



By Anna M. Littles

# THE GOSPEL OF BOWLING

A FAMILY THAT BOWLS TOGETHER, STAYS TOGETHER, ACCORDING TO REV. RUNS.



Rev. Run and his wife, Justine, in the ad for their reality TV show, *Rev. Run's Renovation*.

Steve Hickerson's company, Infinity Bol, specializes in one thing: taking bowling into locations where a standard bowling center will not fit. In other words, Steve has perfected the mini lane. He has installed them in neighborhood bars and private homes. He can modify a bowling lane to fit the tightest of spaces.

With such a stellar record, it's no wonder that when one of the

founding fathers of hip-hop, Rev. Run—aka Joseph Ward Simmons, co-founder of New York hip-hop group Run-DMC—had a vision of a bowling lane in his home, Steve heard the call.

And before you know it, there was a TV show on the DIY network built around the renovation of Rev. Run's basement.

Who is Steve Hickerson, and how did he lay down the mini-lane market? In 1979, right out of college, he did what all new grads do: sent out résumés looking for an open door to a career. He knew he wanted to be in sporting goods sales, and after sending out 100 résumés, garnered an interview with Brunswick. Six months after joining Brunswick, he was assigned a territory in Minneapolis for five years, then transferred to Pennsylvania and the East Coast for another five.

With a decade under his belt, Hickerson moved to Mendes, a Canadian company credited with introducing miniature bowling. Mendes called its game "Bowlingo." In succession, Mendes was bought by a French venture capital company, bankrupt a 35 year company within 18 months, and was acquired by Qubica, which changed the 'Mendes' name to 'Phoenix.'

It was 1998, and Hickerson had decided to leave Mendes and launch his own miniature bowling company. But he was not in business for himself for



Steve Hickerson, owner of Infinity Bol, poses with the Rev during the installation of the lane.

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long before Qubica won him back by offering him an opportunity to develop and run its mini bowling product. Steve renamed it Highway 66, and ran the sales and service department while establishing a distribution network. A few years later, Qubica merged with AMF.

It was during that transition that Steve relocated to south Florida, where he is today. Knowing the potential of the mini lane market, he launched Infinity Bowling in 2008, targeting private

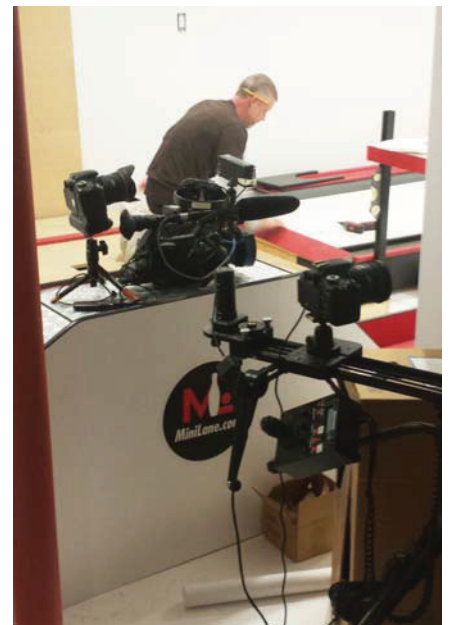


Delivery of the bowling equipment to Rev. Run's home.



homes. It's a market that he sees as having the means to keep his business afloat during difficult economic times.

He states, "Bowling is still popular; it's very much Americana. These mini lanes are the real thing—real lanes, real pins and real balling balls. The action is there, the sound is there and it's bigger than life. It's very much an 'Oh yeah!' moment."



Let the installation begin!

Rev. Run and wife Justine's home is 9,000 square feet but the basement is narrow and tight—a "rabbit hole," according to Steve Kantor, director of DIY's *Rev. Run's Renovation*. "There were four [or] five interconnected storage spaces including a movie theatre and Rev. Run's recording studio."

The movie theater was moved



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upstairs in order to create space for the bowling lane, but “there still was not a lot of room to spare,” Kantor said. The dimensions of the space were sent to Hickerson, who came back with several options that would fit both the space and the owners’ style.

“Hickerson had seen previous episodes of the show and had a sense of Rev. Run and Justine’s color palette,” said Kantor. “He knew what they liked and came up with a concept that matched it, including the lights. When he showed the plans to Rev. Run and Justine, they went for it.”

The shoot for the TV show took about four days. “It’s unique to film people in their homes while [the home] is under construction,” Kantor observed. “Rev. Run, Justine and their family are a lot of fun to work with

and they enjoyed themselves during the filming. Hopefully it carries through the viewing of the show.”

The show chronicles other renovation at Rev. Run’s and usually, “he likes to be far away from home during the renovations,” Kantor reported. “But with the bowling alley, he’s down there all the time.”

Kantor said he had never seen Rev. Run more excited about a renovation. “If they’re not sure where Rev. Run [is] in the house, chances are he’s downstairs bowling. It brings back great memories of when Rev. Run and Justine bowled regularly in Queens, NY, and loved it.”

Today, the family’s mini lane has been a big success on and off the screen, with the family using the mini lane all the time. As Justine proudly declares, “The family that bowls together, rolls together.”

Amen to that! ♦



Anna M. Littles, a screenplay and freelance writer and producer originally from the Bronx, NY, now resides in Santa Monica, CA. You can see her work on YouTube, IMDB, or on her website at [www.alittleLA.com](http://www.alittleLA.com).

### Let's Go Bowling! For the very best in Bowling Alleys for your home, check Rev Run's Renovation on the DIY network.

When Rev and Justine decided to transform their basement into a family fun zone, they called Steve Hickerson of Infinity, provider of the MiniLane bowling attractions. Infinity produced a “super sleek” home bowling alley with Full-size Pinsetter, AutoScoring, Lane, Pins & Balls, which is the centerpiece of their renovation.



Season 2 of this hit show (seen last year by 13 million viewers) premiered January 3 with the episode entitled “Rev Strikes Again.” Contact Infinity today for details of how to add “Real” Bowling to your home!

Visit <http://www.diynetwork.com/rev-runs-renovation/rev-strikes-again>

**Infinitybowl.com**



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