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## Pincrest Bar & Lanes

## Meet Aimee, Owner of Pincrest Bar & Lanes



**Aimee Cohoon – Johnson** of Spring Lake  
- Owner, Pincrest Bar & Lanes

Folks ask “Have you always wanted to own a bar?” “Never thought about it before.” “Are you a good bowler?” “Nope, I’m lucky if I break a hundred.” “So why did you buy Pincrest?” There are a couple of reasons why my family and I decided on Pincrest. First off, having a connection to the community was appealing. Fruitport is still a small town. People know each other, look out for one another, and like to be part of things together, and we wanted to be in on that. Second, Fruitport Lanes started in the early 50’s and my husband (Tom Johnson, of Fruitport) and I thought it was important to preserve a piece of local history. Lastly, having spent 25 years working in the automotive industry, it felt like a great opportunity to apply common business strategies and production methods in a non-manufacturing environment. During my career, I’ve had the opportunity to direct international sales and global purchasing, and had leadership responsibility for strategy, business and process planning, and team development. Since Pincrest has a viable bar business and is also a bowling alley full of mechanical equipment, it’s a special blend of all the things that I have developed a passion for over the years. We had a family meeting and decided it was a good time to try something different.



**Lee Childers** has been helping out at Pincrest since 1986!

## Community Lifesaving Award

by Heidi Tice



On December 13, 2018, Luke Anhalt was on the basketball court practicing at Calvary Christian School. All of a sudden he collapsed and was in cardiac arrest. The majority of people this happens to do not recover. Due to the grace of God, as well as the calm and quick actions of Coaches Zehr and Harris, Luke survived the emergency.

The task to save Luke's life was shared by many emergency responders. Lisa Wilks-Wright answered the 911 call that Michael Harris made. She dispatched emergency responders and ambulance services. While Fruitport Fire Department was in route, Dr. Jeff Zehr administered the first of many treatments that would save Luke's life. He used the AED device that Calvary Christian Schools had the foresight to have on hand in the gym, according to Public Safety Director Brian Michelli. With the type of cardiac event Luke had, if he

The vision for Pincrest Bar & Lanes is simple: Meet you at the corner! We've developed a marketing and business plan centered on creating a unique atmosphere for adults. Maybe you love the challenge of bowling at the HOUSE -of- PAIN, or enjoying a craft beer on our patio, or listening to a local artist do an acoustical set everyone can sing along to. Maybe you love darts, or corn hole, or spending time with friends. Whatever it may be, we're aiming to create a gathering space where folks can connect, enjoy the atmosphere, share old memories, and make new ones. We are also committed to being a good neighbor and an active member of the Fruitport business community. Pincrest will continue to support local charities and Lions Club fundraisers, such as our annual Fruitport Regulators motorcycle run that takes place on the Saturday of Memorial Day weekend. This past winter we raised over \$3,500 to support the needs of local families during the holidays, and have set a goal of \$5,000 this year. It feels great to be a part of something so special.



**Pincrest team:** Left to right back row: **Tom, Rachel, Teri, Kay, Gerri.** Left to right front row: **Deb, Mandi, Amy, Aimee.**

What's all the buzz about? Stop in and meet our team! We're having fun, and it's our goal to make sure guests are too. While you're here, see what's new. Our building is in the midst of a makeover and we are investing in new equipment, refreshing our look both inside and out, and working with the township to obtain approvals to fence in the south yard area and open a seasonal walk-up bar. We've had a great first 6 months and I'd like to thank our Pincrest team for their commitment, our bar goers and bowlers for their encouragement and support, our friends for all their help, and my family for giving me the chance to do something a little out of the ordinary. I'm looking forward to whatever happens next. Hope to see you at the corner!