



## SCOTT FRAGER BIOGRAPHY

Since his graduation from college, Scott Frager's life, both waking and sleeping, has been filled with the sound of bowling balls striking pins! As one of the nation's leading proponents of bowling, Scott's expertise in promoting the sport and business of bowling has led him to a multi-faceted career in the industry.

Scott is the president and CEO of B2B Media, Inc. and publisher of *International Bowling Industry Magazine*, recognized as the leading international bowling industry publication. The magazine will celebrate its 21 anniversary in 2015. In 1996, Scott was also chosen by his peers to become executive director of Bowling Centers of Southern California, a regional trade association which currently has over 100 members. He is also co-founder of Bowling Business Builders International (BBBI), an organization which provides assistance to bowling centers in operating and promoting their facilities. One of BBBI's major initiatives is its decade-old "Kids Bowl Free" program, which has provided an opportunity for more than 8 million kids to bowl free all summer long.

Scott's primary focus is on his role as general manager of PINZ, one of Southern California's largest and most state-of-the-art bowling centers. Located on Ventura Boulevard in Studio City in the heart of the San Fernando Valley, PINZ offers 32 lanes of bowling action, a full arcade featuring current and classic titles, a VIP billiards room and lounge. Scott has focused his attention on attracting major corporate and non-profit functions to the bowling center, which is also recognized as a venue which attracts many entertainment personalities.

Active in his community, Scott is vice president of communications of his synagogue, Adat Ari El, serves as executive board member of the East Valley Los Angeles Police Department Police Activity League Supporters, and is an active board member on the Studio City Business Improvement District. He and his wife Jackie live in Studio City with their three children, Elizabeth, Joey and Sammy. Scott holds a B.S. degree in Communications/Advertising from the University of Kansas.

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