEBRATE

February is Black History Month

- 1** SUPER BOWL XXXVIII
(Houston, TX)
Robinson Crusoe Day
(see back)
- 2** Groundhog Day
(see Cool Event Idea)
PBA US Open
Bowling
Tournament
- 4** USO Birthday (see back)
- 6** Great American Pizza Bake (see back)
- 6-15** National Kraut & Frankfurter Week
- 8** AFC/NFC ProBowl (Honolulu, HI)
NHL All-Star Game (St. Paul, MN)
- 11** Satisfied Staying Single Day
- 13** Friday the 13th! (see back)
- 14** VALENTINE'S DAY (see back)
- 15** Daytona 500
NBA All-Star Game (Los Angeles, CA)
- 16** PRESIDENTS' DAY
- 20** Ansel Adam's Birthday (1902)...(see back)
Northern Hemisphere Hoodie-Hoo Day
(see back)
- 22** National Margarita Day (see back)
- 24** Mardi Gras – Fat Tuesday (see back)
- 25** International Clam Chowder Day (see back)
- 26** For Pete's Sake...who the heck is Pete?
(see back)
- 29** Leap Day – Leap Year (see back)

COOL EVENT IDEA...

February 2nd

(Or a weekend of fun
Jan. 31st-Feb 2nd)



GROUNDHOG DAY!

At daybreak in Punxsutawney, PA, thousands turn out to watch that celebrated groundhog –Punxsutawney Phil –predict the weather. If it's a sunny day and he sees his shadow...six more weeks of winter! Europeans have a similar tradition that if a hedgehog is frightened by his shadow on Candlemas, spring would be delayed by 6 weeks. The Germans settlers brought the celebration to Punxsutawney, PA in the 1800's...and turned it into a festive day of events.

For more fun...begin Phil's festival on Saturday and hold events ending with his special day on Monday. Event ideas:

- Pancake breakfast with TVs tuned to watch at Daybreak (7:25 a.m. EST)
- Rent the movie "Groundhog Day" or have AAFES arrange a showing
- Contest...will he see his shadow or not? Those who guess correctly get a prize (maybe a pair of sunglasses). Or, order Phil memorabilia from www.groundhog.org.
- Take a page from the folks in PA and hold your own annual Groundhog Day Chicken BBQ, Lasagna Lunch or Phil's Family Picnic with hot dogs and a chili Cook-Off.
- Groundhog Jog...4-mile run
- Phind Phil Scavenger Hunt.

Plan ahead...Check August Calendar

Management Reminders

Now's the time to plan for staff training. Log on to www.armymwr.com and visit the MWR Academy site for list of courses.

DON'T FORGET...

February 1st is Super Bowl Sunday!

February is also...

- **Black History Month**
- **National Cherry Month**
- **Vegetarian Month**
- **Potato Lover's Month**
- **March Madness** is right around the corner. Have you met with your beverage reps to do basketball promos?
- **March 17th is St. Patty's Day...** Check out next month's calendar for party ideas!
- **Tax deadline is April 15th...** plan now to reward loyal customers with a 2-for-1 dinner special or "poor man's buffet!"

Upcoming Trade Shows

FEBRUARY

Int'l Golf Course Conference & Show,
Orlando

MARCH

NY Restaurant & Food Service Show,
(Mar 14-16) Jacobs Javitz Convention Center
(888) 334-8705

**Army Branded Themes Unit
Managers Conference**

Nightclub & Bar Show, Las Vegas

PROMO EXPO

Menus 2004

MORE COOL IDEAS...

1 Robinson Crusoe Day... Celebrate this 1709 rescue of Robinson Crusoe and his manservant Friday by taking your guy or gal "Friday" out for dinner or drinks after work!

4 USO's Birthday... Time for big swing music and *donut dollies!* Drawing for a free dozen donuts. Hold a dance contest.

6 Great American Pizza Bake... Pizza eating contest or pizza frisbee (without sauce). Pizza recipe contest or build your own pizza w/choice of toppings.

6-15 Nat'l Kraut and Frankfurter Week... how many ways can you serve those dogs? Feature a variety of mustards.

13 Friday the 13th. Triskaidekaphobiacs Unite! (Fear of the #13). Check it out on the web and hold a Triskaidekaphobia Trivia Contest!

14 Valentine's Day... Hold a chocolate promotion with \$1 off any menu item with chocolate. Print a special chocolate menu. Hold a "How We Met" contest.

20 Ansel Adam's Birthday... Photo contest

Northern Hemisphere Hoodie-Hoo Day... At 12 noon, go outside, wave a beach towel, and shout "Hoodie Hoo!" to chase the winter away. Who needs a groundhog! (www.wellcat.com)

22 National Margarita Day... Free chips and salsa w/every Margarita. Flavored Margarita menu. Work with your distributors for glassware to give w/every Margarita.

24 Mardi Gras...Fat Tuesday... Order those beads and hold your own parade or costume contest.

25 International Clam Chowder Day... Clam chowder cook-off or lunch special.

26 For Pete's Sake... Who the heck is Pete? Anyone named Pete gets a free dessert or other prize today.

29 Leap Day... Also known as Sadie Hawkins Day...when women hoping to marry their beaux don't have to wait for a proposal. They are allowed to pop the question themselves... on this day, every four years. Run for your lives, guys!

Month-at-a-glance . . .

February 2004

<i>SUNDAY</i>	<i>MONDAY</i>	<i>TUESDAY</i>	<i>WEDNESDAY</i>	<i>THURSDAY</i>	<i>FRIDAY</i>	<i>SATURDAY</i>
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21 <i>VALENTINE'S DAY</i>
22 <i>PRESIDENTS' DAY</i>	23	24	25	26	27	28
29						

Week-at-a-glance . . . February 2004

MONDAY, 2-2

WEDNESDAY, 2-4

THURSDAY, 2-5

TUESDAY, 2-3

Week-at-a-glance . . . February 2004

MONDAY, 2-9

WEDNESDAY, 2-11

THURSDAY, 2-12

TUESDAY, 2-10

Week-at-a-glance . . . February 2004

MONDAY, 2-23

WEDNESDAY, 2-25

THURSDAY, 2-26

TUESDAY, 2-24

March 2004

DATES TO CELEBRATE

This Month is March Madness!

- 1** National Pig Day (*see back*)
- 2** Banana Cream Pie Day
- 3** National Anthem Day... "The Star Spangled Banner" was adopted as our national anthem in 1931.
- 5** Chocolate Chip Cookie day— Famous Amos cookies introduced in 1975 (*see back*)
- 7** Monopoly invented (1933) (*see back*)
- 10** Incredible Hulk TV Show Premieres (*see back*)
- 12** Employee Appreciation Day
- 14** National Potato Chip Day
- 15** PBA World Championship (*ESPN*)
- 16** NCAA Opening Round... the Madness begins!
- 17** **SAINT PATRICK'S DAY!**
- 18** National Sports Trivia Week (*see back*)
- 18-21** NCAA First/Second Round
- 20** Spring begins (*see back*)
Single Parents' Day (*see back*)
- 21** International Astrology Day (*see back*)
- 24** National Family Day (*see back*)
- 25-28** NCAA Regionals
- 25** Greek Independence Day (*see back*)
- 29** World Pizza Championship (*see back*)
- 30** Vincent Van Gogh's Birthday... (*see back*)
National Hot Dog Day

COOL EVENT IDEA...

March 17th

St. Patrick's Day

"Less Green for Green"

Kiss the Blarney Stone...dance a jig & join in the fun. Celebrate with Irish music, wandering storytellers, Irish coffees, Black and Tans, Guinness and a special Irish menu. Bring in an Irish dance group...hold a Leprechaun Look-A-Like Contest.

Guess the number of green clovers in a box of Lucky Charms cereal and win prizes.

Give every patron a chance to win a Pot of Gold (the new golden dollars would be perfect)...or better yet...a trip to Ireland. Promote drawings weeks in advance, leading up to the event at your St. Paddy's Day party.

Decorate in green with balloons and shamrocks...check beverage distributors for promotional kits.



IRISH FARE

Beef in Guinness

Corned Beef & Cabbage

Irish Stew

Blarney Stoned-Kissed Cookies

(www.web-holidays.com/pattyday/recipes)

Planning ahead...

Check out September events

Management Reminders

Are you checking invoices and merchandise on receipt...or spot checking those who do? Diversion of resale merchandise is a major internal control issue.

DON'T FORGET...

It's not too late to plan a surprise for your customers on Tuesday, April 1st...April Fools Day. Get your staff together and come up with something clever! A reverse dinner is one idea...find more on www.web-holidays.com (spring events).

March is...

- **National Nutrition Month**
- **National Women's History Month**
- **National Youth Art Month**
- **Oscar Party Month...**cast votes for Best Dressed, Worst Dressed, Best Actor & Actress, Best Film. Give prizes for funniest home video...

Upcoming Trade Shows

MARCH

Unit Managers Workshop
(Theme Restaurants)

Nightclub & Bar Show, Las Vegas (25-26th)

Branding America, Baltimore, MD
(703) 488-2700

Menus 2004

PROMO EXPO

NY Restaurant and Food Service Show,
(Mar 14-16), (888) 334-8705

APRIL

14-17th, **International Sign Assoc Show**,
Orlando. New signs, POP materials.
(www.signs.org for more info.)

MORE COOL IDEAS...

1 National Pig Day... Hold a Luau or offer pork BBQ specials. Or... an "Eat More Beef" special sponsored by "the pig."

5 Chocolate Chip Cookie Day... Cookie bake-off...free cookies with every meal.

7 Monopoly Invented...Sponsor a monopoly tournament...give cash prizes or monopoly games to winners.

10 Incredible Hulk TV Show premieres... Hulk bowling promotion from Leading Edge (www.leadingedgepromo.com) in your bowling centers. Hulk look-alike contest. Arm-wrestling contest.

18 National Sports Trivia Week...Great time for a sports trivia competition...when college basketball, pro basketball, hockey and baseball Spring Training overlap.

20 Spring Begins...Burn those snowmen...break out the shorts...hold a 5K walk...feature salads on the menu.

20 Single Parents' Day...Encourage single parents to bring kids for kid-friendly meals and treats. Then invite the single moms and dads back later for a singles get-together.

21 Int'l Astrology Day...Calling all Tarot Card and palm readers...psychics...to a Psychic Fair. Offer readings...feature Anchor's MozzaLuna appetizers.

24 National Family Day... Family style feast or buffet at the club...family bowling discount at the bowling center.

25 Greek Independence Day...Greek food & music...show the film "My Big Fat Greek Wedding" ... teach Greek dancing. Win a trip to Greece.

29 World Pizza Championship...In Salsomaggiore, Italy. Pizza-makers from across the globe compete. Hold a local contest.

30 Vincent Van Gogh's Birthday (1853)...Great day for an art bazaar or art show featuring local painters, photographers, crafters. Hold a sneak preview wine & cheese party for members or special guests prior to opening. Offer Van Gogh coffee-table books, prints or calendars as prizes.

Month-at-a-glance . . .

March 2004

<i>SUNDAY</i>	<i>MONDAY</i>	<i>TUESDAY</i>	<i>WEDNESDAY</i>	<i>THURSDAY</i>	<i>FRIDAY</i>	<i>SATURDAY</i>
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
			<i>ST. PATRICK'S DAY</i>			
21	22	23	24	25	26	27
28	29	30	31			

April 2004

DATES TO CELEBRATE

- 1** April Fool's Day! (*See Cool Events*)
- 2** Anniversary of the US Mint
(*see back*)
- 3-5** NCAA Final Four
(*Alamodome, San Antonio, TX*)
- 4** National Read a Roadmap Day
and Schmeckfest! (*see back*)
- 4** Daylight Savings Time begins!
- 6** North Pole discovered...
frozen drink specials & ice
cream desserts
- 7** No Housework Day (*see back*)
- 8** Aloha Bowl
- 8-11** Master's Golf
Tournament
(*Augusta, GA*)
- 10** First PGA Championship
(*1916*) (*see back*)
- 11** **EASTER**
- 14** Titanic sets sail (*1912*) (*see back*)
- 15** First McDonald's opens (*1955*) (*see back*)
Income Tax Deadline
Titanic Sinks (*1912*)
- 17** Bay of Pigs Invasion (*1961*) (*see back*)
- 18** Paul Revere's Ride (*1775*) (*see back*)
National Karaoke Week
- 19** National Library Week
Week of the Young Child
- 21** Admin Professional's Day (*see back*)
- 22** Earth Day
- 29** Dale Ernhardt's Birthday (*1952*)

COOL EVENT IDEA...

April 1st

(or make it a weekend event!)

Calling All Fools!

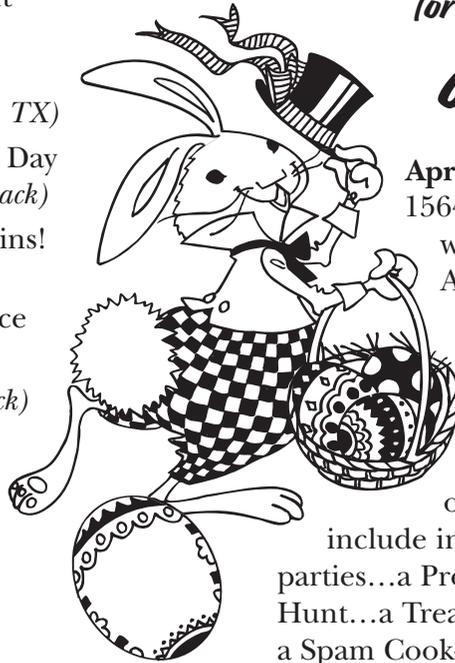
April Fool's Day began in France in 1564. We knew there was something wrong with those Frenchmen! Ancient Romans also had a day when they played pranks on superiors.

Continuing the tradition... schedule a day or a weekend of practical jokes. Events might include invitations to non-existent parties...a Pro-Am Snipe Excursion and Hunt...a Treasure Hunt for funny items... a Spam Cook-Off or a Fool's Dinner where menu items are named so the guests don't know what they are ordering. Serve the meal in reverse order or use the wrong dishes/glasses. If they accept their meal without complaint, they get a free "mystery dessert."

See more fun ideas on
www.web-holidays.com (spring).

PICK A RATE DAY

Pick a day and hours at your bowling center (i.e. every Friday from 7 a.m. – 5 p.m.) where customers draw a coupon out of a bucket. The price they pick is the price they pay for their game. Could be free!



Advance planning - check OCTOBER dates!

Management Reminders

It's time to prepare your facility business plan. Check the guide at www.armymwr.com and Fort Excellence.

DON'T FORGET...

It's not too late to plan your **Cinco de Mayo Party for May 5th!** Celebrate with Margarita specials, a piñata for the kids, Mexican dinner specials...a build your own taco bar for lunch...salsa bar (**May is National Salsa Month**)... Partner with your local Corona – Dos Equis distributor for give-aways and tee-shirts. Hold a jalapeno eating contest. Fun Express has some cool decorations...check www.funexpress.com. Get help from your private organizations.

May 9th is **Mother's Day**...promote it now! Make it more than a brunch. Add photos and flowers.

This month is also...

- Month of the Military Child
- Int'l Customer Loyalty Month
- National Humor Month (stand up comics?)

OKTOBERFEST: Does your community celebrate Oktoberfest? If you're looking for some new ideas for next year's event. Check out www.festivals.com and learn how communities around the USA celebrate this festival of "Gemuetlichkeit." **Start planning now** to add authentic food, music and décor, craft chalets, a 10K volksmarch, and other games for kids and grown-ups! Loosen those Lederhosen!

Upcoming Trade Shows

MAY

NRA Show...Chicago, (312) 853-2525
(May 22-25)

JUNE

27 June-2 July...**Int'l Bowl Expo**,
Las Vegas, NV

MORE COOL IDEAS...

2 US Mint Anniversary...Give change in Golden Dollars...free mints with coffee or meals... drawings for mint sets of coins.

4 Change your clocks...spring forward.

4 National Read a Road Map & Schmeck-fest...Celebrate the end of a day-long car rally with bratwurst, kraut and German beer. Add some German music. Prizes include a road atlas, AAA membership, or compass.

7 No Housework Day...Draw for a month of maid service from a local agency.

10 Golfer's Day...Celebrate the first PGA Championship with a special tournament...sale in your pro shop... or feature a golf buffet.

11 EASTER SUNDAY...Break out those bonnets! Award prizes for the best hat...male and female categories. Find the bunny treasure hunt with clues for kids or families.

14 Titanic sets sail...Bon Voyage party! A seafood dinner with free champagne?

15 Burger Bash...Roy Kroc opened his first McDonalds in 1955. Celebrate this American phenomenon with burger specials and a variety of toppings.

17 Bay of Pigs Invasion...Good day for Cuban food, rum and cigar party! Play Latin music...hold a dance contest.

18 Paul Revere's Ride...Car or bike rally at dusk with lights or lanterns. Top prize...a silver bowl (what else)!

21 Admin Professionals' Day...Flying Type-writer Contest...Contestants type while balancing donuts on their heads. Prizes: donuts at the office for a month, gift certificate to an office supply store; or a manicure. If you've got a sponsor...Grand Prize is a laptop computer.

Month-at-a-glance . . .

April 2004

<i>SUNDAY</i>	<i>MONDAY</i>	<i>TUESDAY</i>	<i>WEDNESDAY</i>	<i>THURSDAY</i>	<i>FRIDAY</i>	<i>SATURDAY</i>
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
<i>EASTER SUNDAY</i>						
18	19	20	21	22	23	24
25	26	27	28	29	30	

Week-at-a-glance . . . April 2004

MONDAY, 4-19

WEDNESDAY, 4-21

THURSDAY, 4-22

TUESDAY, 4-20

May 2004

DATES TO CELEBRATE

- 1** Kentucky Derby (*see back*)
- 2-8** Nat'l Pet Week/Be Kind to Animals Week
- 4** Scrapbook Day (*see back*)
- 5** Cinco de Mayo & Totally Chipotle Day (*see Cool Event Idea*)
- 7** National Teacher Day
- 8** V-E Day
Coca-Cola first sold
- 9** **MOTHER'S DAY** and Military Spouse Appreciation Day (*see back*)
- 13** First Academy Award's Anniversary (*see back*)
- 15** World Championship Steak Cook-Off
Armed Forces Day
Preakness (*see back*)
- 17** Nat'l Bike to Work Day (*see back*)
- 20** Amelia Erhart Atlantic Crossing... (1932)
Lindbergh Flight... (1927)
- 21** National Wait Staff Day (*see back*)
- 22** Nat'l Safe Boating Week & Nat'l Maritime Day
- 29** International Jazz Day
- 30** Bob Hope's Birthday (1903)
Indy 500 (*see back*)
MEMORIAL DAY Observed

COOL EVENT IDEA...

Cinco de Mayo!

On this day in 1862, the out-numbered, untrained Mexican people defeated the formidable French Army (reason enough to celebrate)! Join our neighbors to the south with a Mexican fiesta or Cinco de Mayo celebration.

Event ideas...partner with your local Corona-Dos Equis distributor for t-shirts and other give-aways. Offer "cinco beers" by the bucket.

Hold a jalapeno-eating contest for the brave (or crazy) ... give each contestant a glass of water, a soda cracker, a napkin, a bowl of jalapenos (and maybe a bucket)! He who eats the most in 60 seconds wins!

Decorate in red, white and green (check www.funexpress.com). Play Mexican music. Toss out the sombreros and do the Mexican Hat Dance. Hang a piñata and fill it with coupons, small prizes and passes. Hold a burrito toss.

Build your own Taco Bar...Salsa bar w/chips and baked plantains. Offer special flavored Margaritas. If you operate a branded theme Restaurant...check out some of their sizzlin' hot menu promotions.

Give away a trip to Mexico.



Check November Tab for holiday ideas and start planning now

Management Reminders

It's time for NAF performance appraisals. Don't forget to reward your best employees with cash and/or time-off awards.

DON'T FORGET...

May is Asian/Pacific Heritage Month

May 5th – 11th is...

- National Postcard Week
- National Police week
- Be Kind to Animals Week/Pet Week

This month is also...

- Nat'l Physical Fitness & Sports Month
- Asian Pacific Heritage Month
- Nat'l BBQ, Salsa & Hamburger Month
- Nat'l Book Month
- Nat'l Bike Month

Upcoming Trade Shows

MAY

National Restaurant Show (Chicago)
May 22-25. (312) 853-2525

JUNE

International Bowl Expo, Las Vegas Hilton
Hotel (27 June – 2 July)

MORE COOL IDEAS...

1 Kentucky Derby Party...With Mint Juleps and Derby pie. Drawing for horse-riding lessons at a base or local stable. Hold a "Build the Best Hat Contest"...contact Party Hats at www.partyhats.org. Sponsor a "Run for the Roses" 5K race for any age group.

4 Scrapbook Day...Work with your Arts & Crafts team to offer a scrapbook crafts class. Hold a Best Scrapbook Contest. Display the winners.

9 MOTHERS DAY & Military Spouse Appreciation Day...Make it a big weekend for Moms! A romantic dinner on Friday...a family brunch on Mother's Day. Bring in flowers...take souvenir photos.

13 First Academy Awards in 1929...Hold your own award show. Invite people to submit their funniest home videos with prizes to the favorites. Hold a film festival to review the entries. Select a "secret panel of judges."

15 Preakness...More racing possibilities! Get Coke to sponsor...since this is the day Coca-Cola was first sold.

15 World Championship Steak Cook-Off...A great way to celebrate **Armed Forces Day!** Discount on steak dinners or an outdoor steak fest. Let guests pick their own steak from a variety of cuts.

17 Bike to Work Day...Give coupons for a free soda or a free lunch to anyone coming through the front gate on their bike today. Or...give them an entry to win a new bike or bike equipment. Hold the drawing at the Club.

21 National Wait Staff Day...Invite customers to vote for their best waiter, waitress or bartender. Hold a bartender's race...server's race...with prizes.

25 Indy 500...Commemorate the first Indy race in 1911 with a race...bike or auto rally of your own. Or...race your bikes around the parade field.

31 MEMORIAL DAY CELEBRATED

Month-at-a-glance . . .

May 2004

<i>SUNDAY</i>	<i>MONDAY</i>	<i>TUESDAY</i>	<i>WEDNESDAY</i>	<i>THURSDAY</i>	<i>FRIDAY</i>	<i>SATURDAY</i>
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
<i>MOTHER'S DAY</i>						
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					
	<i>MEMORIAL DAY</i>					

June 2004

DATES TO CELEBRATE

Is your Catering Staff ready for June Weddings?

- 1** Doo-Dah Parade/Salute to Silliness
(see back)
- 1-7** This week is: National Fishing Week & International Volunteers Week
(see back)
- 5** International Jazz Day
Belmont Stakes *(see back)*
World's Largest Garage Sale *(see back)*
- 6** D-Day Anniversary (1944)
- 7** First VCR introduced by Sony (1975) *(see back)*
- 12** Nat'l Baseball Hall of Fame Anniversary
Center of the Nation All-Car Rally *(see back)*
- 13** Tim "Home Improvement" Allen's Birthday *(see back)*
- 14** Flag Day & **ARMY BIRTHDAY** *(see back)*
- 16** Ladies Day...initiated by the NY Giants (1883)
- 17-20** US Open (Southampton, NY)
- 19** Garfield the Cat's Birthday Lasagna Bash
- 20** **FATHER'S DAY** *(see back)*
- 21** Summer begins
Baby Boomers Recognition Day *(see back)*
- 23 - 4 July** Wimbledon
- 24** Berlin Airlift (1948)
- 25** Custer's Last Stand (1876) ...Battle of Little Bighorn.
- 27** "Happy Birthday to You" composed (1859). Free dessert to anyone with a birthday today!

COOL EVENT IDEA...

Huck Finn Days *June 19th & 20th*

Summer is here and with it come fun and adventure reminiscent of the days of Tom Sawyer and Huck Finn. Join the folks in Victorville, CA who celebrate Huck Finn Days every year over the Father's Day weekend.



Climb on a hay wagon. Listen to country and bluegrass. Hold an Arm Wrestling Championship or a picket fence painting contest. If you've got a pond nearby, hold a "blind Bogie" fishing derby. Or, how about an Injun Joe's Treasure Hunt.

How far can you sling the bull? Find out at a Sunday afternoon Cow Chip Throwing Contest. Maybe, a greased pole climb and face painting for kids.

Get your local Home Depot or Lowes to sponsor a raft building contest if you're near a lake or stream.

Hold a country crafts fair featuring quilt-making, wood carving and other crafts.

Vittles? Hold an old fashioned picnic with BBQ beef, baked beans, corn on the cob, lemonade and ice cream. Circle the wagons...food vendors that is...like chicken, ribs and beverage favorites.

Finalize those 4th of July plans

Management Reminders

Bring your team together and start now to plan your fall and winter holiday events. Order Thanksgiving turkeys...book your New Year's Eve band. Look at funds available this year to purchase some cool decorations for the holidays. Line up your vendors and tap into their seasonal promotions.

DON'T FORGET...

This month is...

- **Dairy Month**...perfect month for ice cream specials and frozen ice cream based bar drinks.
- **National Beef-Steak Month**...fire up the grill and bring back "Steak Nights!"
- **National Ice Tea Month**
- **National Rose Month**
- **Adopt a Shelter Cat Month**
- **International Men's Month**

Upcoming Trade Shows

JUNE

International Bowl Expo, Las Vegas, NV
Hilton Hotel (June 27-2 July)

100 Days of Summer at your Bowling Center

From opening – 5 PM offer stamp cards good for 100 free games and 100 free hot dogs (1 per day) to bring kids to the center during the summer months. Make money on sodas and shoe rentals.

MORE COOL IDEAS...

(Continued)

21 Celebrate the First Day of Summer and the longest day of the year! Here comes the sun and the fun. Light the bonfire on Father's Day (Summer Solstice Eve) and keep the party going until dawn. Add music, food and beverages.

MORE COOL IDEAS...

1 Doo-Dah Parade...Salute silliness...bring out your precision grill team...a Pet Parade to celebrate Pet Appreciation Week.

1-7 Nat'l Fishing Week...Take a friend fishing as part of a week-long Outdoor Rec program. Fish Fest at the Club.

5 Belmont Stakes...Add some jazz and celebrate **Int'l Jazz Day** as well. Steak BBQ!

World's Largest Garage Sale...Join folks from South Bend, IN and hold an installation-wide garage sale! Toss in a NAF property sale, a used car sale, food & beverage stands...open the Thrift Shop.

7 First VCR introduced...Kick-off a drawing for a VCR this week.

12 National Baseball Hall of Fame Opens...Draw for an autographed ball... feature a ballpark menu...hold a baseball or softball tournament.

12 All-Car Rally Weekend...Friday night is "cruise" night...Saturday "show & shine". Work with dealers and your bank or credit union for a Sunday sale of new and used cars in return for sponsorship.

13 Home Improvement Contest...Celebrate Tim's birthday...offer prizes for best before and after projects...inside and out—including landscaping. Prizes include gift cards for AAFES or Home Depot.

14 FLAG DAY...ARMY BIRTHDAY...Show we're still "proud to be Americans" by encouraging everyone to fly the flag. Give small flags for cars at MWR activities.

20 FATHER'S DAY...Honor all the men who have acted as a father figure. Give Dad a flower...how many ties does he need? Take him to dinner...don't make him grill his own. Offer a Father's Day feast at the club, a Dad's Day golf outing or tournament. Dad's bowl free today!

21 Baby Boomers' Recognition Day...Break out the Beatles music! Celebrate with fun, food and styles of the 50's, 60's and 70's!

Month-at-a-glance . . .

June 2004

<i>SUNDAY</i>	<i>MONDAY</i>	<i>TUESDAY</i>	<i>WEDNESDAY</i>	<i>THURSDAY</i>	<i>FRIDAY</i>	<i>SATURDAY</i>
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
	<i>ARMY BIRTHDAY</i>					
20	21	22	23	24	25	26
<i>FATHER'S DAY</i>						
27	28	29	30			

July 2004

DATES TO CELEBRATE

- 1** International Joke Day
First TV broadcast on NBC in 1941
- 4** **FOURTH OF JULY**
- 5** Bikini debuted at Paris fashion show (1946)
- 6** "Name That Tune" premiered (1953)
(see back)
- 7-14** Running of the Bulls in Pamplona Spain (see back)
- 9** Tom Hank's Birthday (1956) (see back)
- 11** Ugly Truck Contest ... (see back)
- 10-11** Art Fair on the Square (Madison, WI) and Beethoven by the Beach (Fort Lauderdale) (see back)
- 13** World Cup Soccer Inaugurated (1930)
- 16** Apollo 11 Moon Landing (1969)
- 17** Disneyland opened (1955) (see back)
- 18** USA's 1st 18-hole golf course opened (see back)
Concours d'Elegance car show (see Cool Ideas)
Nat'l Ice Cream Day...Sundaes on Sunday
- 23** First swimming pool in US opens in Boston (1827) (see back)
- 25** Parents' Day
- 25-31** National Salad Week
- 28** Hamburger created
- 30** Henry Ford's Birthday (1863) (see back)
Paperback Books introduced (1935)

COOL EVENT IDEA...

Red, White & Boom!



Start the 4th of July with a 2 mile Freedom Run or walk...followed by a pancake breakfast. End the day with a concert or sundown salute and fireworks. Add a Colonial town crier on horseback who reads the Declaration of Independence. More to do between dawn and dusk:

- Boom Box Parade...with floats and radios...no live bands...bring the pets
- Pie Bake-off...pie-eating contest
- Fishing Derby
- Great Cardboard Boat Regatta... person-powered cardboard boats compete for: Most spirited team, Most beautiful boat...Most Spectacular Sinking.
- Craft show and flea market
- Farmer's Market
- Children's fair

Concours d'Elegance

July 18th

In Oregon and California, car lovers from far and wide proudly display restored vintage autos. Hold your own auto show...with prizes for oldest car, cleanest car, hottest car and other categories. Other events for the day might include:

- Ice Cream Social (*Sundaes on Sunday*)
- Lawn Games
- Picnic Basket Auction
- Wine & Cheese Tasting

Start thinking about winter events!

Management Reminders

Are you using the Joint Services Prime Vendor Program? The program has 100% audit of all invoices and provides discounts, rebates, and price deviation adjustments directly to facilities.

DON'T FORGET...

This month is...

International Family Bowling Month...plan some family bowling specials or tournaments. Work with your installation bowling center to give coupons to children for a free game of bowling for every book they read.

If you offer breakfast...why not offer **Breakfast Bowl** from 7-10 a.m....two games of bowling...a breakfast sandwich of choice plus coffee... all for \$5.

- **National Baked Bean, Hot Dog & National Blueberry Month**

Upcoming Trade Shows

JULY

Event Solutions (28-31 Aug); Washington, D.C.; learn more at www.event-solutions.com

AUGUST

ALA Commander's Conference, (23-27 Aug); Denver, CO.

MORE COOL IDEAS...

(continued)

30-31 Henry Ford's Birthday...where would we be without the automobile. Great weekend for a car show or auto rally! Or tie this in with the June 18th Concours d' Elegance.

MORE COOL IDEAS...

4 FOURTH OF JULY...Holiday on the 5th

6 Name that Tune...Two contestants listen to a short musical selection...then ring a bell to identify it. Winner then tries to identify a number of tunes for prizes.

7-14 Running of the Bulls...Our version... a running of your dogs...with a route through the streets on post. Serve Sangria and Paella...or Mexican food.

9 Tom Hank's Birthday...Film fest! Set up a big screen TV outside and sell sodas and popcorn or ice cream.

10-11 Art Fair on the Square & Beethoven by the Beach... Don't have a square or a beach? Any peaceful outdoor location will serve as a great setting for a juried art show with classical music and wine!

11 Ugly Truck Contest...In Minnesota, the ugliest, most beat-up pickups and farm trucks are put on display and judged this weekend. Truck must be able to travel under their own power. A flea market rounds out the weekend. Got any ugly trucks?

17 Disneyland opens...Pin the name of a Disney character on patrons' backs as they enter. They must ask questions of other customers to find out who they are. Prizes for first winners.

18 America's first 18-hole golf course...Opened in 1893, Wheaton, IL. Golf Tourney! Display some classic cars and add an ice cream social!

23 Pool Party...Celebrate the opening of the first pool in the US...give away pool toys, sun glasses, lemonade. Have races, diving contests, etc.

30 Paperback Books Debut...Book sale & swap.

Month-at-a-glance . . .

July 2004

<i>SUNDAY</i>	<i>MONDAY</i>	<i>TUESDAY</i>	<i>WEDNESDAY</i>	<i>THURSDAY</i>	<i>FRIDAY</i>	<i>SATURDAY</i>
				1	2	3
4	5	6	7	8	9	10
<i>FOURTH OF JULY</i>	<i>FOURTH OF JULY HOLIDAY OBSERVED</i>					
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Week-at-a-glance . . . July 2004

MONDAY, 7-19

WEDNESDAY, 7-21

THURSDAY, 7-22

TUESDAY, 7-20

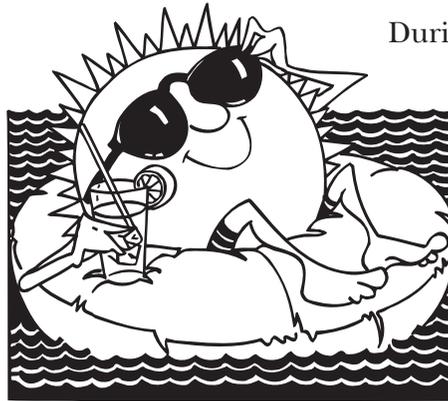
August 2004

DATES TO CELEBRATE

- 1** 100+ Years of the American Brownie
(back)
Francis Scott Key's Birthday
(1779) (see back)
- 3** Columbus sets sail for
the new world
- 3-7** Psychic Week...
(see back)
- 5** American Bandstand
premiered (1957)
- 7** National Garage
Sale Day (see back)
- 7** Purple Heart Anniversary
(1782) (see back)
- 9** Book Lovers' Day... (see back)
Smokey Bear debuts (1944)
- 10** Candid Camera premieres (1948)
(see back)
- 11** Hulk Hogan's Birthday (1953)
- 12-15** PGA Championship (Kohler, WI)
- 13** Friday the 13th!
National Left-Handers' Day (see back)
- 15** Woodstock Anniversary (1969)
- 16** Klondike Gold Discovery (1896)
(see back)
Elvis Death...or Disappearance Day
(1977)
- 19** Bill Clinton's Birthday (1946)
- 20** Nat'l Homeless Animals' Day
- 23-27** ALA Commanders' Conference
- 24** Chef George Crum prepares the 1st pota
to chip (1853)...free chips today!
- 27-28** Hot August Nights (see back)
- 29-31** Potato Feast Days (see back)

COOL EVENT IDEA...

MWR SUMMER AUCTION



During the month of August (or all summer long), offer MWR "dollars" every time a customer uses an MWR activity. MWR dollars equal to the purchase price will be given...\$5 MWR dollars for activities with no fees.

On the last weekend in August, hold a summer auction with valuable prizes for guests to bid on...using their MWR dollars. Each MWR activity should put up one or more prizes (i.e. free bowling for a year, free annual golf membership or set of clubs, free picture framing or auto repair, free BINGO cards for a year, a dinner party for 10, etc.) Sponsors should also be found for larger prizes such as trips, bikes, grills, etc.

Make it a weekend of fun...including:

- Splash Party at the local pool... moonlight adult swim party...water volleyball tournament...water balloon toss
- Moonlight or Twilight Golf Tournament
- Cool Jazz under the stars
- Ice Cream Stand
- Softball under the lights
- Kool-Aid & Lemonade Stands
- Free bowling at the Bowling Center

It's time to start planning winter events

Management Reminders

Now is the time to fill those fall bowling leagues. Make calls, mail coupons, run ads in your local paper. Don't forget to sell birthday and unit parties at your center. Leading Edge Promotions has Birthday Party Kits and instruction manuals. Designate a party planner and make your parties special! (See www.leadingedgepromo.com)

DON'T FORGET...

This month the *Summer Olympics in Athens* begin. Hold your own local Olympic events. Toga Party anyone? Feature Greek food on your menus. Drawing for "Best Seat in the House". *Cheer for Army Olympians!*

Upcoming Trade Shows

AUGUST

ALA Garrison Commanders' Conference,
Denver, CO (23-27 Aug)

Event Solutions (28-31 Aug),
Washington, DC Convention Center
www.event-solutions.com.

SEPTEMBER

Florida Restaurant Show,
Orlando, FL (203) 840-5490

POP Show (latest in signs and point of purchase materials)

COOL IDEAS CONTINUED...

27-28 Hot August Nights...Music & milkshakes. Hotter'n Hell Bike Race. Sweet corn, shrimp & ribs. Cool jazz & ice cream. Tie in the MWR auction for a special end to the weekend.

29-31 Potato Feast...Potato specials...baked potato bars...potato games such as Mr. Potato Head decorating contest or potato rolling contests.

MORE COOL IDEAS...

1 100+ Years of the American Brownie... Recipe contest with prizes for exotic flavors, the chewiest brownie.

1 Sing the National Anthem Day...Win a prize for best rendition...ability to hit the high notes...remembering all the words.

3-7 Psychic Week...What better time for a psychic fair. Bring in Tarot Card readers, palm readers, animal communicators.

5 American Bandstand Debut...Have the D.J. break out the oldies and hold dance contests...the top twisters...the funkier fruggers...alligator time!

7 Sizzlin' Summer Garage Sale...Installation wide flea market...garage sale...DRMO sale...BBQ!

7 Purple Heart Anniversary...In 1782, George Washington created this Badge of Military Merit to recognize those wounded in action. Recognize our heroes with specials in all MWR activities.

9 Book Lovers' Day...Borrow or buy a book and start reading. Give a book to a friend. Hold a book sale or book swap.

10 Candid Camera...Hold a month-long photo contest to capture candid shots. Show the best. Award prizes: cameras...camera equipment...film...photo albums.

13 Friday the 13th Party...Another great day for a psychic or palm reader.

13 National Left-Handers' Day..."Lefties rule!" A bowling tournament where everyone must bowl using their left hand...Left-handed diners get discounts in your club...Golf to the left...play last hole first.

16 Klondike Gold Day...Celebrate the 1896 Yukon gold discovery with free Klondike ice cream bars or change given in golden dollars.

Month-at-a-glance . . .

August 2004

<i>SUNDAY</i>	<i>MONDAY</i>	<i>TUESDAY</i>	<i>WEDNESDAY</i>	<i>THURSDAY</i>	<i>FRIDAY</i>	<i>SATURDAY</i>
<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
<i>8</i>	<i>9</i>	<i>10</i>	<i>11</i>	<i>12</i>	<i>13</i>	<i>14</i>
<i>15</i>	<i>16</i>	<i>17</i>	<i>18</i>	<i>19</i>	<i>20</i>	<i>21</i>
<i>22</i>	<i>23</i>	<i>24</i>	<i>25</i>	<i>26</i>	<i>27</i>	<i>28</i>
<i>29</i>	<i>30</i>	<i>31</i>				

September 2004

DATES TO CELEBRATE

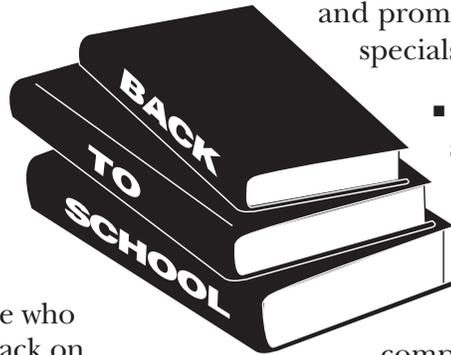
National Hispanic Heritage Month

- 1** German Capital Returns to Berlin
(back)
- 2** Marathon Anniversary
(490 BC) (see back)
- 6** **LABOR DAY** (see back)
- 9** Colonel Harland Sander's
Birthday (1890)
California becomes
the 31st State
- 11** **PATRIOT DAY**...Honor those who
lost their lives during the attack on
WTC and the Pentagon on 9-11 (see back)
- 12** Video Games' Day (see back)
- 15** Hispanic Heritage Month begins
(see back)
- 15-21** Singles' Week...(see back)
- 16** Mexican Independence Day...food,
music and Margaritas!
- 17** Home Improvement TV Premiere
(see back)
- 17** National Football League Formed
(1920) (see back)
- 17-19** Ryder Cup Golf Championship
- 19** National POW/MIA Recognition Day
Dance Lesson Day
- 20** Santa Fe Really Chile Fest & Chile Day!
(see back)
- 22** Birth of the ice cream cone (1903)
- 22-28** National Dog Week
- 25** Oktoberfest begins in Germany (see back)
- 27** Sam Adam's Birthday (see back)
- 28** National Hunting & Fishing Day (see back)

COOL EVENT IDEA...

Fall Into Fun!

Introduce customers to your new programs and promotions with a weekend of fall specials at all your MWR facilities.



- Book sale at the Library... sign up for a library card
- Cooking with wine demonstrations at the Club...to promote a series of weekly wine-tastings with compatible food, local wine-makers and musicians during September and October.
- All-day workshops/classes at your Arts & Crafts Shop...scrapbooking & stamping... picture framing & wood working... painting and jewelry making.
- 2-mile run or walk beginning at the fitness center.
- Camping trip or sleep-out organized by Outdoor Rec...or maybe a fishing derby.
- Golf tournament or golf lessons ...bucket of balls promotion at the driving range.
- Win a weekend tour sponsored by ITR.
- Buy a BINGO card...get one free...or a free dauber!
- Oktoberfest celebration...join the Germans who begin theirs on Sept. 25th. Grill some brats and serve up the beer...and play that funky Oom-Pah-Pah!
- Learn to bowl at the bowling center...or Rock 'n Bowl. Promote your new birthday party/unit party packages.

**Thanksgiving & Christmas are right
around the corner**

Management Reminders

Is your golf maintenance and operations equipment protected with overhead storage? Prolong the life cycle for equipment with proper care, maintenance and storage.

DON'T FORGET...

This may be the last month for those golf outings. Here's a golf promotion to help build your business:

Iron Man Competition...challenge is to use only irons as opposed to wood or metal clubs in this tournament. The opposite would be an "Out of the Woods" tournament...using only wood or metal clubs.

Add a lucky ball in the lucky bucket of balls on your driving range.

Upcoming Trade Shows

SEPTEMBER

Florida Restaurant Show,
Orlando (203) 840-5490

POP Show (*latest in signs and point of purchase materials*) Chicago (Sept 22-23)
(www.popshow.com)

OCTOBER

Western States Trade Show (Bowling),
Reno, NV (10-13th) Silver Legacy Hotel

East Coast Bowling Centers Convention,
Atlantic City, NJ (25-27th)
Bally's Park Place Hotel

COOL IDEAS

(Continued)

27 Sam Adam's Birthday...Not the beer...but what a sponsorship opportunity. Combo Sam Adams & Shrimp, Sam & Steak, drawings for Sam Adams beer items.

28 National Hunting & Fishing Day...Fishing contest or fish fry at your marina or Rod & Gun club.

MORE COOL IDEAS...

1 Capital Returned to Berlin...Hoist a German bier to commemorate the 1999 move of the German government from Bonn back to Berlin. Feature German food and music. Start a month worth of Oktoberfest specials. Sponsor a Volksmarch.

2 Marathon... In 490 BC, a runner was dispatched from Marathon to Sparta (26 miles) to seek help in repelling the invading Persian Army. Hold a local marathon of your own.

6 LABOR DAY...No labor this weekend. Instead, incorporate these other September celebrations into your weekend events: Library Card Sign-up month...Chicken month...Honey Month...Potato Month...Little League Month...National Rice Month

11 Patriot Day/Heroes' Day...Recognize our military and civilian heroes with special programs today!

12 Video Games' Day...Contests or free play on your games.

15 Hispanic Heritage Month Begins & Mexican Independence Day...Celebrate with a Mexican Fiesta...piñatas...Mexican menu & music. Involve your private organizations.

15-21 National Singles' Week...Promotions for singles: singles tennis tournaments, bowling nite, meet & mingle at the club...table where solo diners can dine and meet friends. Involve your BOSS group.

17 Home Improvement Fair...At the craft shop with demos & drawings for Home Depot or Lowe's gift certificates.

17 NFL Formed...Contests to win NFL merchandise or "The Best Seats in the House" for Monday night games.

19-20 Hold your version of Santa Fe's "Really Chile Festival" where the food bites back! Hold a low-rider custom car show... a chili cook-off and "who can eat the most/hottest chile peppers.

25 Loosen Your Lederhosen...it's Oktober-fest Time! The Germans celebrate from September 25th-October 5th with parades, music, a carnival and beer tents. For some great ideas check www.web-holidays.com.

Month-at-a-glance . . .

September 2004

<i>SUNDAY</i>	<i>MONDAY</i>	<i>TUESDAY</i>	<i>WEDNESDAY</i>	<i>THURSDAY</i>	<i>FRIDAY</i>	<i>SATURDAY</i>
			1	2	3	4
5	6	7	8	9	10	11
	<i>LABOR DAY HOLIDAY</i>					<i>PATRIOT DAY</i>
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

October 2004

DATES TO CELEBRATE

- 1** CD Player debuts in 1982 (*see back*)
- 2** Frugal Fun Day (*see October 2003... all events under \$5*)
Twilight Zone Premiered (1959)...another ideal day for a psychic fair!
- 3** German Reunification Anniversary (1990)
- 4** National Taco Day
- 8** Great Chicago Fire (1871) (*see back*)
- 9** Clam Chowder Cook-Off (*see back*)
- 10** Double 10 Day (*see back*)
National Dessert Day
National Children's Day
- 11** **COLUMBUS DAY** (*see back*)
- 14** Sound Barrier broken (1947) (*see back*)
- 16** National BOSS Day...2 for 1 lunch or dinners
Sweetest Day
- 18** Celebrate Alaska Day (*see back*)
- 20** Mickey Mantle's Birthday
- 23** Ugly Pick-up Parade & Contest (*see back*)
- 25-28** Massage Therapy Awareness Week
- 27** NY Subway opens (1904) (*see back*) and National Potato Day
- 29** Internet created (1969)
Pre-Halloween Psychic Party (*cool idea*)
- 30** Tone your Bones (*cool idea*)...celebrate Charles Atlas B-Day (1893)
- 30** Great Pumpkin Carve (*see cool idea*)
- 31** **HALLOWEEN!**

COOL EVENT IDEA...

Hauntingly Horrific Halloween Weekend!

October 29 – 31st



A community-wide offering of fun things you can do to celebrate with the ghouls and goblins:

- **Tone Your Bones...**You'd be batty to miss this frightfully cheap 1-mile mummy walk or 2-mile demon dash, with prizes for best individual or group costumes.
- **Great Pumpkin Carve...**with prizes and Halloween treats.
- **Enchanted Forest...**Instead of a Haunted House, plan a walk or tractor-pulled hayride through the "enchanted forest." Use units, BOSS and/or local drama clubs for sets, props, costumes and actors. Wind up at "Creepy Manor" (the Club) for a fiendish feast of Ghoulish...Witches Brew...Bloody Eyeballs (meatballs in tomato sauce) and more! Use those pumpkins to light the path through the forest. Decorate with sheets suspended from trees as ghosts (use balloons for the head)...cornstarch on the tables to look like dust, skeletons in the closet...low wattage and orange lights, slime on the mirrors...a garlic strand on the doors.
- **Halloween Games:** A little Monster Mayhem! Put the stake through the Vampires heart...guess how many Vampire teeth in a jar.
- **Psychic Party...**Check your local Yellow Pages and hire yourself some psychics, tarot card readers and palm readers for an interesting evening of fun.

Start thinking "Spring"

Management Reminders

Work with your Marketing Office or hire a private company to conduct “Mystery Shopper” visits at all your activities. Reward good employees doing it right!

DON'T FORGET...

October is National Animal Safety & Protection Month as well as National Adopt a Shelter Dog (or cat) Month. Hold a community pet fair. For details on Seattle's “Bark in the Park” festival go to www.festivals.com.

October is also...

- **National Seafood Month**
- **National Popcorn Month...**who can eat the most in 1 minute! Free popcorn.
- **National Chili Month...**keep it hot!
- **National Pasta Month...**Italian specials
- **National Cookie & Dessert Month**
- **Vegetarian Awareness Month**

Upcoming Trade Shows

OCTOBER

NE Pizza Show, Atlantic City

Western States Super Trade Show (Bowling)
Reno, NV (Oct. 10-13)

East Coast Bowling Trade Show, Atlantic City
(Oct. 25-27) (www.eastcoastbowl.com)

NOVEMBER

Int'l Hotel/Motel & Restaurant Show—
Jacob Javits Convention Center, NY
(www.ihmrs.com) (888) 334-8705

MORE COOL IDEAS...

1-30 Eat Better, Eat Together Month...Encourage families to eat together. Feature other month of October food specials and buffets.

1 CD Player Debuts...Hold a contest to see who can guess the year and the price of the first CD player (1982...\$625)...or a drawing from all your patrons this weekend. Prize...what else!

8 Chicago Fire...Keep it hot with japeleos, poppers and other pepper dishes this month. Find a beer sponsor and hold a Chili-eating contest. Feel the burn! Hot...hot...hot!

9 Chowder Cook-Off...Steal an idea from the folks in NJ who hold an annual chowder festival with unlimited tasting of up to 30 different red and white clam chowder recipes. Prizes for the winning recipe in each category

10 Double Ten Day...Traditionally a Chinese anniversary...you can turn this into a doubles day...doubles bowling and golf tournaments...2-for-1 dinner specials...tennis doubles...be creative!

11 Columbus Day...Italian-American fest with a cardboard boat regatta if you're near water.

14 Sound Barrier Broken Day...Chuck Yeager did it in a Bell X-1 in California in 1947...turn up the sound at your discos...and/or for your cosmic bowling nights

18 Celebrate Alaska Day...Alaska came to us from Russia on this day...celebrate with an Alaskan King Crab night and Russian Vodka specialty drinks.

23 Ugly Pick-up Parade & Contest...Here's a chance for those good ole rigs to strut their stuff. The dirtier the better. Got a few dings...flaunt them!

27 NY Subway Opens...Sub sandwich specials...with a side of fries to celebrate Nat'l Potato Day.

Month-at-a-glance . . .

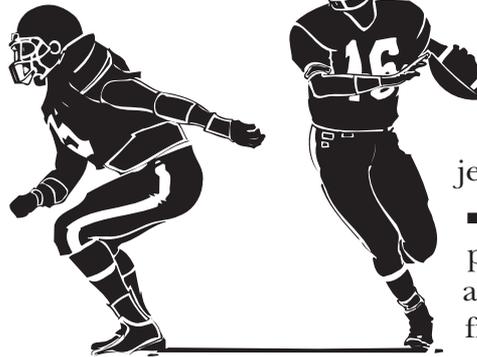
October 2004

<i>SUNDAY</i>	<i>MONDAY</i>	<i>TUESDAY</i>	<i>WEDNESDAY</i>	<i>THURSDAY</i>	<i>FRIDAY</i>	<i>SATURDAY</i>
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
	<i>COLUMBUS DAY</i>					
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						
<i>HALLOWEEN</i>						

November 2004

DATES TO CELEBRATE

- 1-30** Month of the Military Family
- 2** **PRESIDENTIAL ELECTION DAY**
(see back)
- 3** National Sandwich Day...
(see back)
- 5** American Football League
created (1959)
National Donut Day
- 6** Sadie Hawkins Day
- 7** National Men Make
Dinner Day (see back)
- 8-9** Great American
Warm-Up (see back)
- 9** Fall of the Berlin Wall
(see back)
- 11** **VETERAN'S DAY**...George Patton's
Birthday... and debut of "God Bless
America" (1938)
- 11** Fasching begins in Germany (see back)
- 17-23** Children's Book Week
- 18** Push-Button Phone debuts (1963)
(see back)
Mickey Mouse's Birthday (1929)
- 21** Great American Smoke Out (see back)
- 21-27** National Puzzle & Game Week
- 25** **THANKSGIVING**
- 28** What Do You Love About America Day
- 30** Mark Twain's Birthday (1853)
Stay Home Because You're Well Day
(see back)



COOL EVENT IDEAS...

Sports Night

Celebrate the founding of the American Football League... and National Puzzle and Game Week with a **Sports Night** at your club. Invite patrons to wear their favorite sports jersey and get in free.

- Pin an athlete's name on the patron's back and have them ask other patrons for clues to find out who they are. Award small prizes.
- Golf shots or putting contest
- Basketball free-throws or pop-a-shot
- Arm Wrestling contest
- Sports Trivia or NTN.
- Pool and/or darts tournament

Sadie Hawkins Party

Women take the initiative on Saturday, November 6th! Hold a Daisy Mae look-alike contest...or a 50-yard dash with men given a 10-second head start. Gals who catch their man get to keep him for the evening...or at least for a drink! Ladies get in free.

Army American Idol

Hold a month-long contest to determine the most talented soldiers and family members on your installation. Establish different categories such as: Male & Female Vocalist, Best Karaoke Singer, Best dancer, Best Comedian, Best Rapper, Best Musician, etc. Bring the 3-weekly finalists together on the last weekend and have the audience vote!

**Finalize those Christmas and
New Year's Party plans!**

**Doing some advance planning...check the
May "Dates to Celebrate" listings!**

Management Reminders

Nominations for the James A. Carroll, Jr. Award for Excellence in Club Management and the Excellence in Management Awards for bowling, golf, recycling and leisure travel are due this month. Find out more on www.armymwr.com.

DON'T FORGET...

November 20th there will be a lot of tense folks when the **Great American Smoke Out** takes place. Calm their nerves with free mints and gum...soft music in your club...free munchies...a roving masseuse with free shoulder rubs.

Bowl for Buddies!

Bowlers register in advance to participate. Hold it on a slow night and charge a small entrance fee, since your lanes will be closed to other bowlers that evening. Turn up the music and have some fun! When bowlers show up at your center to participate in this event, they are given a bag. The bag contains a blank nametag for them to wear, and instructions about which lanes they will be bowling on for the event's three games. Bowlers go to the first lane designated on their nametag and bowl with three people...move to the second designated lane to bowl with three new people...and so on.

Upcoming Trade Shows

NOVEMBER

International Hotel & Restaurant Show—
New York (www.ihmrs.com) (888) 334-8705

DECEMBER

**Armed Forces National Bowling
Championship** (TBA)

JANUARY

**PGA/Armed Forces Golf Course Manager's
Seminar**. Orlando, FL.

MORE COOL IDEAS...

2 ELECTION DAY... Hold an Election returns party...that runs all day and into the night. Offer big screen TVs and a breakfast buffet for those who stick with you. Award prizes for those who correctly predict which States will go to which candidate. Divide the room to separate Democrats from Republicans.

3 Celebrate the Sandwich... Recognize the inventor of the sandwich, John Montague, the 4th Earl of Sandwich, who needed a time-saving meal while engaged in a 24-hour gambling session back in 1762. Tie-in a casino night or similar affair. Invite guests to invent their own sandwich from a buffet with a multitude of fixings...offer sandwich specials.

7 National Men Make Dinner Day... Give wives a break and let the men whip up some culinary delight ..BBQs not allowed. Cheaters can take the family to the club for dinner!

8-9 Great American Warm-Up... This weekend is set aside to clean out the closets and cabinets and donate warm wearables or canned goods to charity. Throw some fun into the mix with special hot drinks...stews...spicy foods at the "turn-in" point.

9 Fall of the Wall... Celebrate the opening of the Berlin Wall in 1989 with special German beers and a German menu. Host "wall-related promotions" like wall-climbing...letting patrons suit up to jump onto a Velcro wall.

11 Veteran's Day... Honor America's military heroes today. Give out small flags. Free bowling for soldiers and retirees.

11 Fasching begins... Party begins on the 11th hour of the 11th day of the 11th month! From November 11th until Lent Begins, the Germans host a national party! Why not hold your own costume balls...with German music...food & beverage specials. Find a sponsor for a trip to Germany for a grand prize.

18 Push Button Phone Debut... Cordless or cellular phone give-away...phone cards.

25 THANKSGIVING

30 Stay at Home Because You're Well Day... call in well...be up front about it!

Month-at-a-glance . . .

November 2004

<i>SUNDAY</i>	<i>MONDAY</i>	<i>TUESDAY</i>	<i>WEDNESDAY</i>	<i>THURSDAY</i>	<i>FRIDAY</i>	<i>SATURDAY</i>
	1	2 <i>ELECTION DAY</i>	3	4	5	6
7	8	9	10	11 <i>VETERANS DAY</i>	12	13
14	15	16	17	18	19	20
21	22	23	24	25 <i>THANKSGIVING DAY</i>	26	27
28	29	30				

December 2004

DATES TO CELEBRATE

- 1** Basketball created (1891)
Mini-Skirt introduced by British
(1965) (see back)
- 1-30** BINGO Birthday Month
(1929) (see back)
- 4** Prohibition ends
(1933) at midnight
National Cookie Day
- 5** Bathtub Party Day
(see back)
- 6** Chester Greenwood
invents the earmuff
- 7** Pearl Harbor Day...at
7:55 a.m. in 1941
"A date that will live
in infamy."
- 11** Decorate a tree day (see back)
- 12** Poinsettia Day (see back)
Frank Sinatra's Birthday (1915) (see back)
- 13** National Hot Cocoa Day
- 14** Nostradamus Birthday (1503) (see back)
- 16** Boston Tea Party (see back)
Nat'l Chocolate Covered Anything Day
- 17** Kitty Hawk...First Flight
- 20** Louisiana Purchase Day (see back)
- 20** Hanukkah begins
- 21** Winter begins...shortest day of the year
- 25** CHRISTMAS DAY
- 26** Kwanza begins
(7-day black family observance)
- 27** South Dakota Frozen Foot Rendezvous
(see back)
- 29** Still Need to Do Day! (see back)
- 31** NEW YEAR'S EVE (see back)

COOL EVENT IDEA...

Winterfest!

Warm things up this winter with a month-long winter festival at all your MWR activities.



- Celebrate the birth of BINGO on the 1st of December by giving away some "cold" cash...a piece of diamond jewelry...an Alaskan cruise for a special game or drawing.

- Heat up your menu with Cajun specials and other spicy food favorites.

- Hot chocolate, tea and coffee drinks... spiced wine...hot buttered rum. Add some Beethoven and celebrate his birth on the 16th.
- Celebrate National Cookie Day on the 4th with a cookie-bake-off...or free, warm, cookies!
- Kick-off a month-long contest for a hot tub...to commemorate Bathtub Party Day on the 5th.
- Organize a 2 mile cross-country ski tour...a "frozen foot" outdoor rendezvous...or a skating party if you have a pond. Don't forget the roasted chestnuts!
- Warm up the darkness with a fantasy of lights tour...or a decorated house tour...top it off with the lighting of the community tree.
- Winter Solstice celebration at 8:14 p.m. on the 21st. Mark the official start of winter with a bonfire or Yule log...hot drinks and eats! Add some "hot jazz," Sinatra sounds...or Edgar Winter (get it?).

Check June "Dates to Celebrate"!

Management Reminders

It's catering season! Is your catering operation using control number contract forms (either automated or through FM)? Contracts must be controlled to prevent fraud.

DON'T FORGET...

'Tis the season' to celebrate safely! Make sure you offer a designated driver program.

Upcoming Trade Shows

DECEMBER

Armed Forces National Bowling Championships

JANUARY

PGA/Armed Forces Golf Course Manager's Seminar. Orlando, FL.

BOWLING PROMOTIONS

NEW YEARS EVE "X-TREME BOWLING PARTY": Bring in the D.J. for 'Rock'n Bowl...all night bowling for \$20/person including a breakfast buffet at midnight. Fun for all ages...families...or part of a "First Night" celebration.

FAMILY LEAGUES: Advertise now for a summer family league made up of Mom, Dad and two teenage children, neighbors or friends and relatives.

EVEN MORE COOL IDEAS...

29 "Still Need to Do" Day... There's no time like the present to fulfill those fantasies before time runs out. Hold an essay contest where entrants tell one thing they "still need to do." Charge a \$5 entry fee, with proceeds to the winner to help with dream fulfillment.

MORE COOL IDEAS...

1 Mini-Skirts Introduced...Special menu of "mini-burgers," mini-prices...or other mini-specials.

1 BINGO Birthday Month...Special games & prizes all month long. Expanded appetizer month.

5 Bathtub Birthday Party...Forget showers...enjoy a good soak! See who can sit in a tub full of ice the longest. Or...hold a month-long drawing for a hot tub!

11 Decorate a Tree...Hold a tree decorating contest as a unit or group function. Sell trees and donate proceeds...or donate the trees to deserving families or hospitals.

12 Poinsettia Day...Honor Dr. Joel Roberts Poinsett who introduced this popular Holiday plant to the USA. Hold drawings for poinsettias or sell them on this day.

12 Celebrate Frank Sinatra's Birthday with a "Rat Pack" Party. Play Sinatra's favorite hits...hold a casino night...Give Sinatra CDs as prizes.

14 Nostradamus Birthday...Bring in a fortune teller to make predictions for your customers.

16 Boston Tea Party...Tea and crumpets or Long Island Ice Tea and sports! Add anything chocolate!

20 Louisiana Purchase...An evening of spicy Cajun cookin' and Cajun music. Contests for eating the hottest chili pepper or the most hot wings! Grand prize goes to the guest who can tell what the Louisiana Purchase was! Dinner for 2 for \$20...the price of one square mile when we bought it!

25 MERRY CHRISTMAS!

27 Frozen Foot Rendezvous...Join the folks in South Dakota! Hold a treasure hunt, shooting competition, camp out and cook out! Sponsor a 2-mile walk or cross-country ski event.

Month-at-a-glance . . .

December 2004

<i>SUNDAY</i>	<i>MONDAY</i>	<i>TUESDAY</i>	<i>WEDNESDAY</i>	<i>THURSDAY</i>	<i>FRIDAY</i>	<i>SATURDAY</i>
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
					<i>CHRISTMAS EVE</i>	<i>CHRISTMAS DAY</i>
26	27	28	29	30	31	
					<i>NEW YEAR'S EVE</i>	

