March/April 2003

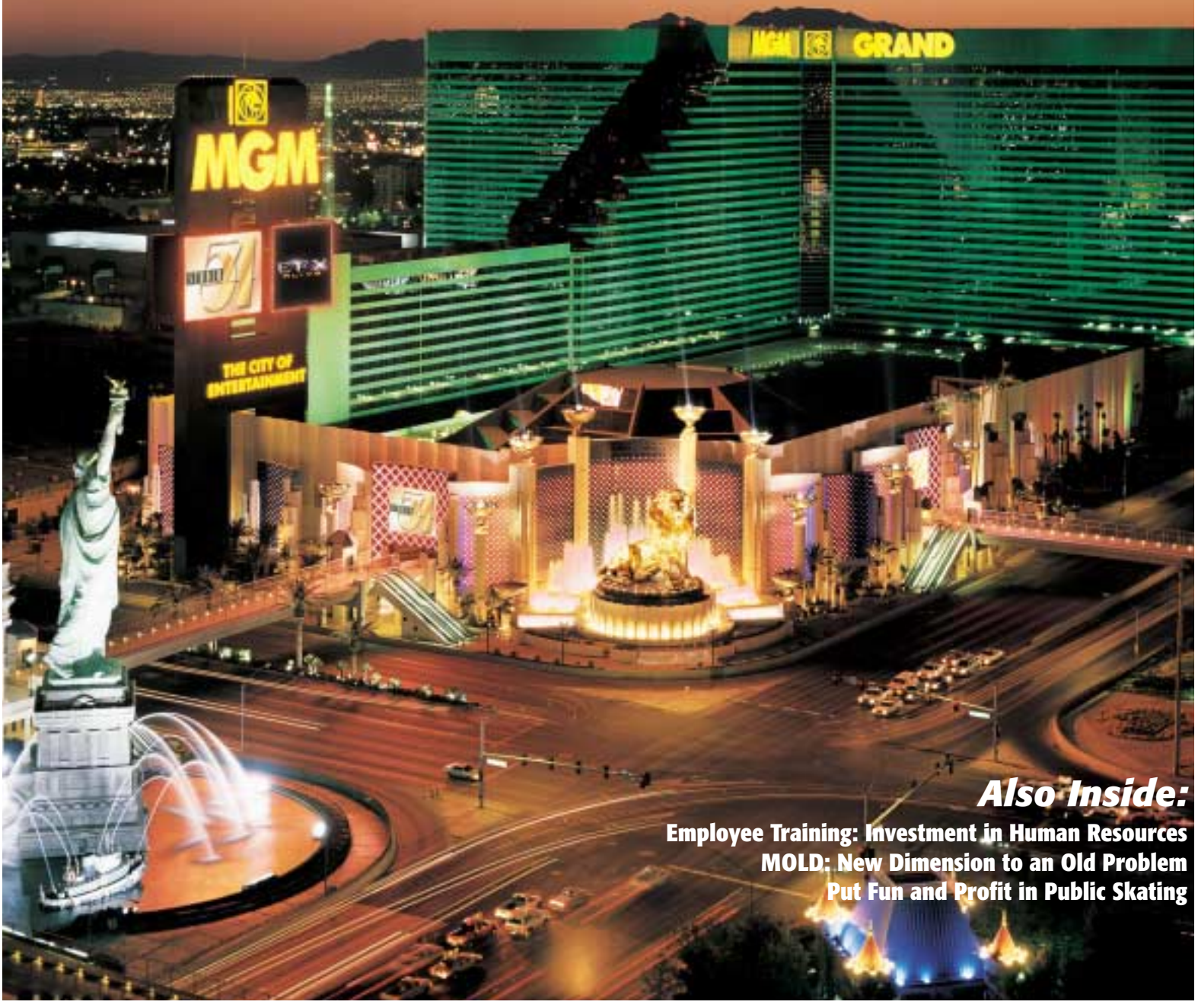
ISI EDGE

The professional journal for the ice skating industry

Special Conference & Trade Show Edition

Prospectus Enclosed

ISI 2003 Conference & Trade Show



Also Inside:

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MOLD: New Dimension to an Old Problem
Put Fun and Profit in Public Skating

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For over 40 years, the Ice Skating Institute has been leading the way for owners, operators and employees of ice arenas worldwide – through educational programs, recreational activities, professional services and publications designed to assist in operating facilities productively.

The Ice Skating Institute continues to offer its participant, professional and vendor members quality programs and services tailored to meet their needs, whether it's the ISI's recreational hockey or figure skating programs, ISI's highly acclaimed Ice Arena Institute of Management, or the annual ISI Conference and Trade Show.

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ISI EDGE
The professional journal for the ice skating industry

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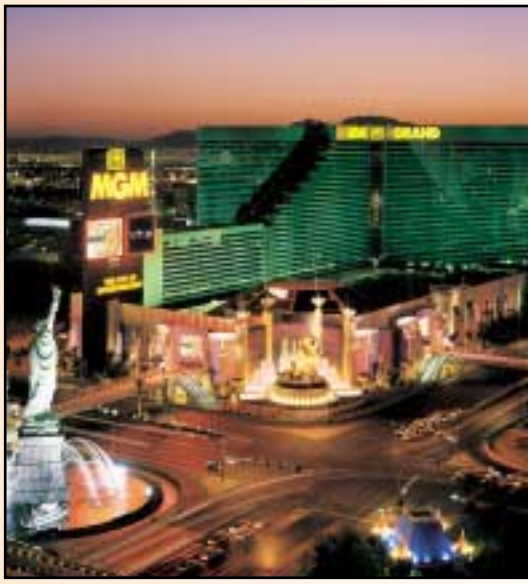

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Dedicated to providing leadership, education, and services to the ice skating industry.

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news and notes

ISI, USFSA, PSA Announce Joint Effort

ISI President Jim Lange recently announced that the ISI Executive Committee has approved the concept of working with the PSA and USFSA to develop an improved system for accreditation of ice skating coaches. The following statement was approved:

The United States Figure Skating Association (USFSA), the Professional Skaters Association (PSA) and the Ice Skating Institute (ISI) are developing an industry-wide system of accreditation for ice skating coaches. The primary goals are:

1. Promote quality instruction in a safe and wholesome environment.
2. Promote qualified, educated and ethical coaching.

The project is a coordinated effort of all three organizations and is a positive step for the entire ice skating industry.

ISI Exhibit at Let's Play Hockey Show

The Ice Skating Institute exhibited at the Let's Play Hockey Show in Las Vegas, NV, January 19-22, 2003.

"We feel that it's important for ISI to reach out to all facets of the ice arena industry. We have over 40 years of experience as the leading trade association and our members are among the leaders in this business," said ISI Executive Director Peter Martell. "We want all existing professionals and those entering the industry to know who the Ice Skating Institute is, what we do, and how we can benefit them. Our programs and services are the grassroots of growth for this industry. We offer an unprecedented wealth of information, resources and referrals for industry professionals. Our annual Conference and Trade Show is the leading educational and networking gathering in the ice skating industry, and ISI's Ice Arena Institute of Management (iAIM program) is educating, preparing and certifying the industry leaders of tomorrow."

FMC Partners with US Marines for Toy Drive

Facility Management Corporation (FMC) and the Massachusetts Department of Environmental Management (DEM) partnered with the United States Marine Corps in a "Toys for Tots" drive November 30 - December 15, 2002. Individuals who donated a new, unwrapped $5 toy were offered free admission to public skating at the 13 DEM skating rinks operated by FMC. This was the sixth Christmas season for FMC and DEM to partner with the Marines for this event.

New Addition of *Skater's Edge Sourcebook* Released

The new, 552-page third edition of the *Skater's Edge Sourcebook* is available for skating consumers and industry professionals. This updated and expanded edition of the *Sourcebook* offers readers detailed listings of:

- over 1,400 ice rinks
- more than 900 companies offering goods and services to the skating community
- detailed information on makes and models of figure and hockey skates
- listings of videos, books, publications, associations, federations, and more ....

The new *Skater's Edge Sourcebook* is available through Barnes & Noble and Borders bookstores and can be ordered online at www.skateredgemag.com. The retail price is $35, plus shipping.

Colleges Earn Coaching Education Accreditation

Georgia Southern, James Madison (VA) and Shippensburg (PA) Universities have received accredited status for their coaching education program from the National Council for Accreditation of Coaching Education (NCACE). NCACE grants accreditation to educational programs that meet or exceed requirements established as essential to the preparation of well-qualified coaches at five levels. NCACE is a not-for-profit organization comprised of organizations and

individuals involved in or supporting coaching and coaching education. A National Coaching Conference will be held June 19-21, 2003 at the Penn Stater Conference Center in State College, PA. For more information, visit the NCACE homepage at www.aahperd.org/naspe/progrms-ncace.html or call 800-213-7193, extension 417.

Breaking the Ice

Facility Management Corporation has launched a program called "Breaking the Ice" to provide ice skating and ice hockey equipment and opportunities for economically disadvantaged children. The program was developed to help break down the economic barriers of ice skating programs and to furnish children with necessary equipment at no cost. Donations of new and used equipment are being accepted at FMC managed facilities. To be eligible for the program, families must submit an application and verify that the household generated $30,000 or less in annual income. Applicants can seek assistance for Learn to Skate classes, ice hockey, or figure skating.

Working in cooperation with local ice skating and ice hockey programs, "Breaking the Ice" will arrange assistance in the form of reduced tuition and/or scholarships for lessons as well as equipment. For more information or to make donations, call Rick Nadeau at 781-982-8166, extension 106.

Coyotes Partner with Polar Ice

The Phoenix Coyotes have struck a joint marketing deal with Polar Ice Entertainment Inc., owner of ice arenas in Peoria and Chandler, AZ. The Polar Ice facilities will become Coyotes Centers. The Phoenix Coyotes will sell building naming rights and other sponsorship opportunities as well as assist Polar Ice with marketing strategies and creative services. A corporate sponsor's name will precede Coyotes Center. Polar Ice Entertainment will continue to own and operate the facilities. The arenas will be redecorated in Coyotes colors with the team logo and merchandise prominently featured. The team will periodically practice at the Polar Ice locations and will host events where youth and amateur hockey players and fans can meet Coyotes players.

Use of FrontLine Solutions' RMS Spreads

FrontLine Solutions, a Venue1 Company, has successfully installed its Rink Management Systems (RMS) in the Alltell Ice Den (training facility for the Phoenix Coyotes) and HealthSouth Training Center (training facility of the LA Kings). FrontLine Solutions was also selected by the Powerade IcePort to automate its facility. The company has signed contracts to provide Point of Sale devices for the Philadelphia Eagles' new Lincoln Financial Field opening in September 2003. FrontLine's POS units have been installed in each of the four new football stadiums that opened in 2002: the Seattle Seahawks, New England Patriots, Houston Texans and Detroit Lions. FrontLine has over 300 customers in the sports facility market across the U.S. and Canada.

Chattanooga Figure Skating Club Wants Ice

Chattanooga, Hamilton County, TN has ice skaters, hockey teams and professional coaches but no ice arena. At the 24th Annual Ober Gatlinburg Invitational Team Championships last September, local coaches Linda Pope and Deborah Cary Gibb took their students, who practice in Atlanta, Nashville, Knoxville and Huntsville, AL, to compete. They earned 60 individual medals, including 17 Gold, 20 Silver and 12 Bronze and the second place team trophy. Up until last August the skaters practiced on a small mall rink, but it was sold and dismantled. Pope and members of the Chattanooga FSC have issued an appeal for an entrepreneur to build a new ice arena in Chattanooga. According to Pope, the population of the 19 county area surrounding Chattanooga is over 700,000. "Chattanooga is a fine community that would welcome a well-run rink and we have the skaters to keep it going," she says. "If you are tired of competing with rinks all over town, think of Chattanooga and the only competition you will need to worry about is the one in your rink."

Used Ice Resurfacers Available at No Cost

Facility Management is offering to provide at no cost seven used Zamboni HDB ice resurfacers and one used Zamboni HD machine to publicly owned (state, county, municipal, college or school) or non-profit ice arenas. The machines are garaged throughout MA. They are propane fueled and operational. Most have a board brush, catalytic converter and vertical exhaust. Only a few have an operational wash water system. They are 27-30 years old and have varying degrees of corrosion. They would make good backup machines or marginal primary machines for seasonal rinks. Interested parties will be required to sign an indemnity agreement and to pay to transport the machine(s) to your location. If you are interested in one or more of these machines, please contact Facility Management Corporation at 781-982-8166.

New Construction

- Fort Collins, CO - Work is underway on an expansion to the Edora Pool and Ice Center with completion scheduled for March 2003.

- Superior, CO – A $1.2 million complex with NHL-sized ice rink is being built with funds raised by the Boulder Valley Hockey Foundation.

- Mt. Laurel, NJ – The IGLOO is scheduled to open in early March.

- Kelowna, BC, CN – The $15.9-$16.6 million Mission Sports Centre is scheduled to open in September 2003. The 192,000-square-foot centre will include two NHL-size ice rinks with seating for 700 spectators, two indoor sports fields with artificial turf, a 4,000-square-foot recreational ice skating area with a three-lane running track, six-lane sprint track, and offices and meeting rooms on a mezzanine. An 8,000-square-foot fitness center is to be completed within one year of the centre's opening and a restaurant within 18 months.

- Scranton, PA – A new Ice Box is being built by developer Robert Burke who developed the Ice Box in Pittston Township. The new 140,000-square-foot recreational and commercial complex being built in Scranton will house an indoor ice rink, a roller skating/roller hockey rink, 16 retail store spaces and approximately 25,000 square-feet of office space. The anticipated cost of the complex is between $4 million and $6 million with a projected opening for late July or early August.

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• Bremerton, WA – Ground was broken last September and construction is underway on privately funded Bremerton Ice Arena. The 39,565-square-foot, single sheet facility will include a large heated lobby with pro shop, food court, 1950s soda fountain, video arcade, skate rental area and party rooms. The state-of-the-art, year-round facility, scheduled to open this spring, will offer Learn-to-Skate, youth and adult hockey, figure skating, and short track speedskating. Owner and Managing Director Greg Meakin has a 50-year concession agreement with the city of Bremerton for land use. In return he will provide 196 hours per year of community ice time for the Parks and Recreation Department. Meakin says he will develop programs to target participants with special needs and those less fortunate.

• St. Catharines, ON, CN – The town council awarded a $3.8 million contract for construction of Niagara-on-the Lake's new NHL-sized ice arena. An official opening is expected in October.

• Las Vegas, NV – The Orleans Hotel-Casino is building a $53 million arena. The 80-foot tall, 9,000 seat, 167,000-square-foot facility will be home to the Las Vegas Wranglers hockey team, an expansion West Coast Hockey League franchise, and will host boxing matches, concerts, rodeos and conventions. There is an ice refrigeration system under the floor and 10,800 square feet of divisible meeting room space. There are two giant monitor screens, spacious stadium chairs, 50 concourse food and beverage vendors and a two-story, 2,558-space garage with drive-up valet service. The 24 suites with leather reclining chairs and concierge service have sold out at up to $60,000 a year, and half of the $1,850 club seats are sold as well.

• Ebensburg, PA – Bids came in under estimates for the construction of a full-sized ice rink with four locker rooms, a pro shop, snack shop, skate-rental area, large commons area and bleacher seating for about 150 spectators. The rink, to be built near Central Cambria High School, is designed for multiple uses, including roller ball and roller hockey in the summer. ISI member Burley's Rink Supply was a successful bidder on the project.

• Harmar, PA – A third ice rink will be added to the Blade Runners Complex. The new 600-seat rink will serve the needs of the Pittsburgh Amateur Penguins Hockey Association.

• Glendale, AZ – The arena being built for the Phoenix Coyotes is scheduled to open on December 14, 2003. The Coyotes are expected to sell naming rights for the Glendale arena to a major sponsor and to strike deals with eight other companies as "founding partners" who will have prominent arena displays.

• Wayne, NJ – A new, state-of-the-art 76,500-square-foot ice arena is being built by World Wide Athletic Recreation, LLC, in Wayne. Ground was broken in December with a planned opening set for July. The new facility features two NHL-sized rinks, a central atrium, and an elevated restaurant and observation area overlooking both rinks. Each rink provides seating for over 300 spectators. A decorative glass arched entry with dual automatic sliding doors forms the front entrance into a 2,800-square-foot lobby with cathedral ceiling. Off the lobby are the skate rental and customer service area and 1,600-square-foot full service hockey and skating pro shop. Automatic sliding doors provide the entrance to each rink. Upstairs, a glass walled 3,500-square-foot restaurant with gourmet coffee bar adjoins the 1,000-square-foot arcade game room. Four party rooms, two with glass walls adjacent to the rink provide optimum viewing. A state-of-the-art lighting system, sound system and fog/haze equipment along with a high-tech closed circuit video recording system is being installed on each rink. Hockey leagues, figure skating, public skating, learn to skate programs, skating clinics, hockey clinics and tournaments will be offered at the new facility. For more information on this arena and/or job opportunities, contact Larry Tippner, partner and general manager, at 201-818-5300.

Arena Openings

• Andover, NH – Proctor Academy held a dedication ceremony for its new ice arena last November. The facility is named the Teddy Maloney Rink for a graduate who died in the September 11, 2001 terrorist attacks on the World Trade Center.

• Knoxville, TN – The $5.8 million, 50,000-square-foot Icearium opened on December 20, 2002 with one NHL-sized sheet of ice and plans for a second sheet. The facility features seating for 300 people, four locker rooms, three hospitality rooms, a full-service concessions area and numerous flat-screen TVs with DVD/VCR and satellite TV programming. Facility programming offers ice skating, hockey, broomball and curling classes. The first session of ISI Learn-to-Skate lessons enrolled 250 students. Bill Shipstad is the general manager, Todd Schwartz the assistant general manger, Donnie Brown the facility manager, Nikki Copeland the director of figure skating, Eddie Shipstad the sales and marketing director, and Aaron Barnes the assistant hockey director.

• Binghamton, NY – The new, state-of-the art Ice Center at Broome Community College opened last October. The facility cost approximately $10 million and has been entertaining about 5,000 skaters a week.

Names in the News

• Alpena, MI – **Norm Sommerfeld** is the new director/manager of Northern Lights Ice Arena in Alpena. Sommerfeld is the former executive director of the Sportsplex in Gaylord, MI. **Ryan Sharpe**, the Sportsplex's marketing director and pro shop manager, is the interim manager of the Sportsplex.

• Kudos to **Rick "Rooster" Peloquin** (CAM), manager of the Fitzpatrick Arena in Holyoke, MA, on his work with the School Transition and Employment Project (STEP). STEP works with students with varying degrees of disability in an effort to prepare them for adulthood, work and to be productive members of their communities. Two STEP students work three days a week, two hours a day doing cleaning chores at Fitzpatrick Arena. While performing meaningful tasks, the students learn skills that will carry them into a successful adult transition.

• Best wishes to Minnesota Ice Arena Managers Association former Board member and President **Jim Bell** who retired after 26 years as Farmington's Director of Parks and Recreation.

• St. Petersburg, FL – Highland Auc-

tion Services has acquired **www.iceskatingauctions.com**, the Internet venue that brings people together to sell new and used ice skating merchandise.

• Hazel Park, MI – Part-time Viking Ice Arena manager, **Larry Knapp**, has been hired as the full-time manager. Knapp, general manager of Honeybaked Hockey Club, also manages the ice arena in Oak Park.

• Congratulations to Olympic champion, figure skating icon and ISI Special Skater Program spokesperson **Scott Hamilton** and his wife **Tracey Rose Robinson** who are expecting their first child in September.

Obituaries

• Ten-time Swedish national figure skating champion and former White Bear Lake, MN resident **Vivi-Anne Hulten** died of heart and kidney failure at age 91 on January 15, 2003 in Corona del Mar, CA. Hulten, known as "the Flame of Sweden" during her competitive years, refused to salute Adolf Hitler when she received the bronze medal at the 1936 Winter Olympics. After turning professional in 1938, she skated with the Ice Follies, Ice Capades and other ice show. She and her husband, Gene Theslof, taught skating in Tennessee and the Carolinas and started a skating school in Maplewood, MN. At age 81, she skated with the Ice Capades at Target Center in Minneapolis. She is survived by her son, Gene Theslof Jr., a former skater with Holiday on Ice, a sister and three grandchildren. Her love of skating continues through the many lives she touched.

• ISI is saddened to learn of the death of **Donald Cornwell**. Don was the founder and president of the Minuteman Skating School, one of the original ISI programs in New England. He served as the ISI District I Treasurer, on the ISI World Recreational Team Champs local organizing committee, and as a charter member of the ISI District I Championships Committee. He was recognized for his many contributions to the skating world with an ISI District I Merit Award. Don was well liked and respected by coaches, judges, parents and skaters. He will be missed.

Rink Rumblings

WEST

• Boulder, CO – All Sport Academy plans to open a 72,00-square-foot sports facility with an ice skating rink. At press time, the site had not been determined. Boulder Parks and Recreation Department is looking for private partnerships for a proposed recreational facility to include a community ice skating rink for indoor and outdoor skating.

• Klamath Falls, OR – Bill Collier Community Ice Arena at the Running Y Ranch Resort has a new dome covering.

• Laramie, WY – City Council rejected all bids in November for work on the mechanical systems, concession areas and landscaping at Laramie Ice Arena. The lowest bid was $72,000 over the architect's estimate.

• Greeley, CO – Greeley's Downtown Development Authority is looking for a site to build an ice arena complex with retail storefronts. Plans call for two sheets of NHL-sized ice or a

Continued on page 8...

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design that can be expanded to two sheets. $10 million in bond money is available for the project.

EAST

• Waterbury, CT – The Brass Mill Center provided indoor ice skating on an artificial surface for its second holidays season with proceeds benefiting the CT Children's Medical Center.

• Ebensburg, PA – Construction is scheduled on the oft-delayed and scaled-down final phase of the $2.4 million, 29,000-square-foot North Central Recreation Center. The ice arena, with locker rooms, a snack bar, equipment shop, restrooms and a skate rental area, is expected to open in time for the fall 2003 hockey season.

• Newington, CT – The CT International Skating Center is reportedly mired in financial woes. The 80,000-square-foot, twin rink facility owes over $113,000 in back taxes to Newington, which has filed a lien against the property, and two lenders are threatening foreclosure on $5 million in mortgages. A former general manager also filed notice of intent to sue in November 2001.

• Amherst, NY – After Town Board members approved a measure instructing the Finance Director and operators of the Pepsi Center to prepare "a true and accurate profit and loss statement" for the facility, including all expenses, the board informally agreed to an increase in ice fees. Ice fees for residents and nonresidents will rise by $5 an hour starting with the fall 2003 season and will go up an additional $5 an hour each year after that for the foreseeable future. Under the, to be formally approved, new rate schedule, the hourly rate will rise to $165 for nonresidents and $135 for residents to help offset increases in utility costs and personnel services at the rink. Critics of the facility contend that as much as $1 million in annual operating expenses are being left out of the published financial reports.

• Harwinton, CT – In December, residents voted to spend $500,000 on 30 acres of land to be used for the construction of new athletic fields. Other uses being considered include a walking track and ice skating rink.

• Woonsocket, RI – City officials ordered new surveillance equipment to monitor River Island's municipal skating rink after vandals repeatedly slashed the rubberized pipes that carry refrigerant chemicals through the cooling system of the rink. The cost of repairs, including environmental cleanup, could run as high as $25,000.

• Shelton, CT – The Planning & Zoning Commission has approved conceptual plans for a two-tier ice skating rink proposed by owners of the Golf Center. Each rink will be 200-by-85-feet. Plans call for a food court, video games and four sets of locker rooms. The bottom rink will have seating for 600 spectators and the top will have seating for 100. The projected cost for the project is $6-$7 million with a target opening date set for September 2003.

• Philadelphia, PA – Investors incorporated as York Road Recreation Inc. have converted the Old York Road Skating Club into a year-round, enclosed ice rink with a new name – the Rink at Old York Road.

• Stratford, CT – A twin-rink complex

is proposed for the Shelton-Stratford border.

• Attleboro, MA – Conceptual plans for revitalizing downtown Attleboro call for a block-long building designed for a commuter rail parking garage, bus station with as many as 88 apartments, retail space on the ground floor and an ice rink and restaurant on the roof. The roof top ice arena would be an indoor facility with a restaurant overlooking the ice. Architects DMJM Harris of Boston drew the plans. Funds to level the block and build the garage will come from grants to the Greater Attleboro Taunton Transit Authority from the U.S. Transportation Administration. About $3.5 million in federal money has been made available for the project thus far.

• Washington, PA – The ice rink in Washington Park is to be demolished and replaced with a $1.2 million recreation center that will feature indoor soccer and lacrosse fields and a basketball court.

• Southington, CT – A lawsuit was filed in January to stop construction of the proposed 270,000-square-foot X-Plex sports complex. On December 17, the Southington Planning and Zoning Commission granted unanimous approval for a special permit use that would have included four buildings, one to house two in-line skating areas, one with four indoor soccer/lacrosse fields, a third with two ice rinks and a fourth with a 50-meter swimming pool and fitness center. The developer also reportedly wants to include rock climbing and a restaurant. Opponents of X-Plex contend that a sports complex does not fit the industrially zoned site.

• Natick, MA – Natick is looking for a new management company for West Suburban Arena after the state Appeals Court ruled in the town's favor in a five-year legal battle with Comets Community Youth Center. The Comets group, which has been running the arena, sued the town in 1997 for not renewing a 10-year $1 annual lease. Town officials say their goal is to shut the facility down for repairs in the summer and have a new manager in place in the fall. Upgrades needed include a new ice resurfacer, dehumidification system, a new compressor and more energy-efficient ceiling.

• Rome, NY – Planners are discussing whether to renovate Kennedy Arena, built in1964 with 900 seats, or to build a new two-surface arena downtown or at another site. Cost estimates range from $5 million for a renovation project to $10 million for a new facility.

MIDWEST

• East Lansing, MI – "A Night on the Ice" was held a Munn Ice Arena in late November. The event contributed to a food drive sponsored by state and university police departments. People who contributed to the food drive got two raffle tickets for various prizes per canned food item. The event collected about 100 canned goods.

• Manhattan, KS – The St. Petersburg State Ice Ballet, a troupe classically trained in Russian ballet, performed "The Sleeping Beauty" at McCain Auditorium on the Kansas State campus on December 8. The troupe has a traveling 40-foot by 36-foot ice rink it installed

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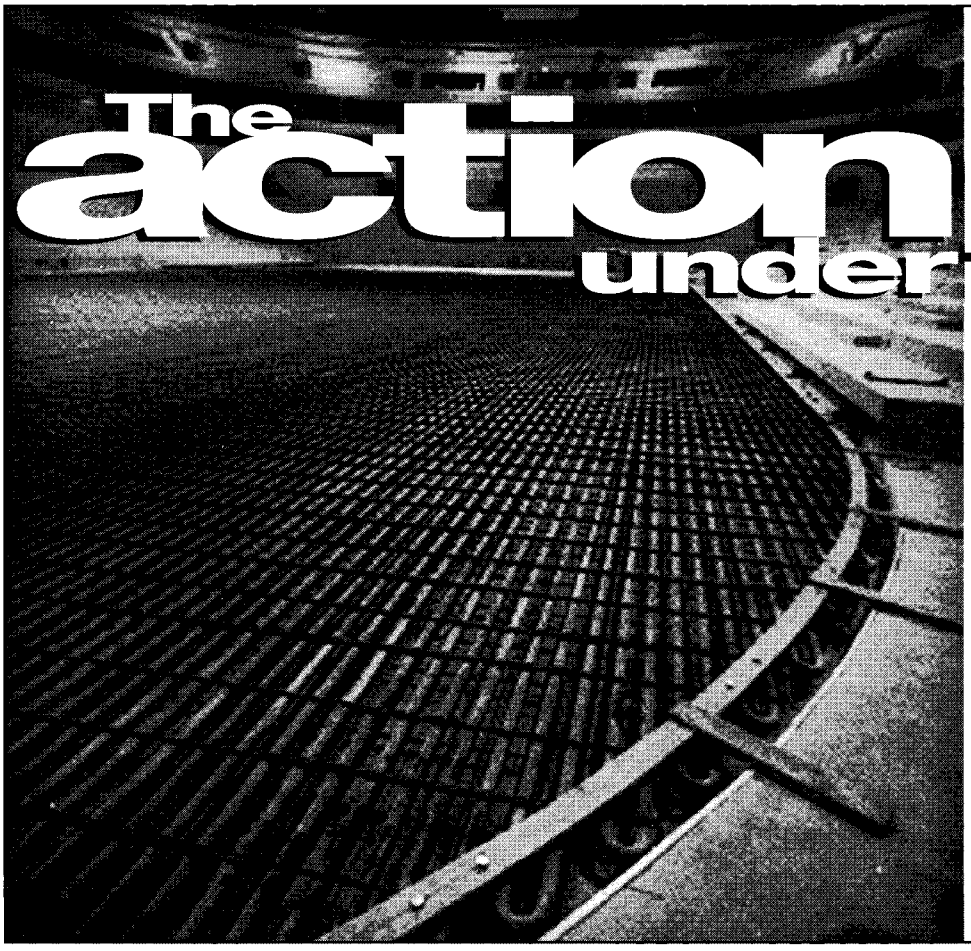

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for the show that features elaborate costumes and hand-painted scenery.

• remont, NE – A $2 million fund drive to build an indoor YMCA ice arena is halfway to its goal. The arena is primarily funded by a $3.8 million bequest from the estate of a long-time YMCA supporter. YMCA officials hope to open the ice arena in late 2003 or early 2004.

NORTHWEST

• Portland, OR – A proposed 7,200-square-foot covered ice rink for Pioneer Courthouse Square has sparked controversy. The rink, to be shielded from rain by six upturned umbrellas that would open and close depending on the weather, would stand from November to March, would charge admission and take up 80 percent of the square's space that opponents say was designed as free public space. Rink advocates have raised more than $4.5 million and assembled a steering committee of powerful downtown players. The estimated cost to build the rink is $7.9 million with another $2.4 million needed to pay for putting the rink up and taking it down. If approved, the rink would open in 2004.

• Portland, OR – Clackamas Town Center has reduced its public skating hours on weekdays in order to reduce costs. The ice arena opens at 2:00 p.m. instead of 8:00 a.m. Monday through Friday. The rink offers three early morning sessions a week for skaters in training. Rink Management of Virginia has been operating the business on a temporary basis for over a year and is negotiating a long-term contract.

SOUTH

• Ocala, FL – The new Taylor, Bean & Whitaker Ice Skating Rink in downtown Ocala was a tremendous success during the recent holidays season. The rink opened on November 23 with 1,000 skaters and had over 5,000 visitors during its first two weeks. The 4,500-square-foot temporary facility drew as many onlookers as participants of all ages.

• Irmo, SC – Ice Land USA was scheduled to close in early January but a circuit judge appointed a receiver for the foreclosed arena west of Columbia, allowing the arena to remain open while foreclosure proceedings continue. Professional skating star Nicole Bobek brought attention to the plight of the facility by visiting the ice for pictures and autographs while in Columbia with the Chevy Champions on Ice tour. A search for a buyer for the two-year-old arena is underway. Edward Rothschild, a former hockey player who petitioned lenders for the receivership, announced plans to promote the facility, increase community involvement and raise money.

• Weston, FL – The Florida Panthers propose to build an ice arena in Weston. Construction could begin this year. The Panthers plan to model the Weston arena after their Incredible Ice facility in Coral Springs, FL.

CANADA

• Winnipeg, MB – The Vimy Arena reopened on November 16 after being closed due to vandalism in October. Vandals broke in, hijacked the Zamboni machine and rammed it into the boards, causing $150,000 in damage.

• St. Catharines, ON – Political support for a four-pad arena wavered in December when city councillors refused to hire an architect and directed staff to investigate a twin-pad option. The Council approved borrowing $17 million for the proposed four-sheet facility over a year ago.

• Moncton, NB – The new Tim Hortons 4-Ice Centre, that opened last October, is being looked at by officials from Kennebecasis Valley to see if a similar giant sportsplex might serve the Valley. Tim Hortons 4-Ice Centre has four NHL-sized ice surfaces, 22 dressing rooms, a sporting goods store, a 300-seat restaurant, a Tim Hortons kiosk and a meetings hall. One of the rinks has 1,500 stadium seats and the others each have bleacher seating for 150 spectators. The new arena replaces two of Moncton's three aging community rinks. Construction on the facility was privately funded and a contract requires that the city's subsidy for the next 20 years will not exceed $1.4 million annually.

• Kemptville, ON – Three options for a multi-purpose sports, recreation and culture complex costing $8-$14 million are slated for public approval in March. The options include new municipal offices, a library, two ice surfaces and a theater. As of December, the federal and provincial governments had committed $3.3 million to the community recreation centre, while $600,000 had been pledged by the public.

• Victoria, BC – Colwood, Langford and Highlands are pursuing plans to build a new West Shore arena after Metchosin voters voted 927 to 790 to reject the arena. The West Shore Parks and Recreation Society wanted to build a $12.8 million arena with luxury boxes to be home for the B.C. Hockey League Victoria Salsa and the Western Lacrosse Association Victoria Shamrocks. With Metchosin out of the proposal, the committee has asked the design team to show what can be built in Colwood for $10.7 million.

• Moncton, NB – Councillors are questioning the renovation budget for the Coliseum-Agrena complex. Expansion and renovation costs have skyrocketed with 2003's projects going from a projected $50,000 to $1.8 million and subsequent years showing substantially increased projections for a total of more than $5 million through 2007. Upgrades to the Coliseum include replacing the temporary floor that covers the ice during trade shows and repairs to the ice compressor.

• Sydney, NS – Some Northside residents are questioning the scale and cost of the proposed Millennium Sportsplex. Opinions vary as to whether or not a multi-purpose sportsplex is the answer to the woes facing their aging facility or whether a downtown ice arena would better serve the community. Cost estimates for the proposed sportsplex range from $9.5 million to $14.5 million.

Editor's Note: "CrossCuts" is compiled from press releases and published reports. Submit information to Editor, ISI EDGE, 17120 N Dallas Pkwy, Suite 140, Dallas, TX 75248-1187; fax to 972-735-8815; e-mail to editor@skateisi.org.

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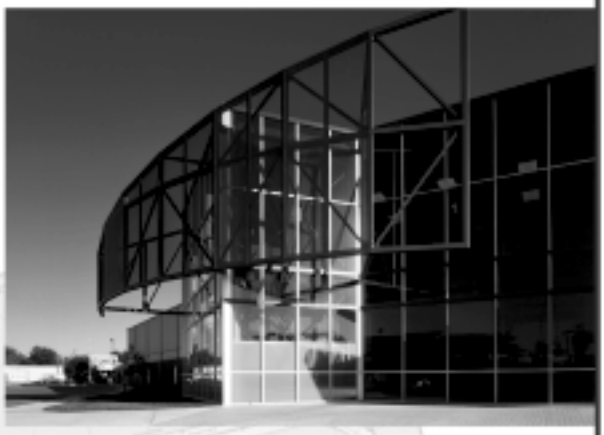

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MOLD: *New Dimension to an Old Problem*

by Albert Tyldesley, Chair ISI Safety Committee

It is with a sense of regret and perhaps anger that we acknowledge that air quality problems from carbon monoxide (CO) and nitrogen dioxide (NO_2) continue to effect ice arenas. Recent air quality incidents in arenas in Pennsylvania and Georgia were reported in the press and investigated by OSHA. In both cases, public statements by arena personnel and customers effected by the air demonstrated a shocking lack of knowledge. After almost 10 years of concentrated instruction and education on how and why it is necessary to have an air quality maintenance program in every ice arena, we are still suffering from embarrassing incidents.

While our industry has unfinished business with CO and NO_2, we must begin a new round of education with a different air quality problem – MOLD. Mold and the affect it has on our health is a major problem. Schools, office buildings and private homes have suffered mold conditions that required shutting the buildings down for very expensive, professional cleaning. Several private homes have been declared total losses due to mold and have been torn down. Some insurance policies specifically exclude mold damage from coverage.

The mold problem is a sleeping giant that is slowly receiving publicity. Your local newspaper and television stations have probably covered a mold story. Professional publications such as *Indoor Environment* report story after story on buildings plagued with mold. *USA Weekend Magazine* recently published a feature on "Mold's Untold Damage," and a *Boston Globe* story from September 2002 got our attention with the caption: "Mold Looms as Potential Hazard."

TV stations in several sections of the U.S. have done stories on how mold ruined the health and lifestyle of families followed by film of their house being destroyed because mold could not be removed. The public is becoming aware of the

mold problem and sooner or later ice arenas will be identified as the perfect environment in which mold will and does grow.

The moisture, warm temperatures and organic materials needed to allow mold to grow are found in many areas of ice arenas. Locker rooms, snack bars and restrooms can and do support mold growth. Under rubber mats, behind walls and under appliances such as refrigerators and stoves are areas that allow mold to grow.

Highly supportive of mold growth is the area between the arena's roof and the insulation. This area in ice arenas is frequently damp and warm and has a supply of material for mold to grow on from natural products already in the ceiling to material found in water run-off from leaks in the roof. The areas around your players' benches, music booth and inside your dasher boards also provide the perfect environment for mold.

EPA guidelines suggest that mold should not be touched with bare hands; do not breath in mold; do not get mold spores in your eyes; and wear personal protection equipment including gloves, eye protection and a respirator when dealing with mold.

The Ice Skating Institute will offer a presentation on "Mold a Growing Issue" at its 2003 Conference in May. Todd Bradley from Concepts and Designs and a member of the Ice Arena Institute of Management (iAIM) faculty, has prepared an introductory class on combating mold in ice arenas. This session on mold at the ISI Conference may be your best path to understanding the problem. Look for a follow-up article on mold treatment and removal in a future issue of the *EDGE*.

Bronze Certification Test Online

Judges can now log on to www.skateisi.org to access and take the Bronze Certification test. Log on. Supply a credit card number. Download and print the test and answer sheet. Take the test and fax or mail the answer sheet and identification form to ISI to quickly, easily and efficiently update your judging credentials.

Commercial General Liability Part 2

by Charles H. Cox

The ISO Commercial General Liability policy, like all other insurance policies, requires careful analysis. As shown in the last article on CGL coverage, not all exclusions are found in the exclusions section of the policy. On the other hand, one of the CGL policy's exclusions, by an exception thereto, actually grants one of the policy's most important coverages, Contractual Liability.

Contractual Liability, assumption of the liability of another in a contract or agreement, is *excluded*, subject to two very important exceptions. The exclusion does not apply to liability for damages that the insured would have in the absence of the contract or agreement nor does it apply to liability assumed under an "Insured Contract." It is the defined policy term, "Insured Contract," that defines the CGL policy's scope of Contractual Liability coverage.

The definition of "Insured contract" is fairly clear. Easily lost in the analysis of this coverage, however, is the fact that only liability for *bodily injury* or *property damage* assumed under a contract is covered. *Personal Injury* assumed under a contract is not included in the definition of "Insured contract" and, in fact, is specifically excluded under Coverage B, Personal Injury and Advertising Injury Liability. This can pose a problem since drafters of contracts often use the terms "personal injury" and "bodily injury" interchangeably. Care must be taken to avoid the use of "personal injury" when listing the types of damages or injuries for which indemnification is being sought in contracts.

Now that we've taken a look at some of the basic aspects of the CGL policy, we'll turn our attention to some of the more important issues to watch for when evaluating CGL coverage for ice arenas. One of the most restrictive exclusionary endorsements that can be imposed on an ice arena owner/operator is the "Athletic or Sports Participants Exclusion." The endorsement amends the policy so that it does not apply to bodily injury to any person while practicing for or participating in any sports or athletic contest or exhibition that you sponsor. Clearly, such an exclusion will severely restrict the coverage afforded and should be avoided. It is also important to be sure that the CGL coverage maintained by outside organizations using your ice arena not be subject to this exclusion.

Ice arenas offering ice skating lessons, hockey schools or any other activity where children are being taught or supervised by adults face the potential for claims or suits alleging abuse or molestation. Not surprisingly, insurance companies looking to avoid these claims, frequently attach Abuse or Molestation exclusions to CGL policies. Often, these exclusions not only apply to bodily injury arising out of actual or threatened abuse or molestation by anyone or any person while in the care, custody or control of any insured, but they also preclude coverage for claims involving the negligent employment, investigation, supervision, reporting to the proper authorities, or failure to so report, or retention of a person who perpetrated such an act for whom any insured is or ever was legally responsible. These types of exclusions can have a far-reaching impact, but cannot always be avoided. In some cases, separate coverage can and should be purchased.

Other coverage restrictions to be concerned about include exclusions for specified activities or specified locations. As mentioned in the last article on CGL coverage, one of the CGL policy's broadest features is that it covers all operations and locations. Yet some insurers will eliminate one or both of these features by restricting coverage to a specific location(s) or specific activities. For example, when a county- or town-owned ice arena is insured separately from the other operations of the county or town, the ice arena insurer will want to avoid picking up coverage for other county or town locations and will often restrict coverage to the ice arena location. Care must be taken, however, to be sure that operations incidental to the ice arena that take place away from the arena's location are still insured.

Exclusions for certain activities are even more troubling and may actually necessitate the purchase of a separate CGL policy. In such cases, obtaining coverage from one insurer willing to cover all operations is strongly recommended.

Although injury waivers are commonly used by ice arenas and are understandably desired by insurance companies insuring ice arenas, the coverage granted by the CGL policy should not be conditioned upon the arena owner/operator obtaining a waiver or release from participants/arena users.

Although the unendorsed CGL policy is fairly broad, endorsed exclusions and limitations often take away important coverages. All endorsed exclusions or limitations should be reviewed carefully since not all insurers will require the same endorsements. When looking at more than one proposal for CGL coverage, understand that the least expensive one may very well provide the least amount of coverage.

** Charles H. Cox is President of Aldrich & Cox, an independent risk management and employee benefit consulting company in Buffalo, NY.*

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Coaches Corner

by Lynn Roseberry
National Events Coordinator and Skating Program Director

Lynn Roseberry

ISI 2003 Winter Classic Wrap Up

The 18th annual ISI Winter Classic, held at Disney ICE in Anaheim, CA, set a Winter Classic attendance record. More than 1,800 skaters participated in this enormous event, which was a perfect kickoff of the 2003 ISI Competition Season! Led by local event chair, John Saitta from Disney ICE and Wendy Mortenson from Yorba Linda Ice Palace, the enthusiastic staff and volunteers' time and efforts made this event a tremendous success. Competitors experienced the thrill of competing against skaters from 67 arenas and skating schools, including ones from Mexico and the Philippines.

On Sunday, following the 40 synchronized teams' competition, the top five final overall team standings were announced and the new ISI Winter Classic Champion was proclaimed as Disney ICE with 211 skater participants. Congratulations to the Disney ICE skaters as well as to all other participating teams. A special thank you to the referees, judges, volunteers, coaches and skaters who made this event such a success!

See page 29 for ISI Winter Classic Results.

ISI Synchronized Skating Championships

The 7th annual ISI Synchronized Skating Championships will take us back to the city where it all began…Chicago! The ISI is very excited about the continued growth in participation at this event, which is scheduled this year for April 11-13, at the Arctic Ice Arena in Orland Park, IL. We are looking forward to seeing both new and familiar faces at this increasingly popular event!

As in the past few years, we will have all ice surfaces conveniently under one roof. The competition is expected to take place on Saturday, April 12th with practice ice beginning the afternoon of April 11th. However, in the event of an overwhelmingly large response, the event may be extended through Sunday morning. You will be notified shortly after the entry deadline with a notice on our website: www.skateisi.org, if the event is extended another day.

All Synchronized Skating teams will skate two rounds. The first round will be grouped by age and team size. Teams placing in the top three will advance to the Premier Round of the competition in the same age category (not necessarily the same team size). Teams placing fourth and lower will advance to the Select Round of the competition in the same age category (not necessarily the same team size). Awards will be given for both rounds with On-Ice Awards for Final Rounds only.

Practice ice is not included with the entry fee for Synchronized Skating Teams since they will skate twice during this event. Synchronized Skating Teams need to reserve and pay for an official practice session. Synchronized Formation, Synchronized Dance, Synchronized Formation Compulsories, and Synchronized Skating Compulsories will receive a 15-minute practice ice session with their entry fee. All of these teams will only compete once. Team coaches may indicate on their entry form whether they will use or purchase their ice time. An official practice ice form will be posted on our website following the entry deadline.

Information regarding this event will be sent to participating teams in late February. In addition, be sure to check our website for any updates pertinent to this event.

****Reminder: Team skater's age is as of July 1, 2002.****

See you in Chicago!

ISI World Recreational Team Championships

ISI's World Recreational Team Championships will be held July 28-August 2, 2003 at the Northbrook Park District Sports Center, Twin Rinks Ice Pavilion and Glenview Ice Center in Chicago. Plan now to attend this always exciting, spectacular event. The entry deadline is May 1.

HOTELS

Synchronized Championships Hotels:

Holiday Inn – Matteson
500 Holiday Plaza Dr.
Matteson IL 60443
708-747-3500
Contact: Debbie
$79

Hampton Inn
18501 N Creek Dr.
Tinley Park IL 60477
708-633-0602
Contact: Angela Milburn
$80

Raddison Hotel
5000 W 127th St.
Alsip IL 60803
708-272-4210
$80

AmeriSuites
2340 S Fountain Square Dr.
Lombard IL 60142
630-932-6501
Contact: Jennifer Stirsman
$72

* Rates are for doubles, kings and suites (where applicable). Mention ISI when making reservations to get group rates.

World CHAMPS Hotels

Reservations for Worlds hotels may be made through Marriott Reservations at 1-800-228-9290 or directly with the properties listed. Groups booking 30 or more rooms must contact the individual hotel directly.

Marriott Lincolnshire Resort
10 Marriott Dr.
Lincolnshire IL 60069
847-634-0100
$102

Lincolnshire Courtyard by Marriott
505 Milwaukee Ave.
Lincolnshire IL 60069
847-634-9555
$89

Lincolnshire SpringHill Suites by Marriott
300 Marriott Dr.
Lincolnshire IL 60069
847-793-7500
$94

Marriott Suites Deerfield
2 Parkway North
Deerfield IL 60015
847-405-9666
$102

Deerfield Courtyard by Marriott
800 Lake Cook Rd.
Deerfield IL 60015
847-940-8222
$89

Glenview Courtyard by Marriott
1801 N Milwaukee Ave.
Glenview IL 60025
847-803-2500
$89

Renaissance North Shore
933 Skokie Blvd.
Northbrook IL 60062
847-498-6500
$102

Highland Park Courtyard by Marriott
1505 Lake Cook Rd.
Highland Park IL 60035
847-831-3338
$89

Hilton Northbrook
2855 N Milwaukee Ave.
Northbrook IL 60062
847-480-7500
$89 (singe, double, triple, quad)

Adam's Mark Chicago-Northbrook
2875 N. Milwaukee Ave.
Northbrook IL 60062
800-444-2326
847-298-2525
$75 (single, double, triple, quad)
$149 (Junior King, Junior Queen)

ISI Launches Strategic Campaign

In meetings over many months, the ISI Strategic Planning Committee, chaired by ISI 2nd Vice President Gerry Hart, has devised a plan to increase membership in the Ice Skating Institute. With the recommendation of the Strategic Planning Committee, ISI Board Member Andy Deyo has been selected to lead an aggressive administrative membership campaign drive.

"I look forward to leading this campaign and to working with all of ISI's constituents to successfully market the benefits of ISI membership," said Deyo. "We believe the Institute has much to offer and that it is our responsibility to share the wealth of talent and information assembled over ISI's 40+ year history."

"We are excited about the potential of this project to contribute to the continued growth and success of ISI," said President Jim Lange. "This is a proactive approach to servicing our constituencies and I urge ISI Board members, committee members, iAIM graduates and friends of ISI to contribute to this worthwhile effort. It is our goal to offer ISI's outstanding programs and services to every ice arena in the country."

The mission of the Ice Skating Institute, an international trade association encompassing all aspects of the ice skating industry, is to provide education, leadership and services and to promote ice skating as a participant sport and recreation. The goals of the Institute are to provide information for the development, construction and operation of ice skating arenas. Over more than 40 years, ISI has become the industry trade association for progressive ice skating facilities, mangers and coaching professionals.

During the last 10 years, ISI has introduced an array of new programs and services to benefit the ice arena industry, including:

- Ice Arena Institute of Management (iAIM education and certification program)
- ISI Recreational Hockey Program
- ISI Adult Championships
- ISI Synchronized Skating Championships
- Free ISI Instructor and Manager Seminars and Manuals
- ISI Judges Certification Program

ISI Administrative membership has increased more than 40% since 1995, an impressive percentage that reflects the growing recognition of the benefits and values provided by ISI. As Administrative memberships continue to grow so will Associate and Individual memberships, along with the strength of the Institute and its ability to serve the ice arena industry.

CALENDAR

ISI ENDORSED COMPETITIONS, SHOWS/EXHIBITIONS

(Due to printing deadlines, events endorsed by ISI after February 5, 2003 are not listed.)

March 2003 Competition

13-16 Glenview Ice Center
Glenview IL
23rd Annual ISI Dist 8 Team Champs

14-6 Mt. View Ice Arena
Vancouver WA
Mt. View 4th Annual ISI Open

14-15 Capitol Gateway East Ice Pavilion
Des Moines IA
Iowa Games

14-16 The Ice Box
Pittston PA
The Shamrock Open

15 Incredible Ice
Coral Springs FL
"Incredible Challenge 2003"

15 Dublin Iceland
Dublin OH
Irish Sweepskate

16 Herbert Wells Ice Rink
College Park MD
Spring Inter-Rink Competition

21-23 Eddie Edgar
Livonia MI
Livonia ISI Open Competition

21-23 Galleria Ice Skating Center
Dallas TX
19th Annual State of Texas ISI Team Competition

22 Arctic Ice Arena
Orland Park IL
Follow Your Heart

22 The Forum at Fishers Ice Arena
Fishers IN
Circle City Invitational 2003

22 Meadville FSC
Meadville PA
Meadville 4th Annual ISI Team Competition

22 Ice Oasis
Redwood City CA
Spring Fling at the Oasis

22 International Skating Center of CT
Simsbury CT
5th Annual Spring Fling

23 Eastridge Ice Arena
San Jose CA
March In House Championship

28-30 Ice Chalet Knoxville TN
34th Annual Mississippi Valley Dist. Comp.

28-30 Line Creek
Kansas City MO
District 9 Championships

29-30 City Ice Sports
Flushing NY
22nd Annual World's Fair ISI Team Competition

29 Medford Ice Rink
Medford OR
Medford Ice Rink Skating Competition

30 Park District of Franklin Park
Franklin Park IL
KICKline Synchronized Competition

April 2003 Competition

3-6 Sprinker Recreation Center
Tacoma WA
16th Annual ISI Spring Fever Competition

4-6 JP Igloo
Ellenton FL
ISI Team Championship 2003

4-6 Charles Moore Arena
Orleans MA
25th ISI Lower Cape Team Competition

5-6 Saratoga Springs FSC
Saratoga Springs NY
6th Annual Saratoga Springs Invitational

5-6 Soldotna Sports Center
Soldotna AK
Riverskate 2003

5-6 William G Mennen Arena
Morris Plains NJ
Crystal Blades Annual Team Competition

5-6 Iceoplex Panorama City
Panorama City CA
1st Annual Iceoplex Panorama City Open Competition

5-6 Cabin John Ice Rink
Rockville MD
ISI District IV Championships

6 Ice Center of Cupertino
Cupertino CA
Reflections on Ice

11-12 The Ice Park
Flowood MS
Magnolia Classic

2003 SYNCHRONIZED ISI SKATING CHAMPIONSHIPS
Chicago, Illinois

11-13 Artic Ice Arena
Orland Park IL
2003 ISI Synchronized Skating Championships

18-19 Fox Valley Ice Arena
Geneva IL
Spring Invitational

25-27 US Ice Sports Complex
Fairview Heights IL
2nd Annual Spring Fling

26 Center Ice Arena
Delmont PA
"Golden Blades Championship of Pittsburgh"

26-27 Nashoba Valley
Acton MA
Annual Team Competition

26-27 Pepsi Ice Midwest
Overland Park KS
Midwest Odyssey

26-27 Pasadena Ice Skating Center
Pasadena CA
19th Annual ISI Open Competition

27 Ice Center @ San Mateo
San Mateo CA
April Ambush

May 2003 Competition

2-4/ Dr Pepper StarCenter
Duncanville TX
2003 ISI District 11 Championships

3-4 Glacial Garden Skating Arena
Lakewood CA
7th Annual ISI Open

16-18 Ice Town
Riverside CA
Springfest - 2nd Annual ISI Open

1718 Sharper Edge Skating School
Acton MA 7th Annual "Skater's Cup"

31-6/1 Richmond Ice Zone
Richmond VA
2003 Spring Splash

June 2003 Competition

1 Hagerstown Ice & Sports Complex
Hagerstown, MD
Annual Open ISI Competition

6-8 Sky Rink at Chelsea Piers
New York NY
17th Annual Sky Rink Team Competition

21-22 McFetridge Sports Center
Chicago IL
School's Out Competition

21-22 SkateQuest of Prince William
Dale City VA
Blades of Summer 2003

27-29 Sun Blades Ice Arena
Clearwater FL
Sun Blades 17th Annual ISI Championships

28-29 YBIS&BC
San Francisco CA
Golden Gate Skate 2003

July 2003 Competition

4-6 Ice Center @ San Mateo
San Mateo CA
West Coast Championships

12-13 Glacial Garden Skating Arena
Anaheim CA
9th Annual ISI Open

CHICAGO 2003 HOME OF ISI WORLD RECREATIONAL TEAM CHAMPIONSHIPS

28-8/2 Northbrook Park District Sports Center/Twin Rinks Ice Pavilion, Inc./Glenview Ice Center
Chicago, IL
2003 ISI World Recreational Team Championships

30-9/1 Kendall Ice Arena
Miami FL
3rd Annual ISI Labor Day Challenge

September 2003 Competition

12-14 Charles Moore Arena
Orleans MA
2003 ISI Adult Championships

November 2003 Competition

25-26 Winterland Skating School
Hingham MA
17th Annual Halloween Classic

March 2003 Shows/Exhibitions

13-16 Ridgeland Common
Oak Park IL
Ice Theatre 2003 - Bon Voyage

14-15 Aple Valley Sports Center
Apple Valley MN
Ice Follies

14 St Mary's Point Skating School
St Paul MN
Spring Spectacular 2003

15 Blue Mound Ice Arena
Luverne MN
Annual Ice Show

15 Ice Time Sports Complex
Newburgh NY
1st Annual Learn to Skate Ice Show

15 Ebersole Ice Rink
White Plains NY
Exhibition Night

16 North County Recreation Complex
St Louis MO
Skate The States

21-22 Inwood Ice Arena
Joliet IL
That 80s Show

28-29 Monroe Multi-Sports Complex
Monroe MI
Reaching for the Stars 2003

28-30 Zion Ice Arena
Zion IL
Zion Annual Ice Show

28-30 Pineville Ice House
Pineville NC
Rockn' in the USA

29-30 Ebersole Ice Rink
White Plains NY
End of the Year Show

30 George S DeArment Ice Arena
Meadville PA
Capture a Memory on Ice

April 2003 Shows/Exhibitions

1-5 Aerodrome-Willowbrook
Houston TX
Figure Skating Exhibition

1 Easy Street Ice Arena
Simi Valley CA
Spring Fling

4-5 Cottage Grove Ice Arena
Cottage Grove IL
Tribute to Broadway

4-6 Dan Kostel Recreation Center
Garfield Heights IL
Around the World in a Day

5 Eagan Civic Arena
Eagan MN
Extra, Extra

6 Sharper Edge Skating School
Acton MA
The Sharper Edge Extravaganza

10-13 Cook Ice Arena
Coon Rapids MN
The Fourteenth Annual Ice Fantasy

12-13 Polar Dome Ice Arena
Dundee Il
And the Winner Is…

12 Winterland Skating School
Hingham MA
Proud to be…

12-13 Birmingham Ice Sports Arena
Birmingham MI
A Night on the Town

13 Iceoplex Fremont
Fremont CA
9th Annual Open Competition

13 Centennial Ice Arena-Highland Park
Highland Park IL
Centennial Ice Arena's Spring Exhibition

19 Norwich Municipal Ice Rink
Norwich CT
Skate Into Spring

25-27 McFetridge Sports Center
Chicago IL
Bach To Rock Ice Review

25-27 Mount Clemens Ice Arena
Mount Clemens MI
Tapestry of Nations

25-27 Roseville Skating Center
Roseville MN
"Everything's Coming Up Roseville"

26 Brett Memorial Ice Arena
Wasilla AK
Spring Show

May 2003 Shows/Exhibitions

2-4 Pettit National Ice Center
Milwaukee WI
Milwaukee on Ice

2-4 Southwest Ice Arena
Crestwood IL
"American Bandstand"

2-4 Wayne Community Center
Wayne MI
Wayne's 28th Annual Silver Picks Presents…"American Idols"

3 Golden Blades FSC
Mansfield MA
"Gotta Dance, Gotta Skate"

3 New Hope Ice Arena
New Hope MN
"Premiere Night"

3 Berkeley Iceland
Berkeley CA
"Blast From The Past"

4 Hagerstown Ice & Sports
Hagerstown, MD
Spring Ice Show
Featuring Sensation Brian Orser

9-11 Northbrook Sports Center
Northbrook IL
Northbrook on Ice

14-18 Glenview Ice Center
Glenview IL
Reflections on Ice - A Tribute to 30 Years

15-16 Wayne C Kennedy Recreation Complex
St Louis MO
27th Annual Ice Revue

16-18 Centennial Ice Arena - Highland Park
Highland Park IL
The Centennial Music Awards 2003

16-18 Centennial Ice Rinks
Wilmette IL
"SK8-Way to Broadway"

16-18 Niles Park District Iceland
Niles IL
Skate Safari

16-18 Park District of Franklin Park
Franklin Park IL
Spring Ice Show

16-17 Aerodrome-Willowbrook
Houston TX
"Platforms & Polyester, Disco on Ice"

16-17 Redford Ice Arena
Redford MI
Redford Spins Motown

17-18 Grand Oaks Ice Arena
Howell MI
While we were sleeping…

June 2003 Shows/Exhibitions

6-7 Arctic Ice Arena
Orland Park IL
TV Time

8 Cumberland YMCA
Cumberland MD
YMCA Anniversary Ice Show

14-15 The Edge Ice Arena
Bensenville IL
5th Annual Ice Show

September 2003 Shows/Exhibitions

13 Park District of Franklin Park
Franklin Park IL
Open House

December 2003 Shows/Exhibitions

2-4 Ice Chalet
Knoxville TN
The Nutcracker on Ice XVI

6-7 Park District of Franklin Park
Franklin Park IL
Holiday Recital

31 Easy Street Ice Arena
Simi Valley CA
Winter Ice Show

For additional calendar information, check ISI's fabulous NEW website at *www.skateisi.org*

Employee Training: *Investment in Human Resources*

by Peter Martell

Just as an investment of capital is required to build a facility and open a business, so is an investment in human resources required to professionally operate a business. This investment in human resources is called training – and the amount of time, effort and expense invested in employee training will often determine not only the attitude and ability of the employees performing their jobs but also the quality of programs, services and facilities experienced by patrons.

It is the responsibility of the facility manager to see that all employees are properly trained. A manager can only feel confident in the staff's ability to perform their jobs by first hiring the right people and secondly training them in the knowledge and ability to perform their jobs properly.

Every employee should feel that he or she is working with the manager and other staff members and that no job or position is more important than another. The manager must be able to convey interest in and care about the positions and performances of all staff members. Employee performance and morale are often directly proportional to the ability of the manager to motivate, communicate with, and work alongside fellow staff members. A good manager will be careful not to intimidate employees as a means to accomplishing anything. Management is the art of getting things done with people. Usually, managers will gain more respect and cooperation by asking employees to do something rather than commanding them.

It is human nature to want to learn. However, people cannot be forced to learn. Sometimes they must first be convinced "how" to do something and then to actually do it. Sometimes when staff members fail to perform up to expectations it is the fault of management because:

a. Employees don't know what is expected of them.
b. They don't know how to perform the tasks required.
c. They are, in some way, prevented from doing their job.
d. They lack the proper initiative.

Management needs to constantly evaluate the facility's overall operation to identify problem areas or employees who require additional training. Reviewing staff competencies during formal performance evaluations may also identify staff or management deficiencies in the training process.

Every facility needs to have a formal training program for its employees. Training should begin at the top with management and supervisory personnel. Once members of management are properly trained in their respective areas of responsibility (or multiple areas) they will be able to conduct or supervise the training of others. In order to conduct a training program, a variety of tools are required in addition to human resources. Among those tools or materials frequently used are:

- **Policies and Procedures Manual** – Every facility should develop a *Policies and Procedures Manual* that formalizes in writing everything from the vision and mission of the business to the policies, procedures and methods utilized in every facet of the operation. All management personnel should be thoroughly familiar with the *Policies and Procedures Manual* and should utilize it during the training of others.

  While one of the purposes of a formal *Policies and Procedures Manual* is to provide and ensure consistency in the facility's methods of operation, it should not remain stagnant but should be revised regularly to reflect changes and improvements in operating policies or procedures.

- **Training Manual** – In addition to a *Policies and Procedures Manual*, many businesses utilize a *Training Manual* (or series of training manuals) for specific departments or jobs. Usually these tend to be more task and skill specific, outlining proper methods and procedures for performing specific functions as opposed to general policies. Such manuals usually begin by identifying the skill(s) to be learned, followed by some method for evaluation of the employee's progress. In some cases (such as ice resurfacers), there are excellent training materials provided by the manufacturers of equipment required to perform certain tasks. In such cases, these manuals should be used as a resource during the training process. In addition, especially where certain tools or equipment are required (such as an ice edger, skate sharpening machine, ice resurfacer, or POS system) a formal written record of the training process and skill mastery should be completed and kept in the employee's personnel file.

- **Staff Meetings** – Regular staff meetings should be part of every facility's training program. Meetings should not be long or tedious but rather brief, interactive and informative. Meetings can cover a variety of subjects or one specific topic. A written record of all staff meetings should be kept in the company's personnel files.

- **Audio-Visual Instruction** – With advancements in technology, many jobs can be taught with the aid of video, compact disc or internet-based instructional programs. Such tools are particularly helpful for people who are visual as opposed to auditory learners. Such tools are especially useful as they can be loaned to employees to view or listen to independently – saving time and money required for on-the-job training. Many equipment manufacturers supply training videos or CDs on the correct methods of operation and maintenance of their equipment.

- **Professional Training** – Outside professional training is beneficial and rewarding for both the employee and employer. While an investment of time and money is required, the employee will almost always acquire some

knowledge or techniques that he or she would not have learned on the job and invariably they will return to work more enthusiastic, invigorated and motivated than before. The fact that the employer valued and cared enough abut employees to send them to such a program also helps to develop a sense of loyalty and appreciation on the part of the employees. Facilities should always budget some money for personnel development annually.

While each staff member needs to learn the skills specific to his/her area of responsibility, it is also advisable for staff members to be cross-trained in several different areas. This will greatly enhance the flexibility and efficiency with which the manager can schedule and operate the facility. Since cross-training is valuable and cost-effective, many companies reward employees for mastering additional skills with a small bonus or increase in pay.

Another benefit of cross-training is that it promotes teamwork, which should be an objective of every manager. Just like any athletic team, the collective efforts of the entire staff will far outperform the singular efforts of individual staff members.

Conclusion: Orientation and training of employees is critically important if a facility is to provide the quality of programs and services necessary to be successful. Arena owners and operators who invest millions of dollars in land, equipment and facilities but try to save on time, effort and money required to properly orient and train staff are "penny wise and pound foolish."

** Peter Martell, CAM, CAO, CAP, is the Executive Director of the Ice Skating Institute and an instructor for the Ice Arena Institute of Management. The next iAIM school will be held October 12-17, 2003 at the Oglebay Resort and Conference Center in Wheeling, WV. Contact ISI at 972-735-8800 for more information or check the website www.skateisi.org.*

Ice Skating Institute®

Judges Pass Certification Update Test

Congratulations to the following ISI Bronze, Silver and Gold judges who passed their certification update test as of February 4, 2003:

Kathryn Bjorkstrand
Shannon Caudill
Tisha Green
Michelle Millikan-Wilkin
Lauri Varvais

Building Character through Sports

by Jim Thompson
Positive Coaching Alliance

Sports can teach life lessons and develop positive character traits.

Youth sports is under assault by a "win-at-all-costs" mentality that has filtered down via saturation marketing and media exposure from the professional sports entertainment business. Youth sports, which should be seen as an integral part of the educational experience of young people, more and more resembles the worst aspects of professional sports.

High-profile cases such as the "Hockey Dad" case in Massachusetts are only the tip of the iceberg. Virtually everyone involved with youth sports has seen examples of adult misbehavior at youth sports events.

When children quit sports because of experiences with negative coaching or parental pressure, the negative impact can be life long. Children who participate in sports are more likely to be physically active throughout life with accompanying long-term health benefits. Lessons learned from sports about such things as teamwork and resilience in the face of failure prepare people for success in their careers long after their youth sport experience has ended.

It is important to be clear about the cause of the problems with youth sports. Competition is not the problem. Wanting to win is not the problem. The problem is a win-at-all-cost mentality, which causes people to become negative, resort to cheating and "bending" the rules, and misbehave on the sidelines to try to give their team an advantage.

Two key ideas essential to creating a solution to the problems of youth sports is facing our "organizational culture" and the "mental model" of what it means to be a good coach.

Organizational culture is simply "the way we do things here." Different organizations have different ways of doing things, even if they are in the same industry selling the same kinds of products. Many business leaders have become adept at creating a strong organizational culture that helps the organization achieve its goals. The tools that business leaders use to create a strong culture aimed at making a profit can be adapted for use by leaders in youth sports organizations. These tools can be used to create a strong positive culture focused on providing children a wonderful educational experience, a culture in which "Honoring the Game" is the norm.

Even though most youth sports organizations have no full-time administrators, youth sports organizations working with the Positive Coaching Alliance have demonstrated that volunteer leaders and board members can apply the lessons of organizational culture to create and maintain a positive culture.

The first step in creating a culture of Honoring the Game is to "set the table" by making it absolutely clear what behavior is expected of parents, coaches and players. The technique of "message bombardment" is used to make sure that members of the organization receive the message in many different ways, again and again, so that there is no doubt about what the organization's values are. This will drastically reduce the number of times that individuals will act in ways that violate the norms of the culture, because most of us are "pack animals" who try to do what is expected of us when we know what that is.

However, even when an organization does a good job of setting and communicating expectations, there will be individuals who will step over the line and act in a way that dishonors the game. There is so much emotion and so much seemingly "at stake" when our own flesh-and-blood children are competing in sports that it is inevitable that adult misbehavior will occur from time to time. When this happens, there must be an intervention to let the person who is misbehaving know that this is not acceptable behavior, or the culture will begin to degrade at that moment. "Moral courage" is required by leaders, coaches and parents to speak up for a positive culture to those who would dishonor it.

Finally, the organization needs to establish "structural pillars" that will maintain the culture over time, so that when the leaders who established the culture have left the organization, the culture remains strong. The wonderful thing about organizational culture is that it can have an impact on the behavior of the organization's members even if they don't all agree with it.

The second big idea in establishing a positive culture in a youth sports organization is that to effectively change an organization, you need to get inside the heads of the people in the organization and change their "mental models." A mental model can be thought of as an internalized job description that sometimes is not well understood by the person who holds that model in his or her head, even as it largely controls his or her actions.

The current mental model of coaching in this society is win-at-all-cost, often even at the youngest levels of sports. It is harder to eliminate a bad model without something better to replace it. Positive Coaching Alliance has developed a model called the "Double-Goal Coach" to displace the existing mental model. Our Double-Goal Coach model is based on a large body of research from sport psychology, moral education and other disciplines.

Mental models are incredibly powerful. They control how people think, how they behave and even what they see (or fail to see). A coach with a win-at-all-cost model in his or her head will often miss the chance to teach a life lesson when the opportunity is staring one right in the face. For example, it is hard to learn to bounce back from defeat when one never loses. So a tough loss can be a "teachable moment" for a coach who never loses sight of the second goal. But a win-at-all-cost coach might totally miss this opportunity because of a fixation on the result on the scoreboard.

A Double-Goal Coach wants to win (goal #1) but has another, even more important goal – to use sports to teach life lessons and develop positive character traits in the players he or she coaches. Positive Coaching Alliance has a large base of experience in training thousands of coaches in this new model over the last four years with great success. When coaches see that building character and teaching life lessons is compatible with winning, they readily embrace this way of coaching.

Positive Coaching Alliance has the goal of fomenting a "social epidemic" of Positive Coaching to roll across the country (and beyond!) so that every young athlete can have a positive educational experience with sports. This goal can be reached if youth sports organization leaders begin to establish, enforce and maintain a strong positive organizational culture within their own spheres of influence. It can be done if WE make the commitment to do it and begin today.

** Jim Thompson is the founder of Positive Coaching Alliance, a movement of parents, coaches and youth sports organizations dedicated to "transforming youth sports so sports can transform youth." The PCA website is www.positivecoach.org.*

Suggested Ice Arena Operator Maintenance Schedule

Daily: Check List

- Suction pressure
- Discharge pressure
- Discharge temperature
- Oil pressure
- Oil level
- Refrigerant level
- Brine pressure
- Brine temperature
- Brine level
- Cooling water temperature and flow
- Sound level of equipment
- Clean up all brine or oil spills.

Monthly:

- Drain oil from chiller.
- Work all brine valves.
- Scrape and prime any rusting surfaces.
- Check condenser spray nozzles.
- Check all belts.
- Grease bearings per manufacturer's specifications.

Annually:

- Change compressor oil and clean crankcases.
- Inspect compressors as required.
- Clean compressor oil cooler.
- Clean condenser sump.
- Check and clean condenser tube bundle.
- Seal any condenser leaks.
- Inspect and paint headers as required.
- Have brine analysis done.
- Tighten all electrical and check contacts.

** Reprinted from iAIM Arena Operations Refrigeration Maintenance Course, courtesy of Art Sutherland, President of Accent Refrigeration Systems.*

iAIM Executive Level Courses Offered

by Dianne Powell

The first Ice Arena Institute of Management (iAIM) executive level courses will be offered on Monday, May 26 at the MGM Grand in Las Vegas, NV, prior to the opening of the 2003 ISI Conference and Trade Show. iAIM students and graduates of any or all of iAIM's three tracks (Programming, Operations, Management) can earn credits toward becoming a Certified Arena Executive (CAE). Anyone may take the executive level courses but only those who have formally applied for the CAE status will receive credit toward the CAE requirements. Students who wish to audit the courses for educational purposes may do so without having to take the exam.

The courses offered are "If You Build It, Will They Come? Planning, Design and Construction of Ice Arenas" with Jack Vivian, Ph.D., Director of the iAIM school, and "Unleashing the Employee Within," Pat Christenson instructor. CAE candidates who take Dr. Vivian's course and pass the exam will earn three CAE credits. Students who take Christenson's course and pass the exam will earn two CAE credits.

"This is a unique educational opportunity," said Dr. Vivian. "ISI is expanding its leadership position as the provider of education for the ice arena industry by offering iAIM courses in combination with the ISI Conference. This will enable the industry leaders of tomorrow to more quickly gain the information and resources they need to enhance their careers and the success of their facilities."

iAIM students who have completed the initial three tracks must apply for admission to the CAE program through ISI. Others may register for the CAE courses and begin accumulating CAE credits while working on the three preliminary tracks.

"With the tremendous need for certifiable training in the ice arena industry, the iAIM Board of Regents felt it was imperative to move forward quickly to address this educational void," said Spiro Giotis, Chair of the iAIM Board of Regents and ISI Board member. "For this reason and to enable our students to more quickly move through the iAIM program and potentially obtain the CAE status, we have decided to allow students to earn CAE credits, or to audit the courses, prior to being admitted to the CAE program. Those who have earned certification in Programming, Management and Operations who wish to pursue the CAE designation, should formally apply to the program."

The next iAIM school offering courses in Programming, Management and Operations will be held October 12-17, 2003 at the Oglebay Resort and Conference Center in Wheeling, WV. Additional CAE courses will also be offered.

For more information on the iAIM program, contact ISI at 972-735-8800. A brochure on the 2003 iAIM school will be available in early May.

Ice Skating Institute®

New ISI Manuals Available

New Publication: ***ISI's Programming Guide for Arena Managers, Skating and Hockey Directors*** is now available. This valuable newly revised resource covers how to run ISI group class programs for hockey and recreational ice skating. It is filled with helpful tips and sample forms. Call ISI at 972-735-8800 to order. Cost: $20 plus shipping and handling.

The newly revised 2002-2003 editions of ***Skaters and Coaches Handbook*** and ***Competitors Handbook*** are available. Call ISI to order a set with binder or to order the handbooks individually. Both manuals are available in shrink-wrap for inserting in the binder (available from ISI). All 2003 ISI competitions will be held in strict accordance with the rules in the ***2002-2003 Skaters and Coaches Handbook*** and ***2002-2003 Competitors Handbook***.

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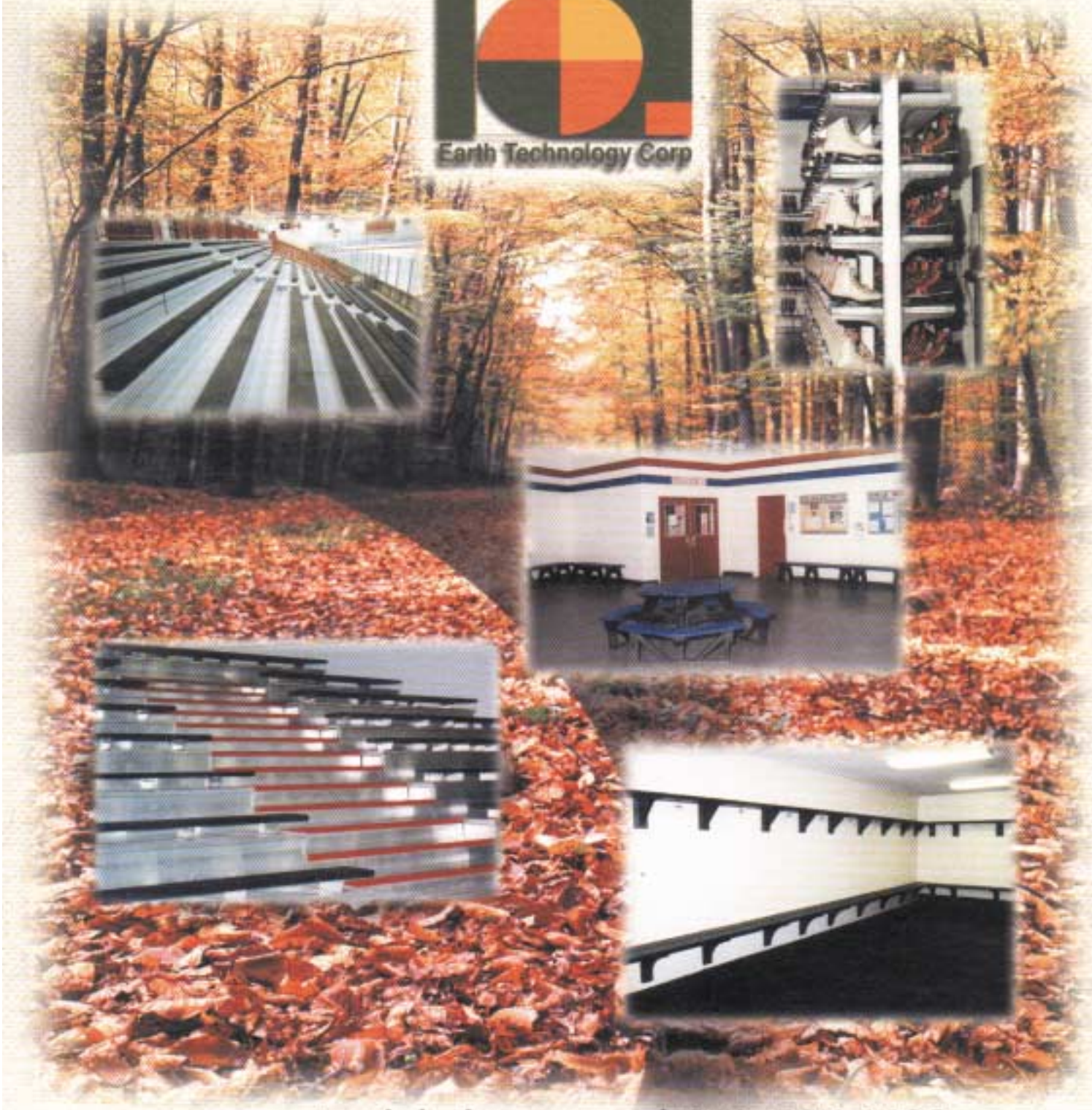

www.etc-global.com tel 616.527.1433

Put Fun and Profit in Public Skating

by Michelle Wilkin, CAP, CAM

Public skating sessions can be the bedrock of arena programming. Public sessions offer the opportunity to attract new customers and convert them to repeat customers. Customers from public sessions potentially feed specialized programs such as skating school, hockey leagues and figure skating clubs. "Public sessions may not bring in the most total revenue, but they usually are the highest grossing activity per hour," says Michael Paikin, instructor in the Ice Arena Institute of Management (iAIM) and President of VSC Sports, Inc.

There are a multitude of factors to consider when scheduling public sessions. School schedules are very important to keep in mind. If area schools let out at 3:00 p.m., it's not wise to schedule a public session from 2:00-4:00 p.m. Other points to consider are staffing availability, alternative entertainment venues in the area, and demographics. Each area of the U.S. has scheduling hurdles. For example, if you live in the South or Mid-South, Wednesday nights are not recommended for public sessions. Many area residents in that part of the country attend church on Wednesday nights. Keep in mind that public sessions should be at a time that is convenient for the greatest portion of the skating market.

How to Make Public Sessions Successful

Consistency is key! Set a schedule and keep it. This will allow your customer base to grow. If parents are looking for a rainy day activity for the kids, your public session schedule should come to mind.

An excellent example of consistency in scheduling public sessions is the Carmel Ice Skadium in Carmel, IN. Their public sessions have been set at 3:15 – 5:15 p.m. Monday through Friday since 1974. Schools let out at 2:50 p.m. and the rink is only 15 minutes from any school in the city. Parents who grew up in the area know that they can drop their kids off to skate after school. Those who have moved away and return for family visits know that public sessions will be there at the standard times. A sense of comfort and family fun has developed from the consistent schedule.

Consider the ethnic mix of your area, the average age of potential customers, and the income bracket of the area when formulating costs, activities and promotions for your public sessions. This leads to advertising and promotion of public sessions. Word of mouth is a wonderful and inexpensive advertising tool. In order to have that form of advertising as an option, you need to provide your current customers with an experience that is worth talking about. Here are a few ways that you can advertise your public sessions without breaking the bank:

- Put 2 for 1 coupons, FREE skate rental, or $1.00 off admission coupons in school newspapers and church newsletters. Hand them out at birthday parties. Put them in goodie bags during facility events.
- Offer fundraising opportunities for community groups during public sessions.
- Develop a good relationship with hotels in your area. Create a referral program with hotel employees; i.e. they refer customers to your facility and the ice arena refers guests to the hotel.

Ways to Make Public Sessions Fun

- Plan theme sessions: holidays-related sessions with games and prizes, a '50s session with appropriate music and prizes for best costumes, an Elvis session with all Elvis tunes and an Elvis impersonator (could be staff member). Let your imagination run wild; solicit ideas from staff and patrons.
- Hire a DJ to play music and take requests. This is a great session for Teen-Nite.

Continued on page 46...

Use public skating sessions to attract repeat customers.

Stamford 2003

Meet Our Keynote Speakers

Robin Wagner
Coach to Olympic Champion, Sarah Hughes
PSA Coach of the Year 2002

Lea Ann Miller
Professional Choreographer for Yuka Sato, Rosalynn Sumners, Caryn Kadavy, Katarina Witt and Ekaterina Gordeeva

Dr. Peter Davis
USOC Director of Coaching and Sports Sciences

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2003 ISI Winter Classic Fun for All

by Dianne Powell

Disney ICE in Anaheim, CA and Yorba Linda Ice Palace in Yorba Linda, CA were abuzz with excitement February 14-16, 2003 as 1,800 ISI skaters, their coaches and families descended on the facilities for the largest ISI Winter Classic ever held. Skaters, representing 67 ice arenas and skating schools, from Florida to California, Minnesota to Texas and including Hawaii, Mexico and the Philippines competed in over 500 events. For a list of participating teams and their overall scores, see page 29.

B.J. Chapman, a coach from RDV Sportsplex Ice Den in Orlando, Florida, brought six skaters ranging in age from eight to 16 to Winter Classic and everyone had a fantastic time. "It's a great competition," said B.J. The highlight of the Winter Classic for Chapman was "seeing our skaters go out there and skate their best and step off the ice and look me in the eye and say, 'That was the most fun I've ever had.'"

Shannon Story, a 16-year-old, Freestyle 5 skater from the Aerodrome Ice Skating Complex Willowbrook in Houston, TX, described Winter Classic as "the best competition I've ever been in." Story, her teammates and coach Michelle Christie are looking forward to participating in the ISI Synchronized Skating Championships in Orland Park, IL April 11-13.

Seventeen-year-old Amanda Bates, a Freestyle 8 skater, coach and Bronze certified ISI judge, from Centennial Sportsplex in Nashville, TN, had her mother and grandmother as her enthusiastic supporters at Winter Classic. Bates said she came to Winter Classic to get a feel for what she needs to do to prepare for Worlds. Back in Nashville, Bates is spearheading a drive to get sponsors to send her team to the 2003 ISI World Recreational Team Championships, July 28 – August 2 at Northbrook Park District Sports Center, Twin Rinks Ice Pavilion, and Glenview Ice Center in Chicago, IL.

Connie Corrigan and her daughter Stephanie, both Freestyle 4 skaters from the Dr Pepper StarCenter in Plano, TX deemed Winter Classic a fun event that was well organized and smooth. Connie looks forward to participating in the ISI Adult Championships, September 12-14 at the Charles Moore Arena in Orleans, MA.

For more stories from Winter Classic, see the Spring 2003 issue of *Recreational Ice Skating*.

Photos by Dianne Powell

2003 ISI Winter Classic Results

1	Disney ICE	911.5
2	Ontario Ice Skating Center	584.0
3	Norwalk Ice Arena	361.0
4	Galleria Ice Skating Center	333.0
5	Aliso Viejo Ice Palace	298.5
6	Aerodrome-Willowbrook	254.0
7	San Diego Ice Arena	236.5
8	Pickwick Ice	225.5
9	Paramount Iceland Inc	199.5
10	Westminster Ice Palace	173.5
11	Pasadena Ice Skating Center	169.5
12	Ice Town - Riverside	132.5
13	Athletic Arts Academy	128.5
14	Ice Station-Valencia	106.0
15	La Pista Mexico	100.0
16	Iceoplex Panorama City	95.5
17	Iceland	94.0
18	Logitech Ice	93.0
19	Ice Castle	92.5
20	Ice Town - La Jolla	92.0
20	Apple Valley Sports Arena	92.0
22	Arcadia Ice Arena	89.0
23	Glacial Gardens Ice Arena - Anaheim	86.5
24	RDV Sportsplex Ice Den	79.5
25	Iceon Skating Center	76.0
26	Surf City Skate Zone	71.5
27	Oxnard Ice Skating Center	71.0
28	Ice Center - San Mateo	69.5
29	Pista De Las Americas	62.5
30	The Skating Edge Inc	58.0
31	Vacaville Skating Center	54.0
32	Dublin Iceland	51.0
33	Glacial Garden-Lakewood	42.0
34	Oceanside Ice Arena	40.0
35	Dr. Pepper StarCenter Plano	39.5
36	Sprinker Recreation Center	38.0
37	Ice Chalet - Palos Verdes	36.5
38	Easy Street Arena	35.0
39	Slap Shot Skate Center	30.0
40	HEALTHSOUTH Training Center	27.0
41	Olympicview Arena	23.0
42	Riverview Ice House	18.0
43	Tri-State Ice Arena	17.0
43	St. Peters Rec-Plex	17.0
43	University of Delaware Ice Arena	17.0
46	El Paso County Coliseum	15.0
47	Jones Center for Families	14.0
48	Iceoplex Escondido	12.5
49	Ice Center Cupertino	11.0
50	Centennial Sportsplex	10.0
50	SM Southmall	10.0
52	Center Ice Arena-Ontario	9.0
53	Southwest Ice Arena	8.5
54	St. Marys Point Youth Center	8.0
55	Culver Ice Arena LLC	7.0
56	Berkeley Iceland	6.5
57	Yerba Buena Ice Skating Center	6.0
57	Polar Ice Peoria	6.0
59	Iceoplex-Fremont	5.0
59	The Gardens Ice House	5.0
61	McFetridge Sports Center	4.5
62	Eastridge Ice Arena	4.0
62	Ray and Joan Kroc Corps Community Center	4.0
62	The Ice at Stonebriar Centre	4.0
65	Ice Palace-Hawaii	3.0
66	Ice Oasis	2.0
67	Ice Palace	1.0

SEND ENTRY AND FEE TO:
ISI
17120 N. Dallas Pkwy., Ste. 140
Dallas, TX 75248
Phone: 972-735-8800 • FAX 972-735-8815

Team Entry Form

All information for ***team events*** (on this form) will be mailed ***to the rink*** indicated below. (Including Family Spotlight.)

Event information available at www.skateisi.org.

Event	Location	Event Dates	Test Deadline	Entry Deadline
☐ World Team Championships	Chicago, IL	July 28-Aug. 2, 2003	May 1, 2003	May 1, 2003

Please Print

Name of Group _____ Instructor/Coach _____

Rink Representing _____ Coach's Home Telephone _____

Address _____ Rink Telephone _____

City, State, Zip _____ ISI Registration # _____

We wish to enter: (IMPORTANT Use one team entry form per team, per event. Please send team photo with entry.)

☐ Synchronized Formation Compulsories
☐ Synchronized Formation Team
☐ Synchronized Skating Compulsories
☐ Synchronized Skating Team
☐ Synchronized Dance
☐ Family Spotlight
☐ Production Team
☐ Pattern Team
☐ Kaleidoskate Team
☐ Team Compulsories: _____Level*
☐ Freestyle Synchro : _____Level*
*(indicate 1-10)

Age Category: ***(select one)***

☐ Junior Youth Team (majority 7 & under)
☐ Youth Team (majority 8-10)
☐ Senior Youth Team (majority 11-12)
☐ Teen Team (majority 13-19)
☐ Adult Team (majority 20 & up)

Name	Age as of July 1, 2002	ISI #
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		

Name	Age as of July 1, 2002	ISI #
17		
18		
19		
20		
21		
22		
23		
24		
Crossover Skaters		Team #
1		
2		
3		
4		
5		
6		
7		

ENTRY DEADLINE: There will be no refunds. Memberships must be current through event. Expired Membership renewals must accompany this entry application.

Upon entering this competition, we hereby agree that any photographs or video tapes taken of our team by ISI or authorized party, may be used exclusively for any purpose by the ISI or any other use authorized by ISI.

I declare that the information above is true and that all skaters have current individual membership with ISI, and I have notified all team members that they skate at their own risk, and hereby release ISI, the host facilities, and their personnel from all liability.

Coach's Signature _____ **Date** _____

Entry Fees:

All Team Entries $20.00 per member
Production Team pays for first 32 skaters only - $640 maximum..

☐ *ISIA Education Foundation Donation enclosed $* _____

Total Enclosed: $ _____ *Make check payable to ISI*

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Authorized Signature _____ Telephone Number (must be included) _____

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Individual Entry Form

Event information available at www.skateisi.org.

Event	Location	Event Dates	Test Deadline	*Entry Deadline
☐ World Team Championships	Chicago, IL	July 28-Aug 2, 2003	May 1, 2003	May 1, 2003

☐ **MALE** ☐ **FEMALE**

Last Name | First Name | ISI Member # | Exp. Date*

Address | Birthdate | Age on 1st day of event

City | State/Province | Phone No. | USFSA Test Level

Postal Code | Country | Home Rink Name

INDIVIDUAL EVENTS

Pre-Alpha – Delta

☐ Solo
☐ Stroking
☐ Spotlight (choose 1)
- ☐ Character
- ☐ Dramatic
- ☐ Light Entertainment

☐ **INDICATE LEVEL Pre-Alpha – Delta**

Special Skater (1-10) ☐
(Check if applicable)

Freestyle (1-10)

☐ Solo
☐ Footwork
☐ Solo Compulsories
☐ **Artistic (all ages)**
☐ **Spotlight (choose 1)**
- ☐ Character
- ☐ Dramatic
- ☐ Light Entertainment

☐ **INDICATE LEVEL (1-10)**

Solo Dance (1-10)

☐ **INDICATE LEVEL (1-10)**

Figures (1-10)

☐ Figures
☐ Creative Figures
☐ Free Figures

☐ **INDICATE LEVEL (1-10)**

NEW Jump & Spin Teams

☐ Low (Pre-Alpha-Delta)
☐ Med (Freestyle 1-3)
☐ Int (Freestyle 4-5)
☐ High (Freestyle 6-10)

Partner Name _____
Partner ISI # _____

Any changes to this original entry form will result in a Change Fee of $25.00 per change/per skater.

PARTNER ENTRIES

	Partner Sim	Partner Mix	Partner Name	Partner ISI #	Age as of event
☐ Couple Level _____	☐	☐			
☐ Dance Level _____	☐	☐			
☐ Pair Level _____	☐	☐			
☐ Free Dance (3-10) Level __	☐	☐			
☐ Couple Spotlight Low **(Both Skaters Pre-Alpha-FS3)** ☐ Char. ☐ Dram. ☐ Lt. Enter.	☐	☐			
☐ Couple Spotlight High **(Either Skater FS4-FS10)** ☐ Char. ☐ Dram. ☐ Lt. Enter.	☐	☐			

Registration Fees are non-refundable ISI reserves the right to limit the number of entries without notice.

I skate at this competition at my own risk and hereby release ISI, the host facility(ies) and their personnel from all liability. I declare that the home rink listed above is the true rink/club/school that I wish to represent.

Upon entering this competition, I hereby agree that any photographs or video tapes taken of me, by ISI or any authorized party, may be used exclusively for any purpose by the ISI or any other use authorized by the ISI.

Skater Signature **Date**

Parent/Guardian (if applicable) **Date**

I declare that the information above is true, that this skater's test(s) is/are registered, that the skater is a current individual member of the ISI, and is skating in the proper categories and levels, and that the home rink listed above is correct.

Instructor Signature **Date**

NOTES: *Memberships must be current through the event. Membership renewals may accompany this entry form. All test and memberships must be registered with the ISI Headquarters.

Fees and Payment (all amounts are USD)

☐ **First Event** **$65.00**
☐ **Each Additional.** **$20.00**
☐ **Family Entry.** **$90.00**

*** ENTRY FEES DOUBLED AFTER ENTRY DEADLINE!**

(Covers all family members' first entry; each additional entry $20.00 per person/ per event.)

☐ ***ISIA Education Foundation Donation enclosed $*** _____

Membership fee enclosed ☐ **$10.00 Domestic**
(for new/expired members to ISI) ☐ **$15.00 Foreign**

Total enclosed: **$** _____ *make check payable to ISI*

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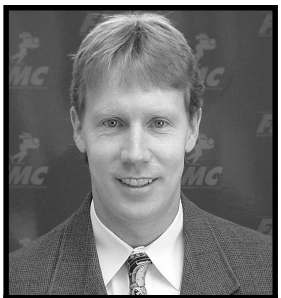
FACILITY MANAGEMENT CORPORATION NEWS

FMC welcomes Jon Morris to our hockey programming team! John recently assumed the position of Hockey Programs Coordinator in the FMC' headquarters.

A lifelong amateur and professional hockey player, John comes from deep hockey roots. He was a standout in youth and high school hockey in Chelmsford, MA, moving up to the collegiate level at UMASS-Lowell, where he was the all-time Hockey East Leading scorer.

He then took his game to the professional level with the NHL, playing for the New Jersey Devils, Boston Bruins and San Jose Sharks.



Jon Morris

Morris brings a wealth of experience from both playing and coaching perspectives. After retiring from professional hockey he instructed and developed hockey programs with the highly respected Hockey Academy.

With a keen knowledge of the sport and a strong desire to increase the opportunities for hockey players of all ages and abilities, John will play a key role in expanding and improving the FMC hockey programs.

JOIN OUR TEAM!

As a growing leader in the industry, FMC is always looking to add quality individuals to our management team. Immediate openings are available for:

- **Senior Management**
- **Arena Management**

If you have ice rink experience and are interested in learning more about employment opportunities with FMC contact our Human Resources Department at

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careers@fmcarenas.com

Mid-Atlantic Arena Managers Association (MAMA)

by Trudy Ivory

ICE ARENA ASSOCIATIONS NEWS

Wow! As I write this, is it cold outside?! While that is usually a good thing for the ice business, in some ways it is having the opposite effect. No one wants to go out in the cold and wind to do anything. This too shall pass.

Our January MAMA meeting was held at the newly renovated Cleveland Heights Community Center in Cleveland, OH. Spend a "few" million and you get a great facility! The community center houses two ice sheets, one Olympic-size, a fitness center, indoor walking/jogging track, basketball courts, a senior center, after school childcare facilities, and lots of activity rooms and large lobby/seating areas. Our host, Kelly Taylor, provided a tour and a delicious lunch. Thanks, Kelly, we really appreciate your hospitality!

In attendance were 16 members from 11 facilities in PA, OH and WV. After our tour, we sat down to our traditional roundtable and discussed how our public skating sessions are doing this season. The majority reported a decrease of approximately 10% to 15% from past years. How come? The economy? Bad figure skating press from the last Olympics? Could be a lot of issues. We talked about ways to increase the awareness of what we offer the community.

Mt. Lebanon in the Pittsburgh area invited "Sponge Bob" to a Marathon Skate during a day when school was out and attracted 800 people over an eight-hour session. Guess who "Sponge Bob" was. I can keep a secret.

We also believe that passing out fliers in our local elementary and middle schools offering a discount coupon works well. Several arenas have purchased big screens for over the ice to show movies, music videos and football games with success. We also discussed how to handle groups that cancel ice at the last minute and how many of us have leased pro shops and concession areas and who still runs their own setup. The majority have leased facilities. Pro shops either work very well or not at all, depending on the competition from big name sporting goods companies in each arena's location.

In the afternoon we were treated to a comprehensive presentation from Hench Control International on energy management. Hench offers several systems to control the needs of individual ice rinks. The lowest energy saving has been 14.5% and the expected payback on the cost is two to three years. For more information, you can contact Hench at 519-822-3200.

Our meeting concluded with a discussion of where our April 23rd meeting will be held. Any volunteers in the MAMA area who would be willing to host the next meeting? Come on ... give us a try ... we're a fun group! Contact me at tivory@greensburgpa.org.

Hang on; spring will be here soon!

Metropolitan Ice Rink Association (MIRMA)

by Judith P. Sniffen, President

As I write this article, I'm listening to the tragic news that the space shuttle Columbia has exploded over Texas. It is truly a sad day for our country and the families of the brave astronauts who risked danger to create a better world. We all pray for the seven brave explorers and their families.

The District III Executive Board is making plans for MIRMA's Spring Managers Seminar to be held in early April in Bridgeport, CT. Lisa Fedick, manager of Wonderland of Ice, will host the meeting. Breakfast and lunch will be served, compliments of MIRMA. The day will conclude with a tour of the newly completed Harbor Yard Bridgeport Arena, home of the AHL Sound Tigers, and dinner (for a fee of $25). Complimentary tickets to a Bridgeport Sound Tigers hockey game are available to attendees.

Topics for the seminar will include:

- Safety
- Coaches/Players/Parents Responsibilities
- Proper Skate Sharpening by Stan Belliveau

The Continental Elite Hockey League (CEHL) has announced the addition of the New Jersey based Metro Fighting Moose, Junior 'A' Hockey Club, for the 2003/2004 hockey season. The Metro Fighting Moose will be based out of the Sport-O-Rama ice facility located in Monsey, NY. (Congratulations to Barry and Janet Wolkon on securing this program.) Dan Weltman, owner of the new franchise, sees this as a great opportunity for the community as well as local talent. Chris Firriolo will be head coach of the new team. Players will range in age from 16 to 20 and will be recruited from across the U.S., Canada and Europe. Players will be actively involved in local schools, hospitals, nonprofit organizations and charity events. Anyone interested can contact the Metro Fighting Moose at 908-241-6002 or visit their website at www.metromoose.com.

The District III/MIRMA ISI competition is scheduled for June 14-15, 2003 at The Rinx in Hauppauge, NY. Carola Mandeville, District III Instructor Section Representative, will chair the competition. Information will be sent to all skating school directors. For more information, contact MIRMA President Judith Sniffen at 516-628-2240.

Wisconsin Ice Arena Management Association (WIAMA)

by John Wardman, Vice President

Plans have been finalized for the WIAMA 2003 Spring Conference to be held April 23-25 at a new location, the

Raintree Resort in the Wisconsin Dells. The Conference will begin with Jason Easton, representing ISI's iAIM program, speaking on Equipment Operations and Maintenance, followed by a panel of experts from the industry with an Open Forum Discussion. Rick Bayer will discuss Contractual Risk Transfer; Tom Shfranski and Ed Nolter will give updates on WIAA and ASTM issues; and Dave Wescott of STAR will discuss the Practical Approach to Ice Maintenance. There will be a Trade Show Thursday night for vendors to show new and existing equipment and products. The WIAMA Conference will end on Friday with a final Question and Answer Wrap-up session. We hope to see everyone at the conference.

For further information on WIAMA, contact Nancy Hacker, WIAMA, 700 Shady Lane, Neenah, WI 54956, or call Nancy at 920-731-9731, extension 10.

Michigan Arena Managers Association (MAMA)

by Ron Holbrook, President

The latest meeting of the Michigan Arena Managers Association was held on January 14 at the Ice Box in Brownstown, MI. Our host was Jono Norian, owner/manager of the three-sheet facility. No guest speakers were at this meeting, as the focus was on the association. One of the main topics was the proposed amendment to the by-laws of MAMA. The last revision to the by-laws was made in September, 1986. As we all know, there have been many changes in our industry since 1986. All the proposed changes were adopted by the membership.

Increasing membership was another important topic of discussion. At our meeting last October, good suggestions were made by attendees, some of which have been implemented. Ads were placed in the local hockey magazines announcing the date and time of our upcoming meeting. Others will take more time, like implementation of regional meetings in different areas of the state, other than Southeastern MI. Kevin Barnes from Ferris State University Arena and vice president of MAMA is spearheading this campaign. An annual meeting in June will be planned to bring everyone together at a resort area for a two-day conference and social event.

Once again a rule change request was submitted to the Michigan Amateur Hockey Association by MAMA on the spring and summer rule, implemented two years ago, that limits players to only one team in the spring and summer. We feel that this is hurting the players and the arenas financially. The new rule, if passed, would allow players to participate on no more than two teams in the spring and summer.

Minnesota Ice Arena Managers Association (MIAMA)

by Chadd Benson, MIAMA District 7 Representative

The MIAMA Board of Directors met at Woodbury Ice Arena

Continued on page 36...

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...Continued from page 35

on February 12. One of the focuses of the meeting was the Spring Workshop. This year's Workshop will be held at the National Hockey Center in St. Cloud, MN on Wednesday, May 14. There was much discussion on this year's format and changes that could be made. It was decided to keep the Vendor Trade Show at the Fall Conference and not at the Spring Workshop. We feel one tradeshow a year is sufficient and that this gives the vendors more time to mingle with membership. This also gives us more time to focus on presenters and sessions.

MIAMA's website, Rinkfinder.com, has been a great success so far. Many customers have used the site with most looking for facility locations and ice for sale. We received a report from some of our members regarding the "Ice for Sale" page with most of the feedback being very positive. Many managers reported that they had sold more ice hours than last season and that the website is a great service to members.

Plans for this year's annual MIAMA Fall Conference at Breezy Point resort are in progress. We are very excited to have many new and fresh ideas and expect a good turnout.

The next MIAMA meeting will be on May 13 in St. Cloud. For more information on MIAMA, please contact Al Payne at 612-861-9351 or check our website at www.rinkfinder.com.

North East Ice Skating Managers Association (NEISMA)

by Al Tyldesley

It appears that ice arenas in New England are enjoying another banner year. In spite of the reported poor economy and slow down in family spending, ice arenas in our area are reporting an increase in demand for ice rental. Some arenas now consider Monday – Friday early morning ice time as prime time. Expanded school programs must use the before-school hours as the only time available. Figure skating club membership is up. The complaint we hear is that there are too many figure skating competitions to go to. Public skating numbers appear to remain good in spite of the limited hours offered for this activity in our area.

One of the more interesting demands for ice time comes from middle school hockey programs. Parents or booster groups fund many of these programs. Lack of school funding allows these teams to skate a longer season and thus become good customers for the arena. Budget cuts for school athletic programs have forced many schools to charge "sports fees" for participation in official school sports. In spite of these fees, there has been little if any drop off in numbers of players. This is especially true in ice hockey where parents are used to paying youth hockey fees.

We were delighted to have ISI's iAIM program in Marlboro, MA last September. The Arena Management Certification program was well attended. Facility Management Inc., which operates 16 ice arenas in MA, registered over 20 employees. The school was so successful that FMC President Rob McBride has requested that the iAIM Operations school be brought to MA this summer. All FMC facilities are members of NEISMA and ISI. We encourage other groups across the country to consider inviting the iAIM program into their communities.

In spite of record-breaking snowfall and cold so severe that the Atlantic has been frozen for five weeks, we have no reports of damage to arena roofs. We're aware of several facilities that used snow blowers to remove snow from their roofs. We cannot recommend this because of the danger, but it worked. The snow came in early December and is still piled up in early March. This effectively prevented outdoor skating, even though the ice is very thick. The weather had to help public skating attendance in arenas.

We were surprised to see a number of NEISMA members at the Let's Play Hockey Show in Las Vegas in January. Most said that they found the show worthwhile. It is not possible to go to a show or conference without learning something new. NEISMA President Tom Morton and the Board of Directors have planned an exciting NEISMA Spring Conference that will offer outstanding educational presentations and a large Trade Show. The 2003 NEISMA Spring Conference and Trade Show will be held May 7-9 at the Foxwoods Resort and Casino in Ledyard, CT. This has been a very popular venue in the past; we expect a good turn out.

Arena Programming Tip

by Art Sutherland

In this fast paced world there is ever-increasing competition for entertainment dollars. As managers and operators of recreation facilities, you have to develop new ways of attracting patrons. A great idea that I have seen is "combination programming" whereby you package a suite of activities into a fun-filled evening that will keep patrons in your facility longer.

One facility I visited had a "Children's Social" on Friday and Saturday nights. It included a one-hour skating session, one hour of crafts and games, and a 1 1/2 hour movie. The cost was $10 per child and included one soft drink. It's a very popular event for kids and their parents.

The diversity of combination programming is only limited by your imagination and could include learn-to-skate lessons, dry floor activities, costume parties, etc.

** Art Sutherland is President and CEO of Accent Refrigeration and the author of five recreation facility operations/training manuals. He can be reached by calling 250-478-8885, or check the website www.accent-refrigeration.com.*

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SEEKING "SPORT FLOOR" - Facility Management Corporation, operator of 16 Massachusetts ice rinks, is looking to purchase a used sports floor for inline and floor hockey. The playing surface is 85' x 185'. Please contact Scott McCoy at Facility Management Corporation at 781-982-8166 extension 104 with information.

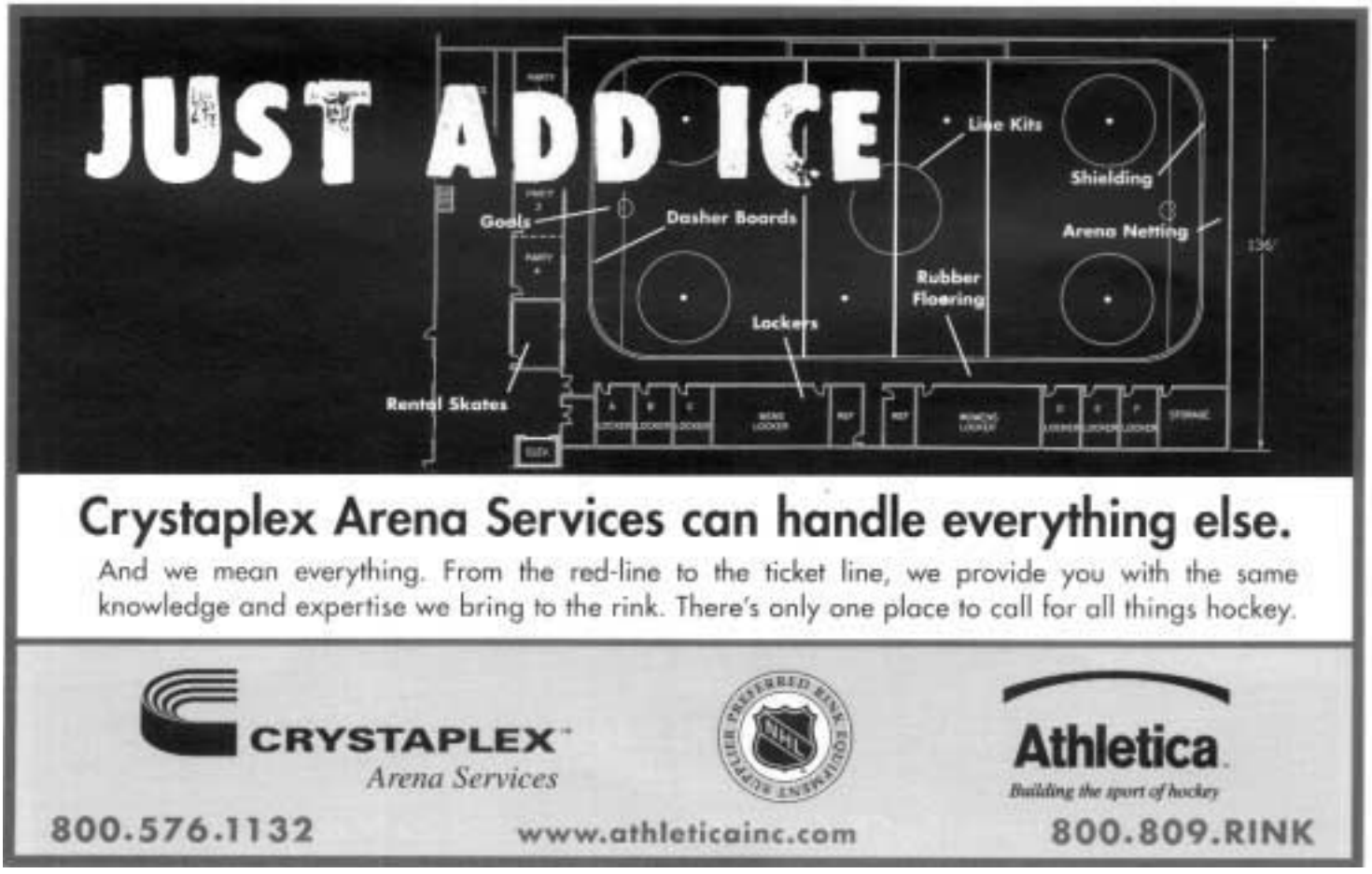
SKATING DIRECTOR: $29-42K. Qualifications: strong skating background with knowledge of figure skating teaching methods and techniques; knowledge of ISI and USFSA programs; ability to coach participants of all ages; supervisory experience; ISI and PSA certification; computer skills. Duties: develop, execute, and manage all skating programs; increase awareness, enrollment, and sales of programs and special events; supervise production of ice shows and competitions; implement off-ice conditioning classes; perform public relations functions; evaluate instructors; prepare annual skating budget. Contact: Pettit National Ice Center, Attn: Human Resources, 500 S. 84th St., Milwaukee, WI 53214; fax 414-266-0122; email tgreen@thepettit.com.

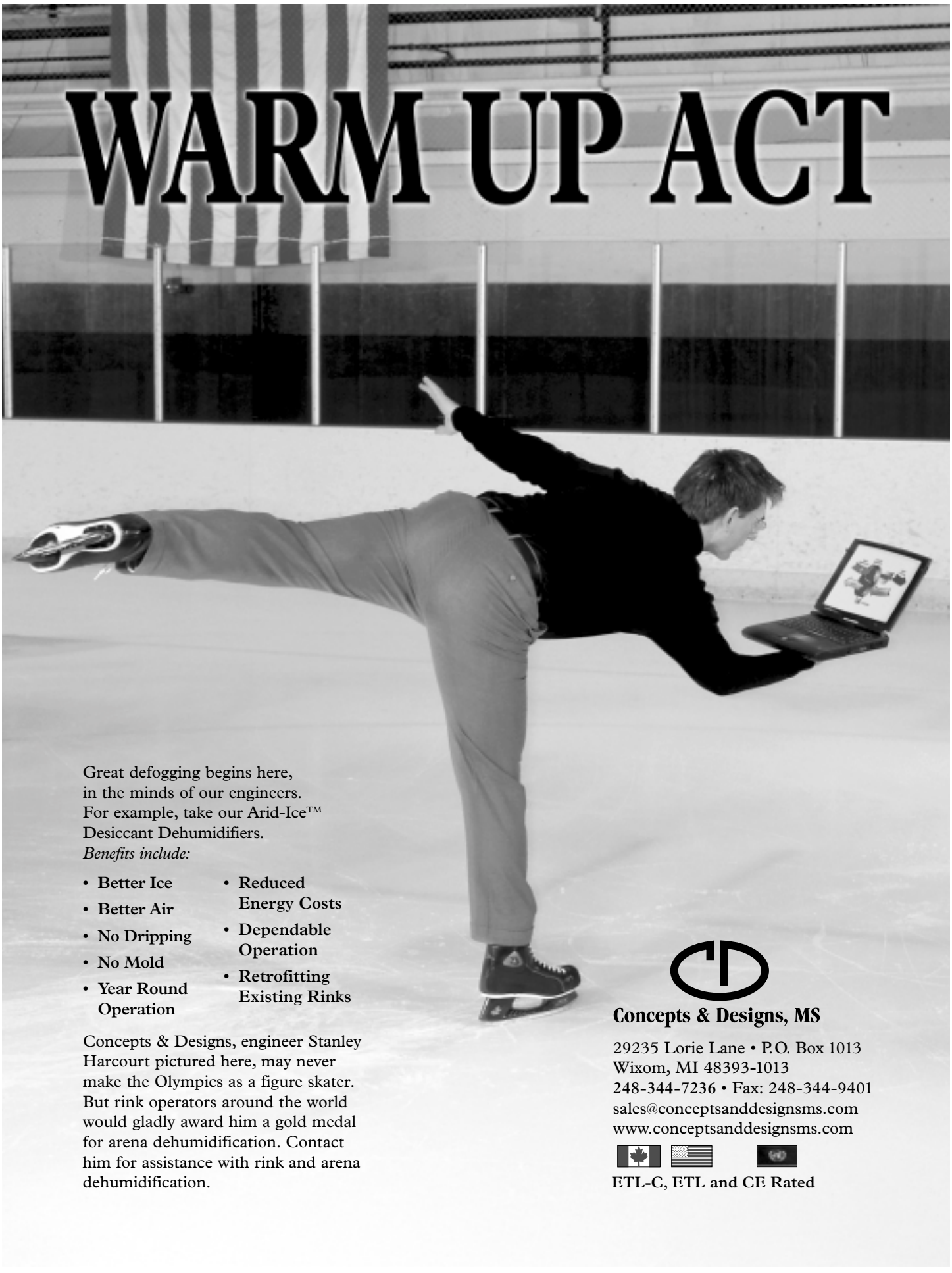
INDIANAPOLIS AREA synchronized skating organization seeking two coaches. Teams currently compete ISI and USFSA. Synchro experience preferred. Potential opportunity for private lessons. Resumes to PO Box 675, Fishers, IN 46038.

IMMEDIATE OPENING FOR HOCKEY DIRECTOR - Skatetown Ice Arena in Roseville, CA is currently accepting resumes for a hockey director to manage and grow our youth and adult house leagues, all hockey instructional programs, drop in hockey programs, tournaments, camps, and hockey officials programs. In addition to overall responsibility for the hockey department, the person in this position will be a member of the Skatetown management team. Previous successful experience as a hockey director is preferred. Strong organizational, management, customer service, and team-member skills are required. Send resumes to scott@skatetown-roseville.com.

IMMEDIATE OPENING FOR PRO SHOP MANAGER - Skatetown Ice Arena in Roseville, CA is currently accepting resumes for a person to manage our retail pro shop. Our 1,200 sq. ft. pro shop carries a large selection of hockey and skating merchandise. Previous successful experience as a retail manager is required. Hockey and skating retail sales are a plus. In addition to overall responsibility for the pro shop, the person in this position will be a member of the Skatetown management team. Strong organizational, management, customer service, and team-member skills are required. Send resumes to scott@skatetown-roseville.com.

SKATING DIRECTOR/ASSISTANT manager wanted for a 6 year old facility near Indianapolis. Responsibilities include managing Learn to Skate, freestyle programs, instructors, general rink duties, and working a flexible schedule. Send resume to The Forum at Fishers, 9022 E. 126th St., Fishers, IN 46038, Fax (317) 849-2310, Attention Derrick Bye.





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Concepts & Designs, engineer Stanley Harcourt pictured here, may never make the Olympics as a figure skater. But rink operators around the world would gladly award him a gold medal for arena dehumidification. Contact him for assistance with rink and arena dehumidification.

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How to Market Group Sales

by Susan Snyder-Davis

Group sales should be a vital part of a successful ice arena's business. Since walk-in business is unpredictable for sales forecasting, you should promote group sales. By booking group parties in advance, you can begin to project upcoming sales and then your walk-in business becomes bonus income.

How do you begin to develop your group sales business? What are the typical reasons to gather for a party? Often it's for a child's birthday, but there are other reasons. Families have parties for reunions and anniversaries. Clubs and non-profit organizations hold parties to raise funds, to get to know each other better, end-of-the-year celebrations and meetings. Schools hold after prom parties, end-of-the-year celebrations, beginning of the year parties, and after games or plays parties. (If you are looking for schools in your area, check out the *American School Directory*, your internet guide to 108,000 K-12 schools: www.asd.com.)

Businesses throw parties for reaching sales quotas, retirements, new product announcements and to entertain clients. Families, clubs, schools, non-profits and businesses all celebrate holidays. It's your job to notify these groups and to remind them to have parties for all of these important reasons … and, by the way, your facility offers party packages.

There are targeted places within the community to call on for group sales. You will find business in the following areas:

- Schools - private, public, technical, home schoolers, middle, high school, community colleges, universities, PTAs, PTOs and day care centers
- Communities within the community – apartment complexes, sorority and fraternity houses, and college dormitories
- Businesses – wholesale, retail and manufacturing
- Industries – real estate, insurance, hotels, dental/medical and automotive sales companies
- Religious organizations and churches
- Civic groups – Kiwanis, Lions, Rotary, Jaycees, scouts
- Special groups – utilities, cable companies, government offices, media, fire and police departments, and medical facilities

There are endless ways to generate leads and to market group sales. Here are a few:

- Testimonials – Invite group leaders to write a note of referral on their letterhead if possible.
- Brochures – This is where you can shine. Let everyone know what kind of parties they can expect to have at your facility.
- In-house promotions – Flyers, calendars and banners are all ways to remind your customers that you can throw their parties.
- Exhibit at community fairs, festivals and events to meet and greet residents of your community.
- Cross promotions – Work with other businesses wanting to increase their business.
- Contests – Give away a party to draw attention to your parties.
- Advertise in local newspapers, school papers, club newsletters, church directories, Yellow Pages, school yearbooks, school and community theater programs, high school and college radio advertising, and community newspapers. Don't forget to promote your group sales capabilities in your facility event programs and over the public address system during shows, competitions and hockey games.
- Sales incentives – Give your staff and customers incentives for referring business.
- Web sales – Be sure to include details on your website about group sales. You may consider offering party discounts to groups who link your website to their website. Be sure to collect e-mail addresses of your group leader contacts. Don't spam your prospects with junk mail, but periodically offer e-mail party specials they can't resist.
- Sales 101 – Direct mail, telemarketing and cold calling are all methods of building your prospects database.

There are other creative ways to build your group sales. If you can't beat 'em, join 'em. Join the groups where your prospects gather, infiltrate their world and learn their ways. And, when you feel comfortable, invite them to meet at your facility. While they are there, be sure to hand out your party brochure. Throw a big party and invite group leaders and prospects to come with their families or guests. Hand out your party brochure.

If you want to give groups an added bonus for signing up for company and group parties, provide their group with your facility's logo T-shirt with their organization's name overprinted on the shirt for their event. Give the group the option of paying extra to receive the T-shirt. You will need to coordinate with a local printer who can provide the overprinting and you may need a minimum order of shirts from the participating groups.

It costs you more to generate new clients than it does to sell more to the clients you already have. Translated – offer frequency discounts to groups that sign up for parties. If they book one party, tell them that if they book three parties throughout the year, you'll give them a fourth party for free.

One of the smartest things an ice arena can do is to invest in its group sales program by hiring someone to specifically solicit group business. Send you sales person to professional sales training classes and provide your sales person with sales tracking software and bonuses, sales incentives and commissions. Take your group sales seriously and you'll enjoy serious results.

** Susan Snyder-Davis is owner of Kids Marketing Factory and author of **Marketing Your Family Entertainment Center** and **Special Events for Family Entertainment Centers**. You can reach her at kidsmktg@juno.com.*

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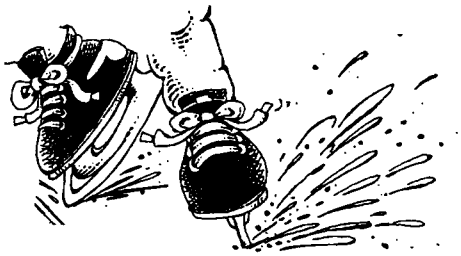
- A professional staff educated and dedicated specifically to understanding the insurance needs and requirements of skating rinks

To learn about these services,contact Joan Rice or Chuck Rice at Rice Specialty Risk, 800-733-RICE.



RICE SPECIALTY RISK

Getting Connected

2003 March/April

New Rinks/Clubs/Schools

Alice Noble Ice Arena
Matt Stoll
851 Oldman Rd
Wooster, OH 44691
Ph 330-345-8686
Fax 330-345-5014

Major League Figure Skating
Jon Rubin
336 Tulip Lane
Freehold, NJ 07728
Ph 302-983-5667

Palmetto Skate Club
706 Lockner Road
Columbia, SC 29212-
Ph 803-798-9912

Professional Figure Skaters Cooperative
Janet Wright
716 Lee Street
Des Plaines, IL 60016-4515
Ph 847-824-5700
Fax 847-824-0394

Yorba Linda Ice Palace
Gary Shaffer
23641 La Palma Ave
Yorba Linda, CA 92887
Ph 714-692-8776
Fax 714-692-1207

New Builders/Suppliers

Adams Mark Hotel-Northbrook
Michael Downey
2875 N Milwaukee Ave
Northbrook, IL 60062
Ph 847-298-2525
Fax 847-298-8965

New Retail Merchants

Pro's Edge Sports
Kelly Weiss
9501 West Peoria Ave
Peoria, AZ 85345
Ph 623-412-3444
Fax 623-412-8666

New Associate Members

Adamek, Brett - IL
Ahlbrecht, Jill - CO
Anderson, Katharine - CA
Arakaki, Brian - AZ
Araujo, Crystal - CA
Ashworth, Molly - CA
Bajorin, Alyssa - NY
Bashaw, Robyn - VT
Baum, Audrey - TX
Beebe, Stephanie - CA
Blake, Alison - NV
Boundy, Jane - IL
Broeren, Jane - PA
Brouhard, Melissa - CA
Cantatore, Robyn - NY
Carlotto, Mary Kay - MA
Carson, Stewart - TX
Cohen, L. Kati - IN
Crai, Richard - CT
DeCarlo, Erika - IL
Diaz, Hector - CA
Dion, Michelle - MA
Douglass, Alyna - CO
Dufour, Pierre - CA
Dziewulski, Joyce - WI
French, Julie - PA
Gallozzi, Charlene - MA
Gammoh, Andrea - CA
Gilbert, Stacey - MI
Gornall, Heather - NY
Greenway, James - FL
Greenwood, Teresa - MO
Guinn, Regina - AZ
Hakimi, Lisa - SD
Harman, Jessica Lynn - PA
Harmon, Leslie - AR
Johnson, Salina - TX
Jones, Herman - OH
Killean, Mary Kathryn - TX
Knotts, Charlotte - FL
Kobayashi, Jay - CA
Krize, Elizabeth - VA
Layten, Kelly - CA
Lee, Gloria - CA
Loebman, Bari - IL
Lucila, Herbert - TX
MacKinnon, Christina - NY
Magnuson, Becky - CA
McGrath, Danielle - CA
Meltzer, Robyn - FL
Montalbano, Danielle - NY
Munana, Luke - CA
Noble, Kerrie - CA
O'Malley, Kelly - IL
Ortiz, Emily Ruth - CA
Piteo, Katherine Lomba - CT
Poiroux, Brooke - AL
Rasmussen, Renee - NV
Rawlings, Cindy - CA
Rodgers, Jessica - PA
Rossi, Jason - NY
Safley, Kelly - IL
Seamens, Chris - PA
Sheerahamed, Kris - FL
Slepawic, Sarah - IL
Spencer, Colleen - KY
Strikowsky, Lisa - VA
Sumrell, Theresa - VA
Tanakatsubo, Kristen - IL
Thompson, Natalie - WA
Titus, Amy - NY
Vachon, Louis - CA
Walker, Patricia - SD
Walsh, Jim - FL
Warner, Lavonna - TX
Welch, Heidi - AL
Wheeler, Skye - CA
Willers, Patricia - MN
Williams, Karen - CA
Williams, Kevin - TX
Winterholler, Emerald - WY

Directory Additions

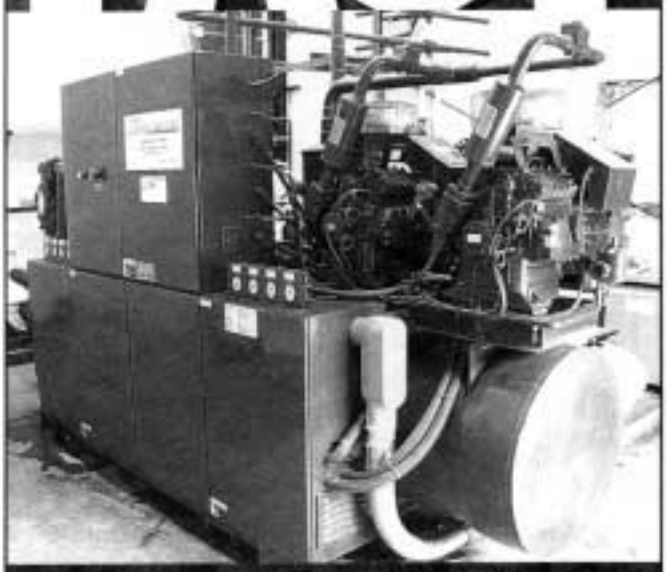
Two ISI Administrative Members were inadvertently left out of the recently printed *ISI 2003 Directory*. We apologize for any inconvenience this error may have caused. Please add the following to your *Directory*:

San Diego Ice Arena
11048 Ice Skate Place
San Diego CA 92126
Phone 858-530-1826
Fax 858-530-0606
E-mail sdiaice@aol.com
Manager: Philip Linssen
Skating Dir: Wendy Smith
Hockey Dir: Mark Graham
1st Voting Rep: Philip Linssen
Member # 04075Acct # 7275, Dist 15

Farmington Hills Ice Arena
35500 Eight Mile Rd
Farmington Hills MI 48335
Phone 248-478-8800
Fax 248-478-7360
E-mail astrasser@ci.farmington-hill.mi.us
Manager: Alan Strasser
Skating Dir: Valerie LeBlanc
Voting Rep: Alan Strasser
Member # 19049Acct # 0049, Dist 06

The information in the ISI 2003 Directory Online is correct. Go to www.skateisi.org for complete *Directory* listings and other updated information.

IT'S A FACT!



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In USA: **1-800-428-7539**
Outside USA: **1-814-262-7313**
Fax: **1-814-262-7610**

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- Let customers make ice-time requests or register for programs online!
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What our customers are saying:

"I consider MaxFacility to be the third most important asset in my arena – right behind the refrigeration system and resurfacer." - Mark Vaughan (Eagan Civic Arena, Eagan, MN)

"The greatest benefit I have received from using MaxSolutions software has been peace of mind and more energy. It allows me to complete other tasks I never seemed to be able to get to before. I remember all too well how it was before I started using MaxFacility and I certainly would never want to return to those days." - Lee Roy (Travis Roy Arena, Yarmouth, ME)

For more information, please contact us at:
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ISIA Education Foundation Report

Applications for the 2003 ISIA Education Foundation scholarships have been submitted, and a committee of Foundation trustees is charged with the task of selecting this year's winners, to be announced at the ISI Annual Conference and Trade Show, May 27-29 at the MGM Grand in Las Vegas.

The ISIA Education Foundation was founded in 1989 to enhance the educational opportunities of ISI members through the awarding of scholarships for post-secondary school education. ISI instructors, skating directors and coaches are urged to make their students aware of the Education Foundation scholarships and to encourage skaters to apply.

To accumulate the required number of service hours, scholarship applicants need to begin documenting their service long before their senior year in high school. An "Hours of Service Verification Form" and the "ISIA Education Foundation Application Criteria" are in the *2001-2002 ISI Instructors Seminar Manual*, can be downloaded and printed from the ISI website, www.skateisi.org, or can be obtained from ISI. Current criteria could change in the future.

This is a worthwhile program that rewards outstanding ISI members and ultimately enhances our industry. Your support of the Education Foundation and its mission could enable your students to be future scholarship winners.

In order to continue the Education Foundation's scholarship program, the Foundation welcomes contributions in any amount. Your skating school or club is encouraged to share a portion of competition profits or to hold a fund-raiser to further the goals of the Foundation. Contributions are recognized in *Recreational Ice Skating* and the *ISI EDGE*, unless donors wish to remain anonymous. Contributions are tax deductible to the full extent of the law.

The ISIA Education Foundation gratefully acknowledges the following recent donations:

Sponsor: ($1,000-$4,999)
District 8

Supporter: ($500-$999)
District 8 in memory of Michael Kirby

Donor: ($250-$499)
Karen & Paul McCulley
Boyd & Barbara Wietecter

Contributor: (($100-$249)
Donald & Elizabeth Weiner

by Patti Feeney
Managing Director of Member Programs and Services

One of the goals of the Ice Skating Institute is to provide Great Customer Service! Our mission is to make it easy to do business with us. We believe people (members) should not have to work hard to receive services from ISI.

Sometimes our members unintentionally provide roadblocks to our reaching our Great Customer Service goal. Consider the following occurences that interfere with our members receiving the service they deserve.

- One third of the 1,800 entries in Winter Classic were either not current members or their tests were not registered. All these skaters required letters concerning missing information and verifications, thus tremendously slowing down our ability to get information to all members in a timely manner.
- A membership application recently arrived containing the facility name and the skater's date of birth, but no name, address or other pertinent information. ISI is blessed with a dedicated, hard-working staff, but none of us are mind readers.
- After each issue of *Recreational Ice Skating* is mailed, over 100 magazines are returned due to incorrect addresses, but fewer than five notify us of any address changes. This takes funds that could be applied to member services and gives the money to the post office. We must pay to get back the incorrect address labels; otherwise the magazines would continue to be sent to wrong addresses.
- When Judges Certification tests are received without the test version marked on the answer sheet, appropriate grading is impossible.

This is a sampling of actual instances where Great Customer Service was impeded.

Are you experiencing a long wait for an Endorsement for shows and competitions? Are you providing all the necessary information required for an endorsement?

1. Is the facility's membership current?
2. Is the competition director Gold certified? If not, have you listed the name of the gold certified referee?
3. Does the application contain the signatures of the district representative, arena manager and voting representative?
4. Is the daytime phone number correct?
5. Is the information packet complete with an accompanying competition endorsement application?

It is not unusual for staff to have to call four or more times to get endorsement information corrected. If the endorsement form is incomplete and calls from ISI are not returned in a timely manner, endorsements are held up.

We continue to strive towards Great Customer Service, but we need your help to accomplish this. There are easy solutions to the problems mentioned. Coaches, when you know your students have moved or are going to move, please remind them to contact ISI via phone, fax, e-mail or mail to notify us of their address change.

Arenas need to request a comprehensive report that lists the names and numbers of all members, membership expiration dates, and highest tests passed. This report enables coaches and skating directors to know the status of their skaters prior to submitting event entry forms.

To stay current on rule changes, facilities/coaches need to purchase the latest versions of ISI manuals. Check the ISI website, www.skateisi.org, on a regular basis for updates on all events and rules.

If we all work together, we can reach our goal of providing our members Great Customer Service.

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- Play Ice Skating Trivia. Create questions that the public will have answers for or can get from in-house brochures and flyers. Ex: How many weeks are there in our Learn-to-Skate series? If customers don't know, they should be able to find a Learn-To-Skate brochure or flyer that provides the answer.
- Mix it up with reverse skate, boys only skate, girls only skate, and couples skate.
- Offer exhibitions by local figure skaters, hockey players or broomball teams. They don't have to be your higher level skaters. Utilizing tots and adults in your programs inspires potential skaters while informing customers that you offer a broad age range of programs. To get the best results, carefully plan exhibitions to match your anticipated audience. Exhibitions are wonderful marketing tools. Don't forget to invite the local media.
- Announce birthdays, anniversaries and any other special events periodically throughout the session. People, especially kids, love to hear their name over the public address system.
- Make your arena pleasing to the eye. Make it colorful. Use special effects lighting, a disco ball, banners or whatever is appropriate for your specific facility. Make it bright and inviting.

Once you've gotten them in your door, you want them to come back. Public sessions should be viewed as an entertainment opportunity. Programming the sessions to draw attention will enable you to compete with roller rinks, movie theaters, miniature golf and other entertainment outlets. Even if you are not interested in doing something every week, consider acknowledging the holidays with appropriate thematic music and give-a-ways. In an effort to keep customers in your facility, use guest passes, discounts on in-house programs, food/beverage from the snack bar, or facility merchandise as prizes.

Don't sacrifice customer service for a higher profit margin. "A typical dissatisfied customer will tell eight to 10 people about his problem. One in five will tell 20. It takes 12 positive service incidents to make up for one negative one," says Andy Deyo, an instructor with the iAIM school and President of H/D Sports Management.

The most effective way to make a public skating session profitable is to focus on customer service and safety, and don't forget to entertain!

** Michelle Wilkin is the Assistant Manager and Skating School Director at Oxnard Ice Skating Center in Oxnard, CA. She is a Certified Arena Programmer and a Certified Arena Manager.*

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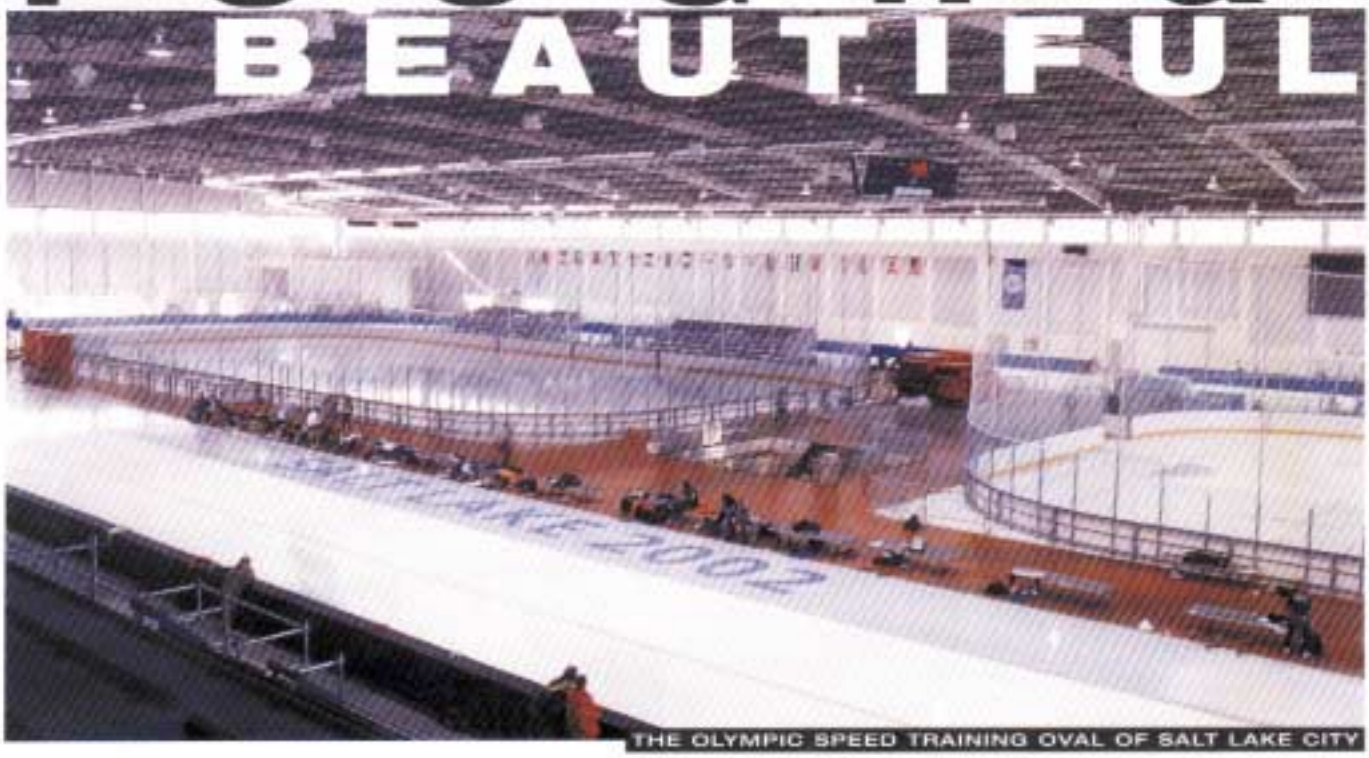

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Randy Locey, *Vice President* ►
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