

Trifecta Launches Marketing Division

New Group to Help Companies Bring Fun Experiences to Local Markets

Now in its 20th year, Trifecta Management Group recently announced the creation of a new marketing division, Trifecta Marketing Services (TMS). Its goal will be to provide marketing solutions for small and medium-sized businesses, helping them profitably deliver the right kind of fun to their local demographics.

A key focus of Trifecta is the FEC, many of which have bowling as an attraction or anchor (which is a big reason why they'll be in booth #171 at Bowl Expo this month). In fact, Trifecta owns a few centers of their own including Plank in Oakland, Calif., a beer garden with bowling and arcade games. They also already operate the marketing departments at many similar venues.

"Adding marketing services to our portfolio of offerings is a natural step in our company's evolution," said managing partner Ron Lam, who founded the Trifecta in 1999 with Michael Auger and Bruce Nussbaum, all formerly of GameWorks.

"Over the years, we've probably been involved in 50 different concepts and 75 or so locations total, development and operations-wise," he said. "And we've developed this marketing department with people interested in



Ron Lam

new technology.

"We've created such a great group of talented individuals that we decided to create TMS."

Those people include Bridget Smith, EVP of marketing and group sales; Bennie Thomas, director of

sales; Sarah Vigil, senior marketing manager; and marketing associates Linda Tracy and Kathy Phan.

Lam credits the team with building the company into what it is today and what it will be in the future.

"The reason why we got into this business is because we're passionate about it," he said. "We like helping other business partners out and creating different types of experiences for local markets with different kinds of demographics."

With TMS, Lam said they already have five new clients: FECs, a film studio and a gourmet grocer. They're always looking for families who want to get into businesses or developers looking for anchor locations.

When Trifecta has done market studies in the past, they look at how many bowling lanes are in the market, for example. "Sometimes, it's prime for a

new bowling concept to come into this market," Lam explained. "There's no specific form that we follow."

However, he did say the company likes working from a blank slate, planning out the bowling, arcade, virtual reality, laser tag and whatever else might go into a certain location.

That also includes food, something else Trifecta is delving into more and more seriously, thanks to their culinary director, Chef Brad Rishmany, who has cooked at the White House and the Super Bowl.

"We've got to deliver a great product with top notch food and beverage," Lam noted, adding that the company would be detailing another new division, Trifecta Eats and Drinks, this fall. "If you have good quality food that people are expecting, you have a repeatable experience."

Lam encourages potential partners to visit them at the Bowl Expo, their first time at the event. "Come talk to us. We want to help your business out at a reasonable cost," he said. Sometimes, of course, partnerships don't make economic sense or wouldn't work out for some reason. That's all right, too.

"We want to make sure we're on the same page with those we partner with," Lam said. "We're not mercenaries just trying to earn a buck." R



Curating fun: A look at the bowling and arcade facilities at Plank, a TMG-owned location in Oakland, Calif.