

Emagine the Possibilities

Michigan is a beautiful state with an abundance of natural resources, amazing people and, of course, is home to several hundred bowling centers. I believe the number to be 305. Actually, 306 if you add the recently opened Star Lanes in Royal Oak this past May.

The entire state has, arguably, been one of the hardest hit during the U.S.

economic crisis. Located in the southeast portion of the state just outside of Detroit, Royal Oak may as well be in a different state entirely. While Detroit is a city that is suffering from an unemployment rate topping 20%, suburbs like Royal Oak, are faring much better. So much better, that entrepreneur and movie theater chain chief executive, Paul Glantz is betting on Michigan, Royal Oak and bowling to take his latest business creation to new heights.

When I first learned about Glantz and his bold and innovative project from manufacturer US Bowling Corporation, I knew I had to research it. My editorial instincts kicked in and my gut told me this would be a story we'd be featuring

in IBI. Truth be told, my team and I scheduled this for our October cover story even before the first photos arrived.

How appropriate that a theater chain called Emagine Cinemas thought of bowling as it's way of standing out amongst the crowded movie theater market and in a challenging economic environment.

This past month I had a chance to visit northern Michigan for a few days of business meetings and to celebrate a friend's 70th birthday. The Upper Peninsula (UP) as it is known is light years away from the big cities and the action of southern Michigan.

During my 72 hours up north at my friend's cottage overlooking a slow, winding river, I had my first opportunity in many years to truly unplug from the day-to-day of being a father, husband and publisher.

The ever-lit campfire and never-ending fellowship of being around friends—while making new friends—helped me rediscover a creative side of my life that had been locked away.

There must be something in the Michigan air that fosters a sense of creativity and free-spirited thinking. Even I could Emagine the possibilities.

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**HOW DO YOU
ENCOURAGE
IMAGINATIVE THINKING
AT YOUR CENTER?**