

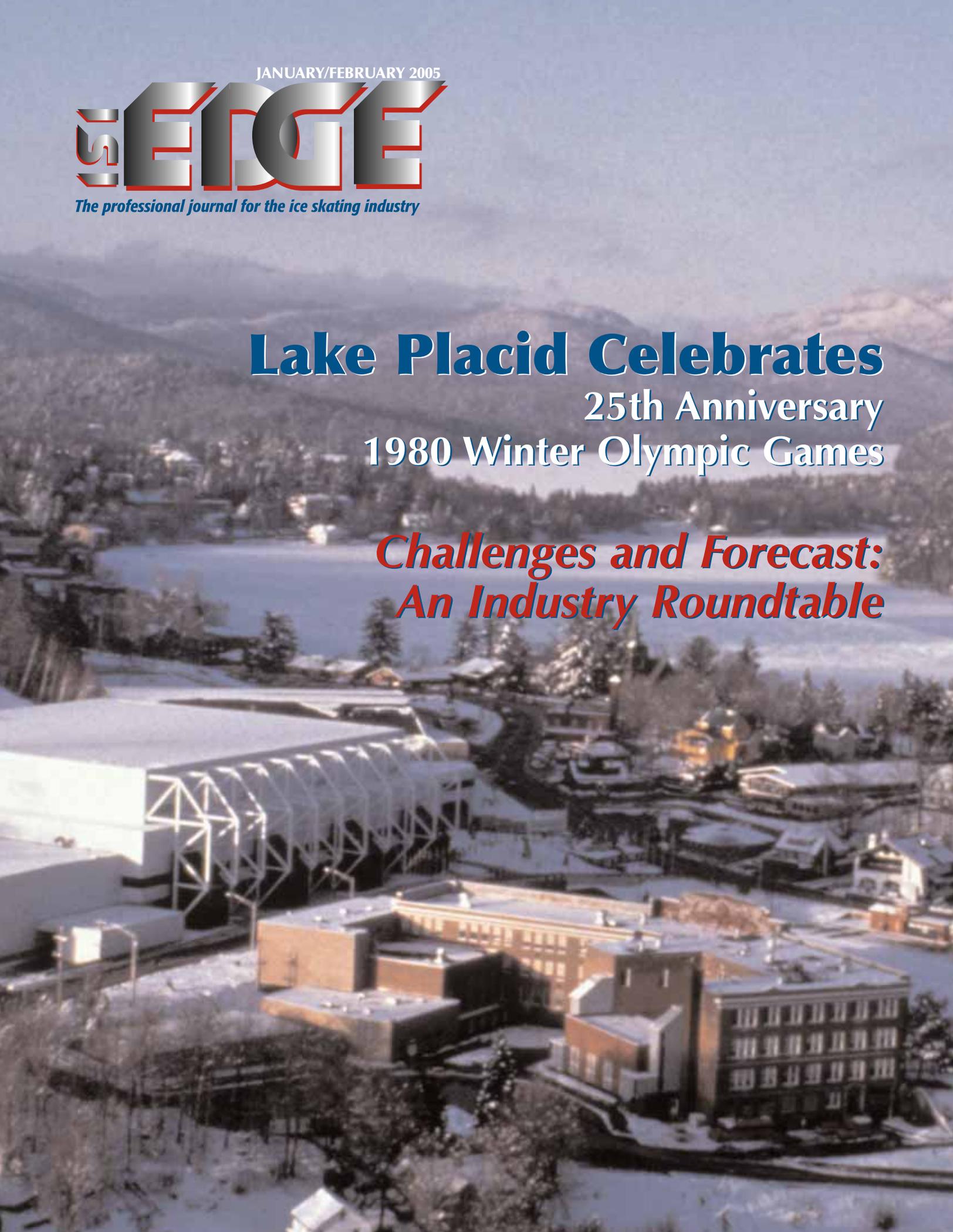
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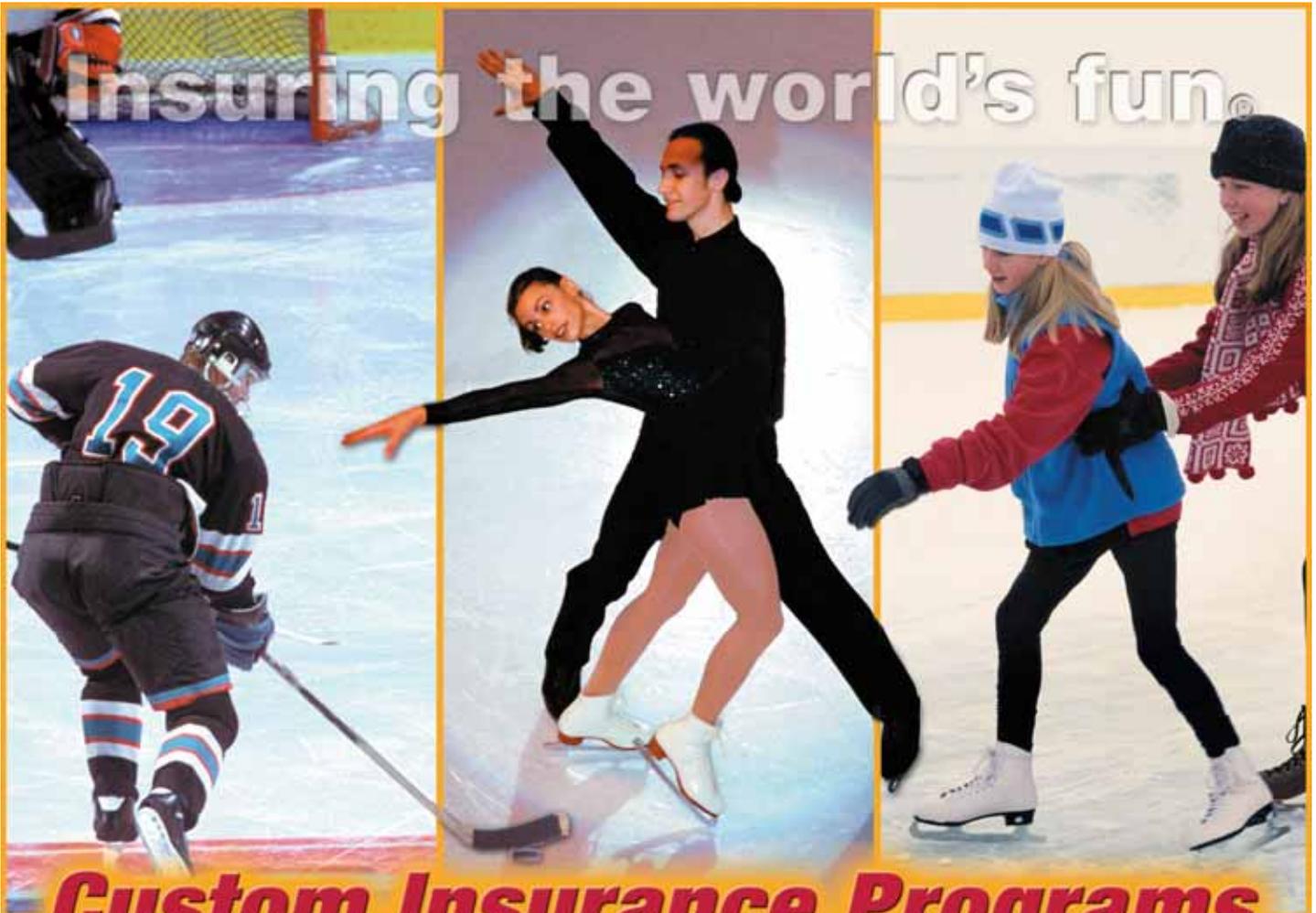
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The professional journal for the ice skating industry

Lake Placid Celebrates 25th Anniversary 1980 Winter Olympic Games

***Challenges and Forecast:
An Industry Roundtable***





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Ice Skating Institute

Editor
Lori Fairchild

Editorial Advisors
Peter Martell
Patti Feeney

*Print Production and
Advertising Sales Manager*
Carol Jackson

Art Director
Cindy Winn Livingston

Contributors
Rob McBride
Jim Thompson

The ISI EDGE (USPS 017-078, ISSN 1522-4651) is published bimonthly; January/February, March/April, May/June, July/August, September/October, November/December; by the Ice Skating Institute, 17120 N. Dallas Pkwy., Ste. 140, Dallas, TX 75248-1187. Annual Subscription Rate is \$24.00 per year. Periodicals postage paid at Dallas, TX, and at additional mailing offices.

POSTMASTER NOTE: Send address changes to ISI EDGE, c/o The Ice Skating Institute, 17120 N. Dallas Pkwy., Ste. 140, Dallas, TX, 75248-1187. Printed in the U.S.A.

Subscriptions available through membership only.

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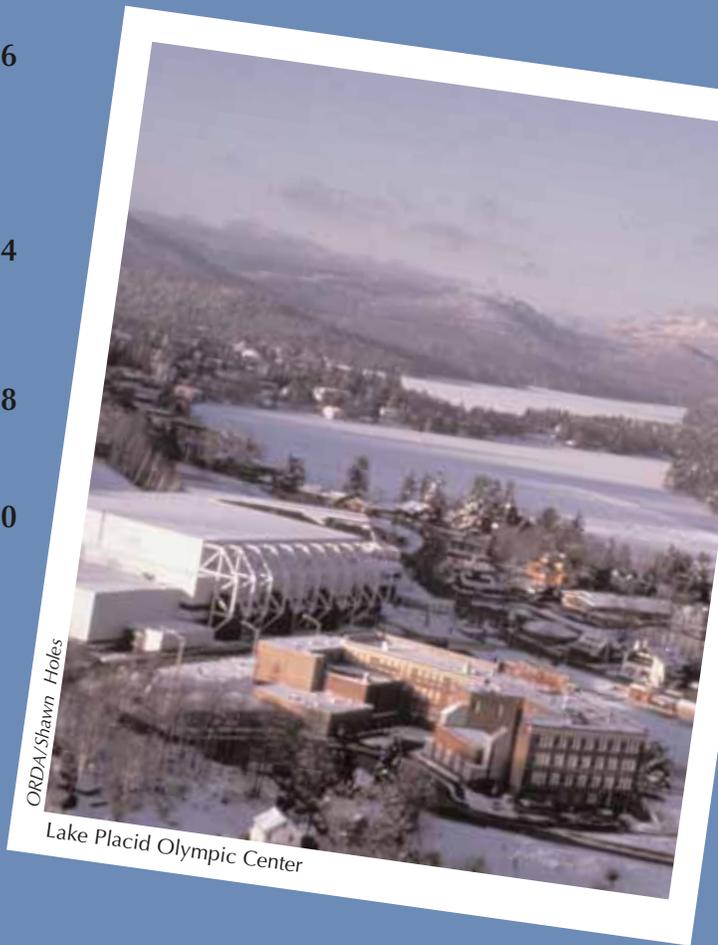
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ICE SKATING INSTITUTE
17120 N. Dallas Parkway, Suite 140
Dallas, TX 75248-1187
Phone: (972) 735-8800
Fax: (972) 735-8815
e-mail: isi@skateisi.org
www.skateisi.org

ISI INTERNATIONAL HEADQUARTERS

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announcements

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What do you like about this publication? What would you like to see added to its pages? We need your comments in order to give you the best possible ice arena industry publication. Please take a few minutes to take our online reader survey, and your name will be entered in a drawing to win a \$100 gift card. Go to www.skateisi.org, under publications, and select *ISI EDGE*.

ISI coach's book now available



Jean-Darcel Michel

Rikki Samuels

ISI coach Rikki Rendich Samuels is the author of the recently released *Kids' Book of Figure Skating: Skills, Strategies, and Techniques* (Citadel Press/Kensington Publishing Corp.). Samuels, who lives in New York, is a former Middle Atlantic Senior Ladies Champion and a four-time national competitor. She coaches ISI students at Sky Rink at Chelsea Piers and teaches seasonally at Rockefeller Center.

Canlan completes rights offering

Canlan Ice Sports Corp. has closed the rights offering it announced on Sept. 27, 2004. Canlan received gross proceeds of \$8,671,087 from the rights offering, and issued 173,421,743 common shares to shareholders upon the exercise of the rights. This represents 93 percent of shares available under the offering. Canlan intends to use the net proceeds of the rights offering to make the initial payments required under

agreements it had entered into with two co-investors and to reduce debt.

U.S. Speedskating announces appointments

U.S. Speedskating has named John Sirignano managing director of marketing development, and has hired Melissa Scott as director of public and media relations.

Hockey Co. names sales VP

The Hockey Co. has appointed Jamie Coughlin vice president of sales for North America. Coughlin previously served as vice president of sales and marketing for Igloo Vikski.

Skating community mourns Giuliano Grossi

Giuliano Grossi died Sept. 2, 2004 at the age 74. The former Italian Junior Men's figure skating champion and Italian national figure skating champion runner-up was the 1952 Olympic alternate to Carlo Fassi and a skating partner of Sonja Henie. He went on to star in, direct and choreograph *Holiday on Ice*, and coached both ISI and USFS programs. Among his students was Scott Hamilton.



Giuliano Grossi

Where were you in 1981?

The Ice Skating Institute is trying to locate skaters who participated in the first ISIA Recreational Team Championships (now known as ISI World Recreational Team Championships) in 1981, in San Diego. ISI has a special celebration planned for next year's competition in southern California, which marks the 25th annual event. If you participated in the 1981 competition, please contact Patti Feeney at pfeeney@skateisi.org or (972) 735-8800. ■

Send people and product announcements and photos to editor@skateisi.org. Look for rink news on *ISI EDGE Online*, at skateisi.org.

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Challenges and Forecast

An Ice Arena Industry Roundtable

Edited by Lori Fairchild

The beginning of a new year is a natural time for evaluation and forecasting, and the ice arena industry is no exception. ISI recently asked 10 arena managers from across the country about their challenges, concerns and vision for the future. While their responses are uniformly sobering, these ice arena professionals remain both determined and optimistic.

When asked "From your perspective, what are the three greatest challenges facing ice arenas today?" the thoughtful responses ranged from "being reactive instead of proactive" to "maintaining pro shop sales and revenue in an ebay discount mentality." Notably, there were several common threads of opinion between all of the facilities represented,

regardless of their size, age, location or ownership. The challenges that received the most attention and concern were: increasing competition, rising energy and insurance costs, personnel issues and a negative industry image.

In addition to identifying challenges, the participants were asked to share their recommendations for solutions and what they see on the horizon for the ice arena business. The exercise provided a strong reminder of the value of communication between association members — sharing knowledge and experience benefits the industry as a whole.

Sharing knowledge
and experience
benefits the
industry as a whole.

Increasing competition

GLATFELTER: The greatest challenge that faces the ice arena industry today is the emergence of other entertainment sources. We are competing with other entertainment/recreation activities for that entertainment dollar. It's important to stay up on the trends that kids are into. I'm always looking for new ideas, and I got many at our last ISI conference.

JENSEN: We may be "the only game in town" as far as ice skating is concerned, but people can choose to recreate much

The Participants



Bob Beber
General Manager
Sun Microsystems
Ice Centre
Westminster, Colo.
Public facility; triple-sheet



Cyndi Glatfelter
General Manager
Raleigh Iceplex
Raleigh, N.C.
*Privately run facility;
single-sheet*



Tom Hillgrove
President
Rink Management
Services Corp.
Mechanicsville, Va.
*Ice skating facility
management company*



Bob Hlebinsky
Facilities Manager
Mt. Lebanon Recreation
Center
Mt. Lebanon, Pa.
*Public facility; standard
rink and studio rink*



Cindy Jensen
Skating Director
& Ice Center Manager
Lane Events Center-ICE
Eugene, Ore.
*Public facility on county
fairgrounds; single-sheet*

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The Participants



Jerry Krewer
General Manager
Twin Rinks Ice Pavilion Inc.
Buffalo Grove, Ill.
*Commercial facility;
dual-sheet*



Kevin McCormack
Regional Manager
Floyd Hall Arena
Little Falls, N.J.
*Privately operated facility on
Montclair State University
campus; dual-sheet*
Danbury Ice Arena
Danbury, Conn.
*Privately operated;
dual-sheet*



Bill Murray
Facilities Manager
Thornton Park
Shaker Heights, Ohio
Public facility; single-sheet



Ed Reusch
Vice President
StarCenters
Dallas Stars Hockey Club
*Privately operated facilities,
some team-owned and some
public/private partnerships
with municipalities*



Mark Vaughan
Manager
Eagan Civic Arena
Eagan, Minn.
Public facility; dual-sheet

less expensively. The programming challenge is to be fun, family-oriented, clean, safe, exciting and affordable.

KREWER: The present-day economy combined with the ever-increasing options available to children today have challenged the skating industry to maintain and grow its programs. Our learn-to-skate program now allows for two ice shows and one recital annually, and provides time during each class to rehearse. We've also taken an aggressive approach to marketing a weekly free introductory lesson to the area schools, which has provided a steady stream of new skaters.

HLEBINSKY: Choosing to participate in ice-related activities may not be as simple as one's desire. Cost, family schedules, convenience, friends and safety issues can also influence choices.

REUSCH: Given the inherently expensive nature of both figure skating and hockey, many parents are choosing to find other activities for their children. We need to remove the barriers into ice sports by creating programs that are fun and affordable. One of our new programs is a "free sample," where we offer youngsters ages 4 to 8 the opportunity to join a five-week hockey class at absolutely no cost. We provide the equipment and let them keep it for the duration of the program. It's been highly successful because it removes that initial outlay required just to see if the child even likes hockey. We then offer an easy transition into a paid program that is still affordable and payable in monthly installments. The goal is to build from the bottom of the pyramid up.

VAUGHAN: We need to get more kids on the ice, offer great service and create an atmosphere that gives families a reasonably priced product and options. I plan to utilize the outdoor rinks in our community to run some skating lessons and hockey programs; I believe that by involving these rinks and giving the participant the opportunity to skate inside

once in awhile, it will be a great feeder program for our skate school, youth programs and hockey leagues.

HILLGROVE: The huge number of recreation, entertainment and athletic options that compete for the time and money of our existing and potential customers are doing a much better job of promoting themselves and delivering their products. As an industry, we need to better communicate the positive aspects of our sports. We need to improve the experience in our facilities, with sharp skates, a fanatical approach to cleanliness and service, creative programming and innovative marketing. Our company is communicating with our existing and potential customers through direct mail and e-marketing. We're also promoting heavily with third-party tie-ins and paid advertising. Also, in some markets there are just too many ice rinks. The ice arena business model falls apart when there is excess capacity in an area.

MCCORMACK: Both of our facilities are facing the development of multiple new facilities within 20 to 30 minutes' drive of our locations. This area cannot afford any more ice rinks. Investors don't realize that there is a finite group of hockey teams and skating clubs. They don't realize the expenses related to running an ice arena, or that the return on investment is pretty thin. We plan to address this competition with increased employee training and by treating our customers with respect and appreciation and running our facilities better. We have created new and different programs, and we're not afraid to try new ideas.

MURRAY: In the past seven years, nine new sheets of ice have been opened in the greater Cleveland market, four within a 10-mile radius of our facility. We have found that the keys to retaining our customer base continue to be offering high-quality programming, clean and safe facilities and a high level of customer service. We have to continue to upgrade and maintain an old facility with a small sheet of ice to a high standard.

Continued on page 8

Rising energy costs

BEBBER: High energy costs can be attributed to the deregulation of suppliers and increasing gas and oil prices. Raising the ice temperature during non-usage times can be a valuable tool in decreasing energy consumption. Keeping kilowatt hour consumption to a minimum and an understanding of local utility demand rates is the best place to begin to implement a program.

JENSEN: We have taken several important steps to improve the efficiency of our operation, and some of the costs of that effort were funded by a grant from our utility board. We installed a low-emissivity ceiling and at the same time converted all arena lighting to low-wattage fluorescent bulbs. We put in a desiccant dehumidification system to eliminate excess moisture and improve air and ice quality. Finally, a computerized energy management system was installed to maximize efficiency. All measures have helped, but costs continue to rise. The challenge is to efficiently manage our overall operation without having to pass on excessive increases to our customers.

REUSCH: A two-sheet rink in Dallas operating a gas-powered desiccant dehumidifier has seen an increase of almost \$10,000 per month in total utility costs from as recently as four years ago. Deregulation in the energy industry in Texas has allowed us to shop for our electric utility vendor. We were recently able to lock in to a fixed rate for a two-year term. So far, this has helped us hold the line on rising costs without sacrificing the quality of our ice.



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Personnel issues

MCCORMACK: Finding, retaining and being able to pay a living wage to employees is a challenge. We are lucky to have found some excellent employees and, fortunately, with excellent programs like iAIM, we can train them in all areas of the ice skating industry. Our dilemma is finding the funds in our budget to retain them for long periods of time, when new facilities promise higher wages and other benefits. In addition, locating committed and talented hockey and skating coaches is difficult, to say the least. We need to do a better job as an industry of training good coaches.

BEBBER: In my opinion, recruitment for qualified arena management generally yields two types of applicants: those who have minimal qualifications or relevant skills other than their interest or participation in hockey and coaching; and experienced managers and assistant managers who have not been successful rink managers with proven leadership qualities. The iAIM program offered through ISI is excellent for learning and developing these skills.

GLATFELTER: The work ethic of today's generation is a challenge for me. I am looking for outgoing personalities who want to work. I try to lead by example and show them how to have fun while working with the public. I emphasize that "the customer is No. 1," and suggest that our support staff go out to other businesses and note what they like and dislike about the service they receive.



Education and training are key to employees' skills development.

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Ice

98 Arena Projects
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and Counting



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Montgomery County, MD – Ice Arena



Coralville, IA – Coral Ridge Mall Arena



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Chicago, IL – Outdoor Ice Sheet

E x c i t e m e n t

Escalating insurance costs

BEBBER: The costs of health, property and liability insurance continue to rise. We have had discussions regarding passing a portion of these costs on to the employees. Smaller agencies should seek to pool employees with larger groups, if possible, for better rates. Our district saved \$100,000 in premiums our first year switching from a private company to a pool for property insurance coverage. This applies to liability insurance, too. The other key factor is to keep accidents to a minimum. Strong employee and customer safety programs and policies should be in place.

REUSCH: Our society continues to be ever more litigious. Large settlements have led directly to higher insurance premiums. The only way to combat rising insurance costs is to follow a conscientious risk management policy. Ours encompasses everything from training employees properly to having documented procedures in place to handle emergencies. A good risk management policy will not only keep your insurance costs down; it is something that is evident to your customers and can be a reason for them not to blame the rink when something goes wrong. It also creates a more secure environment, enhancing their experience in your facility.

MCCORMACK: We have reduced insurance costs by instituting risk management programs. We also use the ISI learn-to-skate and hockey programs and register almost everyone who skates at our rink. This has helped reduce our insurance costs by 30 percent over the past two years.

Negative image

HLEBINSKY: Our industry has suffered with negative publicity. Hockey is perceived as a violent sport. We have had to endure judging scandals in figure skating at the Olympic

level. We need to stress proper behavior regardless of the activity or level of competition. We cannot expect our children to display good sportsmanship if the adults in the stands are fighting or verbally abusing players, coaches, officials or other spectators. Not only does this behavior hurt the program and facility, but it may also influence parents' decisions as to whether or not to allow their children to enter the world of skating.

KREWER: The negative image that hockey has and the impact this has had on enrollment is a challenge. Hockey is portrayed as a violent, injury-prone and expensive sport run by out-of-control parents and coaches. Recent data shows that hockey has a lower rate of injury than both football and basketball, and we hope to incorporate these statistics into our marketing materials to better educate potential customers. We are also in the process of developing a floor hockey program that will introduce beginners to the game in a low-cost format. We're also trying to improve the education of coaches and parents by using newsletters and education manuals.

"The only way to combat rising insurance costs

is to follow a conscientious risk management policy."

—Ed Reusch, StarCenters

What's next?

REUSCH: I see a stabilization in the industry over the next few years, and increased cooperation between ice rinks and their primary user groups. Some rinks have thrived due to good management skills and good geographical fortune. I see these rinks continuing to thrive by working more closely with their figure skating clubs and hockey associations and eliminating the "us versus them" mentality that once existed. The rinks and the clubs now understand that a good partnership is essential for the survival of both.

HILLGROVE We foresee a continuing shake-out in the ice arena industry. Those that adapt and innovate will survive; those that fail to probably won't continue as ice rinks. Ready access to significant capital and the ability to retain strong managers will become increasingly important.

GLATFELTER: One thing that I see emerging is the multi-purpose recreational facility.



Courtesy of Eagan Civic Arena

Youth teams are more likely to display good sportsmanship if adults in the stands set a positive example.

Continued on page 12

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Today's ice rinks will have to adapt to the growth of these businesses and offer other activities in addition to ice skating. It is an exciting time in the ice arena industry, and I look forward to it.

HLEBINSKY: The arena business will have to keep pace with the rest of the recreation and leisure industry. We will need to find ways to keep our facilities interesting and attractive.

MURRAY: New technology and operating efficiencies will, hopefully, reverse the trend of increasing energy costs. I am also encouraged by the increased participation in women's hockey and precision skating.

Courtesy of Twin Rinks Ice Pavilion



Arena-run pro shops can be significant revenue sources, although some managers are dismayed by today's "ebay discount mentality" when it comes to purchasing quality skating equipment.

JENSEN: I see changes related to programming and scheduling to meet the demands of the population and interest groups. There are wonderful benefits to individual sports, but team athletics increases opportunities for personal growth and development, for maximizing participation and facility utilization and for garnering community support. Team activities such as synchronized skating, compulsory teams and recreational in-house hockey leagues will provide skaters with the excitement and the satisfaction that will keep them skating.

BEBBER: With the high cost of new construction — particularly building code compliance and skyrocketing steel

and material prices — I believe we will see a reduction in new rink projects. Ice hockey interest could also be diminished with the NHL work stoppage. Ongoing education and evaluation of energy-efficient products will assist in controlling utility costs. Managers will become more professional, with the education, skill sets, business sense and long-range vision to maximize revenues and build programs that keep guests coming back. It is also my opinion that concessions, pro shops, vending machines, adult leagues, advertising programs, etc. must be areas of income that are operated by the facility as components of the overall business.

MCCORMACK: If the lockout continues, it will have a lasting impact on our industry. The NHL must do a better job of marketing its product and promoting the game at the grassroots level or it will not survive. I do think the new training programs for ice arena personnel, such as iAIM, are excellent and will have positive impacts on the industry as long as facility owners and operators take advantage of them. I learn so many invaluable lessons at every seminar, tradeshow and conference that I attend. The seminars and the ISI conference have improved dramatically over the last five years. If we continue the education, it will only make our industry better.

VAUGHAN: My goal is for public and private arenas to share ideas for maintaining their facilities, marketing and programming. Technology — e-mail, forums and the Internet — makes this easier. Also, joining together for purchasing power and awareness will help. We have to create our own changes, and not wait for them to happen to us. 🏒



Group activities help foster team spirit, encourage participation and increase facility utilization.

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Partnership Secures Future of Ice Arena for New Generation of Skaters

On October 27th, FMC along with Massachusetts government officials and legislators, the Presidents of USA Hockey and Massachusetts Hockey, the Vice President of US Figure Skating, a few NHL players and mascots, as well as numerous other special guests and skaters, celebrated the re-dedication of the newly renovated Buffone Skating Rink.

The celebration's overriding theme was the success of the public / private partnership between the Massachusetts Department of Conservation and Recreation (DCR) and FMC. This arrangement has revolutionized private management of public ice arenas in Massachusetts.

When the partnership program began in 1991 most of the state-owned arenas were over 30 years old and failing fast. Mechanical systems were breaking down, wooden dasher systems were rotting, roofs were leaking and things just kept getting worse. With state government in the midst of a budget crisis, the funds were not available to keep up with the maintenance and capital needs of the aging facilities.

To make matters worse, the arenas were underutilized and not generating enough revenue to cover the operating expenses. The financially strapped state government was forced to subsidize operating losses and continuously cut back on services, opening the arenas for just five to six months a year.

They say that necessity is the mother of all invention and driven by sheer necessity state government officials knew they had to find a better way to operate and maintain the arenas if they were going to serve future generations. A proposal was made for the state to partner with private management firms or local governments to gain needed capital investment and management expertise.

The goal was to achieve the public sector mission of affordable rates, open access, and quality programming with the efficiency and ingenuity of the private sector. From that premise the partnership program was born.

Starting as short-term management agreements that developed over time to become 25 year operating leases. During this time the partnership between FMC and DCR expanded as well, with FMC now operating 13 DCR arenas.

As part of 25-year leases, FMC will invest almost 3 million dollars per facility into capital repairs and improvements as well as pay the state a lease fee. Arenas that were in disrepair and draining tax dollars are now being rebuilt and generating rev-



enues to support other state services.

"I am so pleased that this rink is completely refurbished and is now a model for the Massachusetts Parks System," said Ellen Roy Herzfelder, the Secretary of Environmental Affairs for the Commonwealth of Massachusetts. "I grew up skating in state rinks all around Boston and I know first hand how important they are to families in our communities."

Herzfelder went on to say, "The state rinks that are under private operation charge lower fees and offer more skating opportunities than the state rinks that we continue to directly manage, which are only open for five months a year. The rink users, the parks system and the taxpayers all win through this uniquely successful partnership".

The Buffone Skating Rink reopened in late August after a four month renovation project that included a new ice slab with subfloor

heating, a super efficient chiller, desiccant dehumidification, dashers, spectator seating for 1,000, energy efficient lighting, new boiler systems, infrared spectator heating, along with many refurbishments including flooring and a reflective ceiling.

In the past the arena had to close for four months each year because of frost heaves forming under the ice slab. It will now be open year round providing the public with quality programs at affordable fees. "The renovation of the Buffone Rink is a gift to the citizens of Worcester," marveled Vice President of US Figure Skating Ted Clark. "Having your own top-notch rink is great for a community. It will pay dividends for us here, as well as across the state."

"I want to thank Rob McBride and Facility Management Corporation," said USA Hockey President Ron DeGregorio. "I want to thank FMC for partnering with the state, for not allowing this rink to decay, for not allowing this building to sit idle, but rather, for making it into a beautiful community facility."

"We love to see a partnership like this, between a private company and the public sector. We can bring this, as a model, across the country. Partnerships like this allow our children, parents, and even some grandparents, to play hockey."

"We owe a great deal to this facility, not only to those who made it possible 36 years ago, but to those who now have remodeled it into such a fine skating rink," said Hockey East Commissioner Joe Bertagna. "The majority of college and professional players today get their start and receive their training in community rinks like this one. The role a strong community rink plays in helping hockey players develop their skills and become better individuals cannot be understated."

The day ended with hundreds of skaters young and old taking to the ice to celebrate the rebirth of an arena that has generated so many fond memories and promises many more for future generations.

Low-E Ceilings: Benefits, Costs and Tips

by Rob McBride

Low-emissivity (low-e) arena ceilings have been around for about 20 years and yet there is still some misunderstanding of their purpose and why they are beneficial in ice arenas. Some people believe that if they have a white ceiling that

warmer than your ice surface, there is a constant transfer of radiant energy to the ice. When a low-e ceiling is installed over the ice sheet, it interrupts the flow of radiant energy to the ice. This reduces the heat load on the ice sheet by as much as 20 percent. Radiant energy always flows perpendicular to the surface that is emitting it; therefore, walls or ceilings outside the ice sheet will not see a heat load reduction benefit from a low-e covering.

An incidental but very beneficial side effect of the low-e ceiling is that it is highly reflective. This substantially increases the perceived light level and may allow you to decrease the number of light fixtures, resulting in even greater energy savings.

with the ceiling project to reduce fixture requirements and eliminate the need for patching the ceiling when you change lighting after a ceiling has been installed.

• If you have natural light sources in your arena, be sure to extend the ceiling to them to reflect the natural light down and gain full advantage of it.

• If you control your ice temperature by brine or slab temperature, raise the ice set-point by 2-4 degrees to achieve the same surface temperature and reduce chiller energy consumption.

• Be careful not to cover ventilation or heat detectors/sprinklers with your new ceiling.

• Choose a higher-grade tear-resistant material; it will resist damage from errant pucks or sticks and look good for a longer period of time.

• Protect your ceiling with netting over the end zones when the height of the ceiling is less than 25 feet to prevent tears and damage from deflected pucks.

• Leave space at all sides and above the ceiling for air flow and direct a small portion of your dehumidified air above the ceiling.

• Incorporate the installation of netting around your ice into your ceiling project. The install will cost less with the contractor already mobilized.

Excerpted from the presentation "Facility Facelifts: New Luster for Old Facilities." Rob McBride is the owner and president of Facility Management Corp.



A low-e ceiling reduces the heat load on the ice and increases light reflection.

is insulated, a low-e ceiling will not help them. Others believe that a low-e ceiling will make the arena colder.

The fact is that a low-e ceiling works because the material it is made of has a very low potential to transfer radiant energy. Most objects and materials, including bright white-faced insulation, have an emissivity factor of .9; this means they are 90 percent efficient in transferring their radiant energy to other objects. A good low-e ceiling has an emissivity factor of .03, or is 3 percent efficient in transferring its radiant energy. Like infrared heaters, radiant energy never heats the air; it only heats the objects it strikes — your ice surface.

Radiant energy will always flow from objects at a higher temperature to objects at lower temperature. The greater the temperature differential, the faster the rate of heat transfer. Since your arena ceiling is always

Retrofit cost

Installed costs average \$1.15 to \$1.50 per square foot depending on material grade and netting requirement. A 25,000-square-foot arena should cost somewhere around \$30,000 for a high-quality installation.

Utility incentives

Electric utility rebates are a customized calculation that may allow you to receive a rebate of up to 50 percent of the installed cost. Some utilities will finance the net cost of the upgrade after rebates. Low-e ceilings are standard technology for a specialized purpose; therefore you may need to educate your utility engineer a bit on how to calculate the energy savings.

Tips and suggestions

- Retrofit ice lighting in conjunction

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On the Road

by Jack Vivian, Ph.D.

After three years of successfully hosting iAIM schools at strategic locations around the country, the board of regents is extending its reach by taking the certification schools to different parts of the country. Many cities and counties have restricted out-of-state travel budgets, thus eliminating the opportunity for ice arena managers, programmers and operators to participate in the iAIM educational programs — so we will

One might ask, “What does co-sponsorship mean to RMAs and districts?” iAIM is prepared to work cooperatively with these groups to design and conduct iAIM education programs at their locations. A district or association should be prepared to poll its members, gauge their initial interest and help get the word out through newsletters and direct mailers to members. iAIM will produce the brochures and handle registrations, hotel, meals

All materials may be printed and placed in a binder for study or for future reference. Arena professionals should contact their RMA leadership and/or district director to express interest in attending one of the above programs.

The iAIM online Certificate of Arena Management, Arena Programming or Arena Operations costs \$195 each plus \$100 for the three-hour workshop and exam at the ISI Annual Conference and Tradeshow in May. Those who successfully complete a certificate program will receive their certificates at an award ceremony during the conference.

Many cities and counties have **restricted** out-of-state **travel budgets**, so we will bring the **iAIM educational programs** to you.

CAE on the move

In another bold move to meet the interests of iAIM certificate graduates, the board of regents also has decided to take the Certified Arena Executive (CAE) on the road. Facility Management Corp. has agreed to co-sponsor five hours of CAE credit in Marlborough, Mass., March 19-20. Marsha Hardeman, a lawyer and noted speaker on facility management and law, will present a two-hour class on diversity and a three-hour class on facility law. Under the direction of Rob McBride, FMC has been an industry leader in offering iAIM programs to its managers and others in the Northeast. Another CAE class will be offered at this year’s annual conference in Las Vegas.

Professionals in the ice arena industry have unprecedented opportunities to improve their knowledge and operations skills through iAIM educational programs. With the industry becoming increasingly high-tech, now is the time to upgrade your industry credentials. For information on iAIM classes, please call (972) 735-8800 or visit iaim-online.org for offerings near you. ■

Dr. Jack Vivian is the director of the Ice Arena Institute of Management and a recognized authority on arena planning, development, management and operation.



bring the iAIM educational programs to you.

In December, iAIM announced the placement of its operations track online, at iaim-online.org. When combined with the previously announced management and programming online tracks, iAIM now has the ability to deliver industry-specific education online, in the classroom or via a combination of each to regions where 20 or more participants request one of the popular iAIM programs.

Another important ingredient for the “iAIM On the Road” initiative stems from the recent decision to offer regional management associations (RMAs) positions on the ISI board of directors. Representatives from WIAMA, MAMA, MIAMA and MIRMA are now ISI directors and, combined with the 17 district representatives, are ideally positioned to co-sponsor educational programs for their members.

and meeting room negotiations as well as deliver the educational program.

Delivery options

iAIM can deliver certificates in arena management, programming and operations in the following formats:

Classroom

- 30-hour certificate school, meeting Monday-Friday, Friday-Tuesday, Saturday-Wednesday or other four-day schedules

On-site and online formats

- 10 hours on-site and 20 hours online
- Three to six hours on-site and the remainder online

Registrants with online classes as a part of their program will receive instruction on how to use the iAIM online program and be given tips on how to fit distance learning into their everyday world.

Click your way to a successful career

Why iAIM Online

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Learn at your own pace

Take up to 12 months to complete your program

Work around your individual schedule Complete coursework when you have time

Learn from accomplished faculty Interact with industry leaders whose real-world experience lends firsthand knowledge to the subjects they teach

An exceptional value!

Contact ISI today and find out how iAIM Online can help you take your career to the next level!

972.735.8800
www.skateisi.org

Arena personnel are faced with increasing challenges in today's fast-paced, competitive environment. Managers, Operators and Program Directors alike are required to assume additional roles and responsibilities in order to make the business successful.

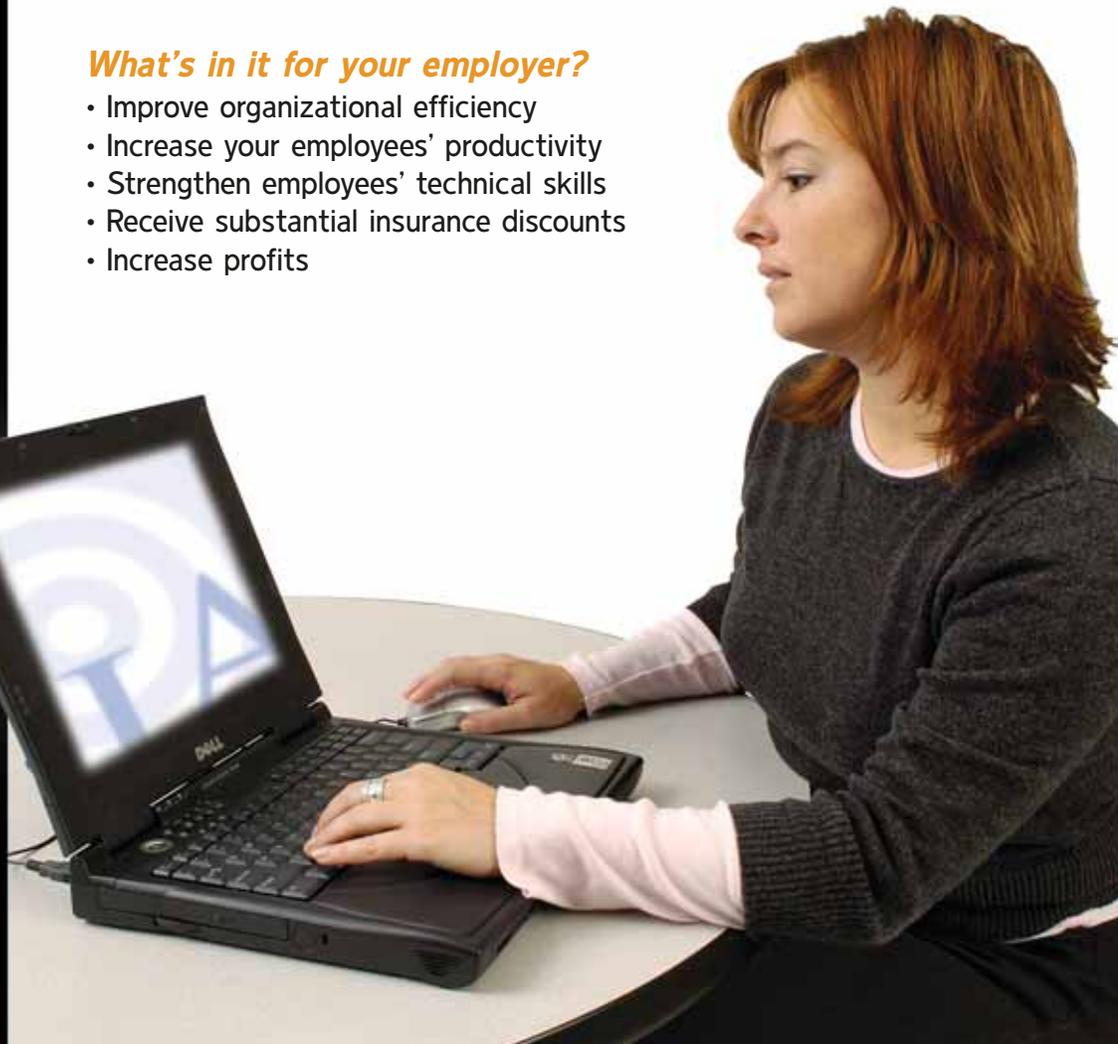
The Ice Arena Institute of Management offers online certification programs for Arena **Management, Operations and Programming** that equip professionals to meet these challenges.

What's in it for you?

- Become more valuable to your facility
- Earn recognition for your skills
- Gain valuable job security
- Differentiate yourself from your peers and competition
- Gain marketable skills

What's in it for your employer?

- Improve organizational efficiency
- Increase your employees' productivity
- Strengthen employees' technical skills
- Receive substantial insurance discounts
- Increase profits



Polar Ice Partners with ISI for Long-term Success



Polar Ice Entertainment Inc., a Phoenix-based corporation with multiple facilities, has found ISI to be an important partner in the achievement of its goals. The company offers plans and programs that retain customers in addition to generating new ones.

“Facilities must be successful, first and foremost, if skating sports are to develop,” says Brad Berman, Polar Ice president and operating partner. “ISI is the only national organization that fully supports that premise. Through ISI we will now be able to offer a competitive experience for skaters of all levels and abilities.”

The founders of Polar Ice have extensive experience in the development of loyal customer bases. Berman has owned and/or operated 23 full-service recreational sports entertainment centers in nine states. He was the founder and, through 1997, the operating partner of the California-based Iceoplex. Two of its nine locations included training centers for the NHL’s Los Angeles Kings and Pittsburgh Penguins.

Polar Ice, in its seventh year of operation as a full-service recreational sports entertainment company, with seven facilities from Arizona to New York, is at the forefront of marketing, customer service and creative programming.

It’s the only national recreational sports entertainment company with naming and marketing partnerships with two NHL franchises. In Phoenix, the Chandler and Peoria locations are Coyotes Centers, and in Dallas, the Grapevine facility is a Dr Pepper Star-Center. “These relationships allow us to work closely with our NHL team part-

ners, which in turn enable us to promote the growth of ice skating and hockey fans,” notes Bill Dobbs, vice president.

The facilities offer spacious elevated lobbies with temperature-controlled viewing for ice surfaces through large windowed walls. Customers have lobby access to a large centralized skate rental counter, restaurant, pro shop, video arcade and multiple party rooms.

“It’s about creating a comfortable family environment,” says Dobbs. “We are in the hospitality business; our guests need to feel welcome and comfortable in our facilities.”

The long-term success of Polar Ice is predicated on each facility becoming a year-round, long-term value for its guests. New skaters and their families find immediate staff support in a clean, safe and modern facility.

“The ISI curriculum provides a structured development program that is an excellent tool for attracting and retaining new skaters,” Berman says. As skaters develop, ISI and Polar Ice offer advanced classes and competitions that support the advanced skater as well as the facility.

“The basic premise of ISI is in complete agreement with that of its

partner — the facility,” Berman adds. “We both see the value of maximum participation.”

This does not mean that high-level skaters are not catered to, he points out. Polar Ice offers numerous freestyle sessions for the aspiring as well as the competitive skaters, and has strategic relationships with numerous USFS clubs throughout the country.

ISI competitions promote the value of participation over the pressure of



winning, Berman says. “Our partnership with ISI is a symbiotic relationship to promote skating at all levels. It allows us to truly offer a competitive recreational program to complement our learn-to-skate and competitive figure skating programs.”



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Lake Placid Celebrates

The Magic Continues, 25 Years After the Miracle

by Lori Fairchild

How quickly a quarter of a century passes. Last year's Disney hit movie *Miracle* did its part to refresh the exciting memories and blur the two and a half decades that have passed since the U.S. hockey team's historic 1980 Olympic victory in Lake Placid, N.Y. But it has, indeed, been 25 years, and that's cause for celebration.

The Olympic Regional Development Authority (ORDA) will mark the anniversary of the Lake Placid Olympic Winter Games with special

events Feb. 12-27, beginning with the lighting of the 1980 Olympic torch on the grounds of the opening ceremonies stadium. Olympic skaters and hockey players from the '80 games will return for the occasion. Other highlights will include a parade, Disney on Ice's *Toy Story II* and the 25th Empire State Games.

A rich history

The rich history of ice skating in the picturesque Adirondack village can be traced back nearly a century, to the inception of both U.S. Figure Skating and the Professional Skaters Association. Lake Placid was first home to the Winter Olympic Games in 1932, making it one of only three towns in the world today to have hosted two Olympic Winter Games. By the 1960s, which many con-

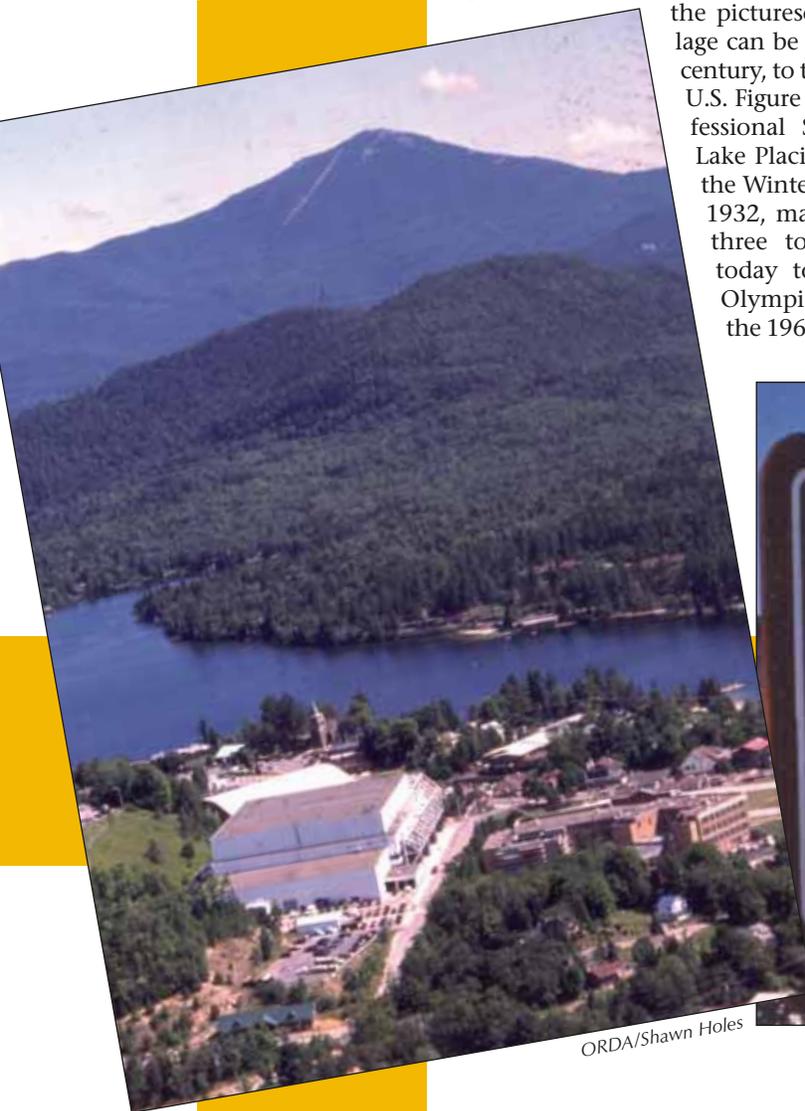


I ♥ NY

sider Lake Placid's glory days, the town was known as the mecca of figure skating, where many international superstars launched their careers under the direction of world-renowned instructors.

"Who's who skated in Lake Placid," says Ron Ludington, a four-time U.S. pair champion and 1960 Olympic bronze medalist who later spent 10 summers coaching at Lake Placid and is now the director of the ice skating training center at the University of Delaware. "We had sometimes three, four, even five world champions training at Lake Placid on a given day.

"Years ago, there weren't a lot of skating centers, and training centers were unheard of, so skaters gravitated to places like Lake Placid," Ludington recalls. "It always had a little bit of magic. Nothing was severely organized,



ORDA/Shawn Holes



ORDA



Lake Placid Winter Olympic Museum
Legendary coach Gustav Lussi (right) coached Dick Button (left) through Olympic gold medals in 1948 and 1952, and five world championships.



Lake Placid Winter Olympic Museum
Norwegian figure skating champion Sonja Henie captured her second Olympic gold medal at Lake Placid in 1932.



Michael Sterling & Associates
Each year Lake Placid is the first show of the Smucker's Stars on Ice tour.

but everything worked, and it taught me a lot about the importance of flexibility in running a training center. I learned so much from Bob Allen, who was the manager when I taught there."

In addition to Ludington, other legendary coaches who spent time in Lake Placid included Gus Lussi — well known as Dick Button's and Dorothy Hamill's coach — Cliff Thael and Howard Nicholson, to name a few.

"The coaching staff was the best in the world," says Sandy Lamb of Indiana World Skating Academy. Lamb was a Lake Placid summer skater in the 1960s and later returned as a coach. "It will always feel like home for so many of us who trained there."

More recently, Olympic gold medalist Sarah Hughes trained in Lake Placid's summer sessions. She returned in November for her debut in Smucker's Stars on Ice, which previews each year at the Olympic Center.

The first location to offer a summer ice skating program more than 70 years ago, Lake Placid continues to draw some 350 skaters to the famous training program each year. Besides figure skating, Lake Placid's Olympic Center offers hockey, curling, speed skating and soccer events as well as major concerts and dance competitions.

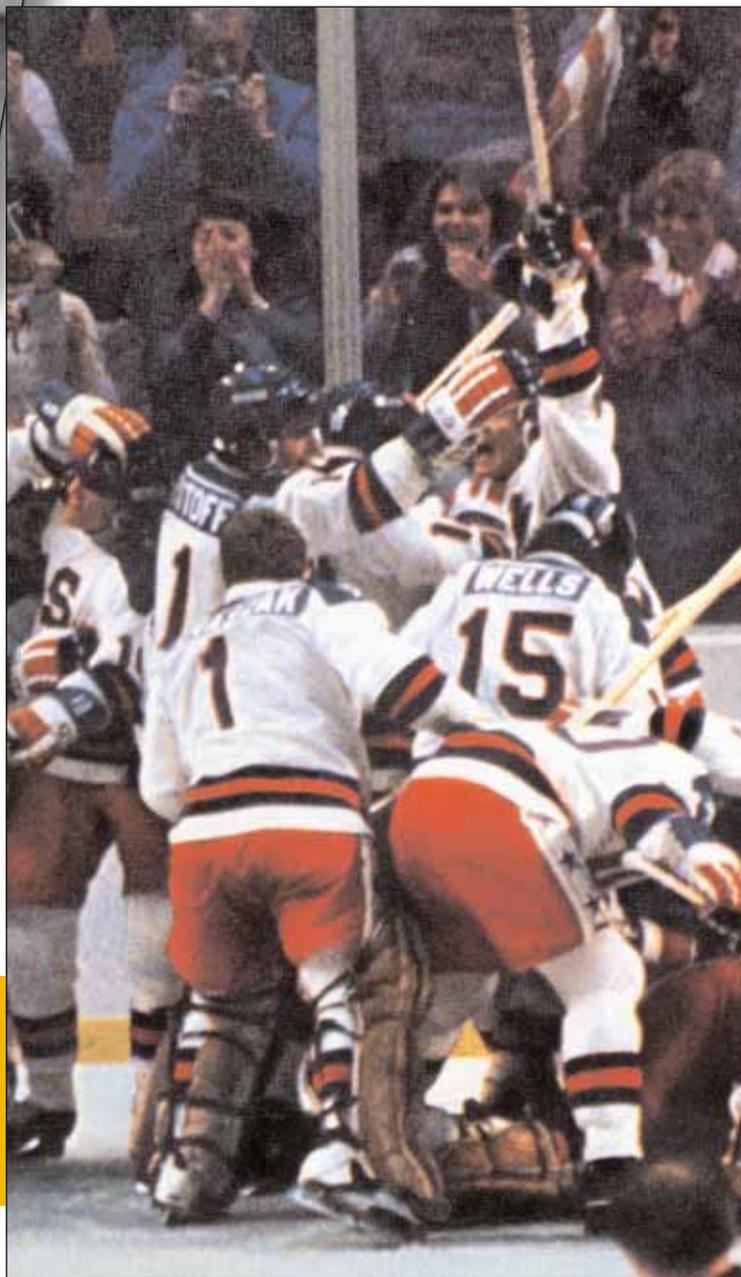
The ORDA concept

Following the 1980 Winter Olympic Games, the state of New York established the Olympic Regional Development Authority (ORDA) to operate, maintain and promote the Olympic facilities in the Lake Placid area. The ORDA facilities include the Olympic Center, the Sheffield Speed Skating Oval, the MacKenzie-Intervale Ski Jumping Complex, the Verizon Sports Complex, the Whiteface Mountain Ski Center and the Gore Mountain Ski Center.

The Olympic Center includes four ice surfaces: the 1932 Arena, the 1980 Arena and two practice areas, the Lussi and USA rinks. The center also houses the 1932 & 1980 Lake Placid Winter Olympic Museum.

"Lake Placid is

Continued on page 22



Lake Placid Winter Olympic Museum

The U.S. Olympic hockey team's upset of the Soviets in 1980 — the "Miracle on Ice" — redefined hockey in the U.S. and remains one of the great moments in sports history.

Continued from page 21

incredibly unique, because there's no operation like it — you've got the bobsled, the ski area, the oval and the Olympic Center, all within 10 miles. The Olympic Authority was created as the destination marketing arm for the area. There was no blueprint for it, so everything we did was started from scratch," explains Lake Placid native Jay Wescott, general manager for East Bay Iceland and a former ORDA staff member who worked with the organization's first CEO, Cornell University hockey coach Ned Harkness.

"Under Ned Harkness' direction, the Authority turned out better than anyone ever could have expected. He brought in corporate sponsors and we did all kinds of major events there," Wescott adds.

Since then, ORDA has hosted more than 300 major national and international events and competitions, and is now under the leadership of president and CEO Ted Blazer. The authority and its partners manage the events with the organization's communications, corporate marketing, engineering, events, finance, marketing, sports development and timing and scoring departments.

Improvements and expansion

New York Gov. George Pataki has provided a valuable voice of support for ORDA, resulting in funding for substantial facility improvements in recent years. The Olympic Center has received new dasher boards, a state-of-the-art locker room for the U.S. national women's hockey team, new cooling towers, new rubber matting, a new dance floor in the ballet room, new weight equipment, an updated box-office ticketing system, health and safety improvements and the latest Dartfish training program.



ORDA/Mark Kurtz

The outdoor Sheffield Speed Skating Oval is used during winter months for long-track training.

Pataki also has proposed state funds for the modernization of a convention/conference center. The two-story facility will include 18,000 square feet of meeting space and a remodeling and expansion of the 1967 Lussi rink to a full-size ice surface. "We're taking steps to save part of the infrastructure of the rink so we don't lose that part of history," notes Denny Allen, Olympic Center manager and son of former manager Bob Allen. "It's a fast-track project. We hope to break ground in May and open by September 2006, in time for the American Fisheries Society annual meeting."

Worth the trip

Those who have experienced Lake Placid say there's nothing else quite like it, from the scenic setting and laid-back small-town ambiance to the dedicated staff and the sense of history that permeates the facilities.

"It's not the easiest place to get to, but once you're there, you realize the trip was worth it. Lake Placid has preserved its charm," says Wescott.

Allen says his greatest rewards are the diversity of the individuals he works with and the vari-

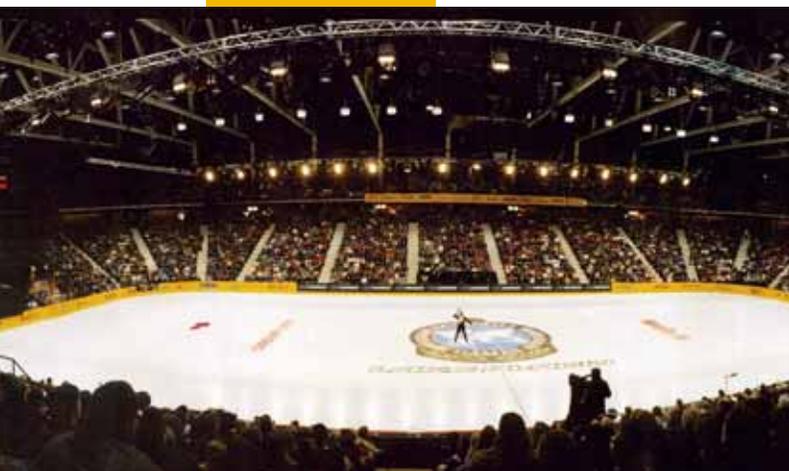
ety inherent in the daily operations of a world-class sports facility. "We have a dedicated, professional staff of 36 full-time employees who come from all walks of life. They work three shifts around the clock and have met every possible challenge that has ever been thrown at them. No day here is the same. There's a high emphasis on customer service. We like to think we create an atmosphere of fun and entertainment for both the staff and the guests who come through the door," he says.

Ludington adds, "Lake Placid is a very special place, and always will be."

For more information on Lake Placid, ORDA and the 25th anniversary events, visit www.orda.org. ▀



ORDA/Shawn Hoiles



ORDA/Mark Kurtz

The first-ever Winter Goodwill Games came to Lake Placid in 2000.

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COACHES' CORNER

by Barb Yackel
ISI National Events Coordinator & Skating Program Director

The beginning of 2005 is the perfect time for us to revisit the old as we ring in the new. I'm talking about ISI policies, old and new — if everybody understands and follows them, this year is sure to be one filled with success, for coaches and skaters alike.

Let's start with new show and competition endorsement requests; then we'll move on to a refresher on our testing policies.

Endorsements

- Endorsement requests for shows and competitions will NOT be accepted unless the NEW FORM is used. The new forms for shows and competitions can be downloaded from the ISI Web site: skateisi.org.
- All signatures must be present.
- You must have a current ISI Professional member who is Gold-certified as your competition director or list a Gold-certified person as your chief referee.
- The current competition entry form information must accompany the endorsement.
Please remember: Do NOT send materials out prior to getting approval from the national office.
- The statement below MUST appear on both individual and team entry forms:
Are you an active USFS member who has competed at or above the Novice level at any USFS National Championship within the last two years? Yes ___ No ___
- On all team entry forms, synchronized team ONLY ages are as of July 1, 2004 through all June 2005 events.
- Show endorsements must list all active USFS members who have competed at or above the Novice level at the USFS National Championships within the last two years. ISI will send names to USFS for approval.
- The new Joint Statement of Cooperation is also causing confusion, so it is best to check the Web site, print the statement and have it with you to refer to when in doubt.

JUDGES UPDATE TEST RESULTS

Due to space constraints in this issue, recent Judges' Certification Update Test results are posted on the ISI Web site: www.skateisi.org.

- In order for your competition or show to appear in the ISI publications you must have your endorsement application to the national office by the deadline date listed under publications on the ISI Web site. The deadline for the next issue will also appear on the calendar in each magazine. Competitions and shows are updated weekly on our Web site.

Testing policies

Many do not follow — or choose to ignore — the testing policies set forth by ISI. We have such a fabulous program to offer the skaters, yet I continually get calls regarding testing policies not being followed. Please review the following:

Pre Alpha-Delta

- You must pass each maneuver to pass the test.
- Tests are on a pass/incomplete basis.

Freestyle

- Skater must perform the compulsory part as well as the program part of the test to complete it.
- During the compulsory part of the test, each maneuver may be attempt twice.
- The dance steps for FS 4-5-6-7 have turns that must be skated in isolation before performing the entire dance step sequence.
- A skater taking three or more freestyle tests the same day may perform a program that includes all the required maneuvers for that test without music. However the highest test attempted in the series must include a complete choreographed routine skated to music as usual.
- Skater needs 5.0 on each maneuver to pass the test.
- Freestyle 7 needs three Gold-certified judges to grade test.
- Freestyle 8 and 9 tests can be taken through your district test chair (see our Web site for a list of district test chairs).
- For Freestyle 10 testing, contact the national office at (972) 735-8800.

My suggestion is to refresh your memory banks and read pages 25, 35-36 and 54-57 of the *Skaters & Coaches Handbook*.

Have a great new year and I hope to see you all very soon at one of our upcoming exciting national events. Check the calendar on page 26 for dates and locations. ▀

Winter Classic

Feb. 18-20
Dallas

Synchronized Championships

April 1-3
Taylor, Mich.

World Team Championships

July 25-30
Southern California

Adult Championships

September (date TBD)
Las Vegas

2005 ISI EVENTS

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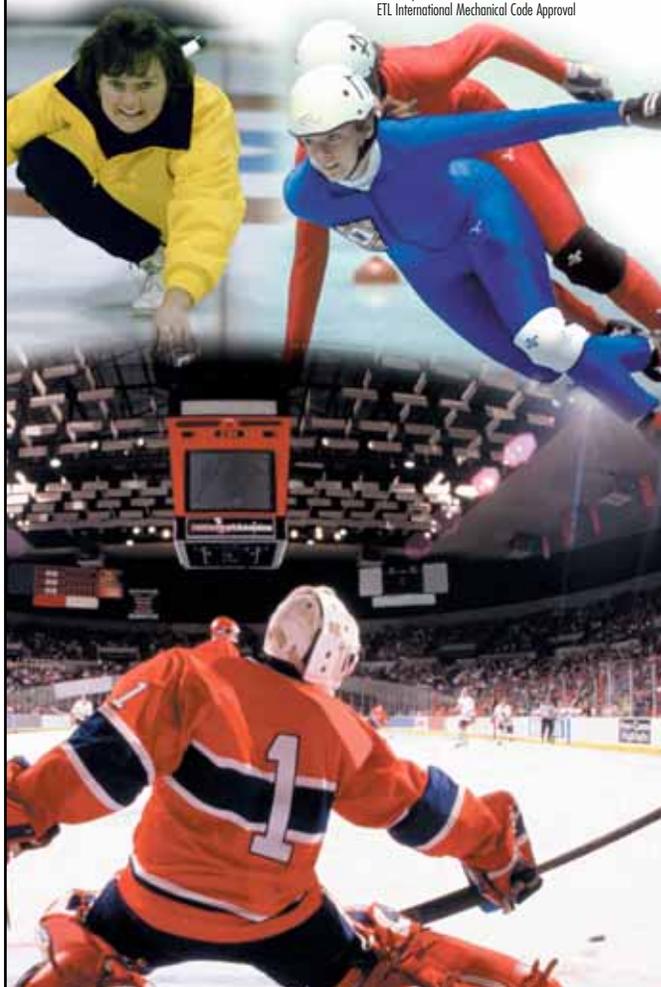
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CALENDAR

ISI-endorsed competitions & shows/exhibitions

(Deadline for the March/April EDGE calendar: Jan. 15)

COMPETITIONS

JANUARY

- 7-9 **Northbrook, Ill.**
Northbrook Sports Center
Winter Open
- 13-16 **Mamaroneck, N.Y.**
Riverdale Ice
ISI Lake Placid Competition
- 15-16 **San Diego**
Ray & Joan Kroc Community Center
3rd Annual ISI Open Competition
- 21-23 **Homewood, Ill.**
Homewood Flossmoor Ice Arena
ISI Open Team Competition
- 21-23 **St. Peters, Mo.**
St. Peters Rec Plex
10th Annual Missouri State
Invitational ISI Competition
- 21-23 **Westland, Mich.**
Mike Modano Arena
Westland Winterfest

FEBRUARY

- 4-6 **Glenview, Ill.**
Glenview Ice Center
Glenview February Freeze
- 4-6 **St. Louis**
Wayne Kennedy Rec Complex
16th Annual ISI Sweetheart Open
- 11-13 **Niles, Ill.**
Niles Park District Iceland
Sweetheart Open
- 11-13 **Blaine, Minn.**
Schwan Super Rink
2005 Frosty Blades
- 11-13 **Eugene, Ore.**
Lane Events Center-ICE
Love to Skate-District 13
Championships



- 18-20 **Farmers Branch, Texas**
Dr Pepper StarCenter Farmers Branch
ISI Winter Classic
- 18-20 **Anaheim, Calif.**
Disney ICE
8th Annual Disney ICE
ISI Open Competition
- 18-20 **Oxford, Ohio**
Goggin Ice Arena
18th Annual ISI Miami Open
- 19-20 **Nashville, Tenn.**
Centennial Sportsplex
19th Annual Centennial Sportsplex
ISI Invitational

- 19 **Mansfield, Mass.**
Golden Blades
Golden Blades FSC Fourth
Annual ISI Competition
- 26-27 **San Diego**
San Diego Ice Arena
California State Games

MARCH

- 4-6 **Irmo, S.C.**
Ice Land
Palmetto Classic District 5
Championships
- 5-6 **Ft. Washington, Md.**
Tucker Road FSC
Skate Annapolis 2005
- 5-6 **Highland Park, Ill.**
Centennial Ice Arena
The Lucky Stars Open
- 5-6 **Peoria, Ill.**
Owens Center
Spring Thaw
- 11-13 **Park Ridge, Ill.**
Oakton Ice Arena
18th Annual Ice Breaker Classic
- 12 **Pittsburgh**
RMU Island Sports Center
2005 Shamrock Skate
- 18-20 **Jefferson City, Mo.**
Washington Park Ice Arena
12th Annual Capital City Classic,
District 9 Championships

APRIL

- 1-3 **Taylor, Mich.**
Taylor Sportsplex
ISI Synchronized Championships
- 1-3 **Knoxville, Tenn.**
Ice Chalet
36th Annual Mississippi Valley
District Competition
- 2 **Overland Park, Kan.**
Pepsi Ice Midwest
Odyssey
- 9 **Crestwood, Ill.**
Southwest Ice Arena
Spring Invitational
- 22-23 **Acton, Mass.**
Nashoba Valley Olympia
Nashoba Valley ISI Annual
Team Competition

MAY

- 1 **Lakewood, Calif.**
Glacial Gardens Skating Arena
2005 ISI Open Competition
- 7-8 **Fairfax, Va.**
Fairfax Ice Arena
Fairfax Ice Arena Annual
ISI Spring Competition
- 21 **Acton, Mass.**
Sharper Edge Skating School
8th Annual "Skater's Cup"
- 28-29 **San Diego**
San Diego Ice Arena
San Diego Ice Arena
ISI Open Championships

JUNE

- 3-5 **New York**
Sky Rink@Chelsea Piers
19th Annual Sky Rink
ISI Team Competition
- 17-19 **Clearwater, Fla.**
Sun Blades Ice Arena
19th Annual ISI Championships
- 28-7/1 **New York**
International Gay FS Union
Fabulous Cup

JULY



- 25-30 **Southern California**
Disney Ice, Yorba Linda Ice Palace,
Paramount Iceland,
Glacial Garden Ice Arena
25th Anniversary ISI
World Team Championships

SEPTEMBER



- Date Las Vegas
TBD Fiesta Rancho
ISI Adult Championships

SHOWS & EXHIBITIONS

MARCH

- 11-13 **Jefferson City, Mo.**
Washington Park Ice Arena
Wally's One Hit Wonders
43rd Annual Ice Show
- 12 **Luverne, Minn.**
Blue Mound Ice Arena
Annual Ice Show
- 12-13 **St. Louis**
Wayne Kennedy Rec Complex
29th Annual Ice Review
- 15 **Renton, Wash.**
Castle Ice Arena
Spring Exhibitions

- 17-19 **Trenton, Mich.**
Kennedy Recreation Center
Trenton Jamboree on Ice
- 19-20 **Dundee, Ill.**
Polar Dome Ice Arena
26th Annual Ice Show-Good Vibration

APRIL

- 3 **Acton, Mass.**
Sharper Edge Skating School
Jimmy Fund Extravaganza
- 16-17 **Cottage Grove, Minn.**
Cottage Grove Ice Arena
The Ice Princess, Fantasy Liner
of the Seas
- 22-23 **Stillwater, Minn.**
St. Croix Valley Rec Center
2005 Spring Ice Show-
Lord of the Rinks
- 29-5/1 **White Bear Lake, Minn.**
White Bear Lake Sports Center
13th Annual Spring Fling-
United Skates
- 29-5/1 **Chicago**
McFetridge Sports Center
TV Time-Live on Ice
- 30 **Mansfield, Mass.**
Golden Blades FSC
In Search of the Golden Blade

MAY

- 6-8 **Crestwood, Ill.**
Southwest Ice Arena
Spring Ice Show
- 7 **Geneva, Ill.**
The Skate School LLC@Fox Valley
Spring Show
- 11-15 **Glenview, Ill.**
Glenview Ice Center
32nd Annual Ice Show
- 13-15 **Niles, Ill.**
Niles Park District Iceland
Big Thunder Gulch,
An Old Western Adventure
- 13-15 **Highland Park, Ill.**
Centennial Ice Arena
Gliding the Globe



iACT

- 30-6/2 **Las Vegas**
MGM Grand
46th ISI International
Conference & Tradeshow

JUNE

- 5-6 **Acton, Mass.**
Nashoba Valley Olympia
Ice Magic
- 28-7/1 **New York**
International Gay FS Union
Fabulous Cup

Visit the ISI Web site:
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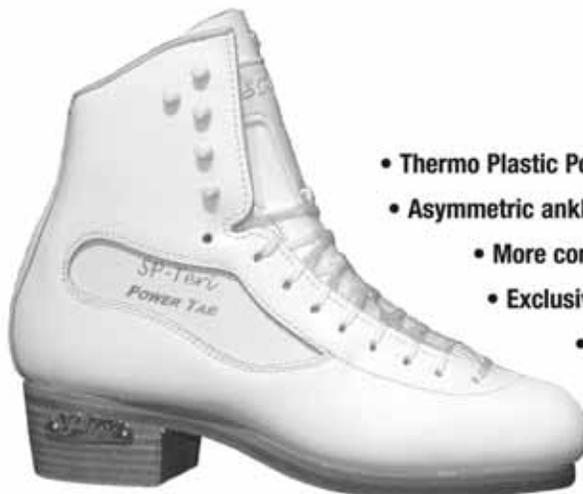
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SYNCHRONIZED TEAM CHAMPIONSHIPS

Event information available
at www.skateisi.org

Team Entry Form

Event	Location	Event Dates	Entry Deadline
Synchronized Skating Championships	Taylor, MI	April 1-3, 2005	February 1, 2005

Please Print

Name of Team _____	ISI Team Registration # _____	Rink Representing _____
Coach's Name _____		
Coach's Address (Street, City, State, Zip) _____		
Coach's Professional ISI# _____	Coach's Certification Level _____	
Coach's E-mail _____		

We wish to enter: (IMPORTANT Use one (1) team entry form per team, per event. Please send team photo with entry.)

<input type="checkbox"/> Synchronized Formation Compulsories <input type="checkbox"/> Synchronized Skating Compulsories <input type="checkbox"/> Synchronized Formation Team <input type="checkbox"/> Synchronized Skating Team <input type="checkbox"/> Synchronized Dance	Age Category: (select one) <input type="checkbox"/> Junior Youth Team <input type="checkbox"/> Youth Team <input type="checkbox"/> Senior Youth Team <input type="checkbox"/> Teen Team <input type="checkbox"/> Adult Team
---	---

✓ Indicate any team member who has competed at or above the Novice level at any USFS National Championship within the last two years ✓

Name	✓ USFS	Age on 7/1/04	ISI #
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			

Name	✓ USFS	Age on 7/1/04	ISI #
17			
18			
19			
20			
21			
22			
23			
24			

Please list Crossover Skaters on separate sheet.

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 officers, directors, officials and personnel from all liability.

Entry Fees:

All Team Entries \$20.00 per member and \$45 per team

ISIA Education Foundation Donation enclosed \$ _____

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

OFFICE USE ONLY

Date Rec'd. _____ Check # _____ Amount _____

Coach's Signature **Date**

<input type="checkbox"/> American Express	<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Discover
Card # _____	Exp. Date _____	Cardholder (please print) _____	
Authorized Signature _____		Telephone Number & E-Mail Address (must be included) _____	

Kid-Friendly Criticism

Part 1

by Jim Thompson

At Positive Coaching Alliance (PCA), a frequent topic of conversation is the extent to which “feedback is the breakfast of champions.” Feedback, both positive and negative — if it is seen as intended to help a player improve — can fill “emotional tanks.” But criticism, even the constructive kind, can drain e-tanks. And too much criticism over a period of time can destroy an athlete’s love of skating.

Yet we all need criticism to improve. Without hearing what we’re doing wrong, we’re never going to make the kind of improvement that is possible. We need to be able to give criticism to our athletes for the simple reason that they don’t know as much about the sport as we do (in most cases!).

I once heard Bill Sweetenham, the Australian swim coach, explain why athletes and coaches need each other: “The swimmer feels the water. The coach sees the stroke,” he said. The coach has a different perspective than the athlete and is able to give her some information that she doesn’t have.

So, if we need to criticize our skaters, but if criticism drains emotional tanks, what are we to do? PCA knows that the answer to this question is “Kid-Friendly Criticism.”

The challenge for a Double-Goal Coach™ is to give criticism that does its job — leads to improvement. Too often, athletes become defensive when someone criticizes them. They automatically begin to lay out in their heads why the criticism isn’t fair rather than trying to figure out how to use the criticism to get better.

So how can a coach give kid-friendly criticism?

A first step to mastering the art of kid-friendly criticism is to consider criticism a gift. Let’s say you get the ugliest pair of socks you’ve ever seen from a friend for your birthday. You might be disappointed because you really wanted something else. You also can’t believe how clueless your friend is to give you such an awful gift. You might bristle when you open the present and make some less-than-grateful comment. (If so, this will probably be the last gift you receive from this particular friend.)

A better way to deal with gifts that we don’t like is to simply accept them graciously, thank the giver and then later put them in the attic and never, ever wear them. This makes it much more likely that we will remain friends with the gift giver. And, maybe, just maybe we will find at some later time that we need a pair of outrageously ugly socks as the perfect complement to a Halloween costume.

If we are able to see criticism as we would a gift of socks, then we can simply thank the giver, metaphorically put the criticism in our pocket and take it out later to consider whether it might be worth thinking about.

I recognize that this is not usually easy, especially if we already are trying really hard to do our best. But we can take the corrosiveness out of criticism by saying out loud (regardless of what we are thinking), “Thank you for that suggestion. I will think about it.” And then, later, away from the hustle and bustle of daily struggles, we can consider the criticism to see if we think it’s valid, if it might benefit us to accept it. We can even ask someone whose judgment we trust, “What do you think of this criticism? Do you think it fits?” just as we might ask a friend, “Do you think these socks look good on me?”

If we can see criticism as a gift, we can teach our skaters to see it the same way. We can say to them early in the season: “I want you to be the best you can be. That means that I will offer suggestions on how you can become a better skater on and off the ice. Sometimes this may seem like I am criticizing you, but I encourage you to think about criticism as a gift. Don’t reject it right away. Think about what is said, and remember that your goal to become the

best skater and person you can be. And then, if you think it will help you improve, use the criticism.”

And it works the other way also. As a coach, I will learn things that can help my athletes perform better if I am open to receiving gifts of criticism from



my skaters: “And I want to be open to receiving criticism from you. If you have ideas for how I can do a better job of coaching you, I want you to talk with me about your thoughts. I will try to take your criticism as a gift, just as I want you to take my criticism of you. If you take the time to offer a criticism, it means that you care about the person you are giving it to.”

And if we can learn to offer and receive criticism in the spirit of a gift, athletes are going to be much more likely to seriously think about it and consider it. And that means they are more likely to apply the criticism to becoming a better athlete and person. ▀

Jim Thompson is the founder and executive director of Positive Coaching Alliance. Watch for “Kid-Friendly Criticism — Part 2” in the next issue of ISI EDGE. To learn more about

the ISI-PCA Partnership, or to bring the advantages of Double-Goal Coaching to your community, visit PositiveCoach.org or send e-mail to PCA@PositiveCoach.org.





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Dallas, TX 75248
Phone: 972-735-8800 • FAX 972-735-8815

25th Anniversary WORLD TEAM CHAMPIONSHIPS Team Entry Form

Event information available
at www.skateisi.org

Event	Location	Event Dates	Test Deadline	Entry Deadline
World Team Championships	Southern CA	July 25-30, 2005	May 1, 2005	May 1, 2005

Please Print

Name of Team	ISI Team Registration #	Home Rink
Coach's Name		
Coach's Address (Street, City, State, Zip)		
Coach's Professional ISI#	Coach's Certification Level	
Coach's E-mail		

We wish to enter: (IMPORTANT Use one (1) team entry form per team, per event. Please send team photo with entry.)

<input type="checkbox"/> Synchronized Formation Compulsories <input type="checkbox"/> Synchronized Skating Compulsories <input type="checkbox"/> Synchronized Formation Team <input type="checkbox"/> Synchronized Skating Team <input type="checkbox"/> Synchronized Dance Age Category: (select one) <input type="checkbox"/> Junior Youth <input type="checkbox"/> Senior Youth <input type="checkbox"/> Youth <input type="checkbox"/> Teen <input type="checkbox"/> Adult	<input type="checkbox"/> Family Spotlight <input type="checkbox"/> Production Team <input type="checkbox"/> Pattern Team <input type="checkbox"/> Kaleidoskate Team <input type="checkbox"/> Team Compulsories: _____ Level* <input type="checkbox"/> Freestyle Synchro: _____ Level* <small>*(indicate 1-10)</small>	Jump & Spin 2-Person Teams <input type="checkbox"/> Low (Pre-Alpha-Delta) <input type="checkbox"/> Med (Freestyle 1-3) <input type="checkbox"/> Int (Freestyle 4-5) <input type="checkbox"/> High (Freestyle 6-10)	Team Surprise <input type="checkbox"/> Low (Pre-Alpha-Delta) <input type="checkbox"/> Med (Freestyle 1-3) <input type="checkbox"/> Int (Freestyle 4-5) <input type="checkbox"/> High (Freestyle 6-10)
---	---	---	--

✓ Indicate any team member who has competed at or above the Novice level at any USFS National Championship within the last two years ✓

Name	✓ USFS	**Age on 7/1/05	ISI #	Name	✓ USFS	**Age on 7/1/05	ISI #
1				13			
2				14			
3				15			
4				16			
5				17			
6				18			
7				19			
8				20			
9				21			
10				22			
11				23			
12				24			

** Applies to Synchronized Teams only

Please list Crossover Skaters on separate sheet.

Entry Fees:

Team Entries \$20.00 per member. Maximum \$640 per team.
Team Surprise Entries \$10.00 per member

ISIA Education Foundation Donation enclosed \$ _____

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

OFFICE USE ONLY		
Date Rec'd. _____	Check # _____	Amount _____

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 officers, directors, officials and personnel from all liability.

Coach's Signature **Date**

<input type="checkbox"/> American Express	<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Discover
Card # _____	Exp. Date _____	Cardholder (please print) _____	
Authorized Signature _____		Telephone Number & E-Mail Address (must be included) _____	



Send entry and fee to:
Ice Skating Institute
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Dallas, TX 75248
Phone: 972-735-8800 • FAX 972-735-8815

25th Anniversary WORLD TEAM CHAMPIONSHIPS Individual Entry Form

Event information available at
www.skateisi.org

Event	Location	Event Dates	Test Deadline	Entry Deadline
World Team Championships	Southern CA	July 25-30, 2005	May 1, 2005	May 1, 2005

MALE FEMALE

Last Name	First Name	ISI Member #	Exp. Date*
Address		Birthdate	Age on 1st day of event
City	State/Province	Zip	USFS Test Level
Phone #	Country	Home Rink	
E-mail address			

INDIVIDUAL EVENTS

Pre-Alpha – Delta

Pre-Alpha - Delta Program

Stroking

Spotlight (choose 1)

Character

Dramatic

Light Entertainment

Surprise

**INDICATE LEVEL
Pre-Alpha – Delta**

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

Freestyle (1-10)

Freestyle 1-10 Program

Footwork

Interpretive

Solo Compulsories

Artistic

Spotlight (choose 1)

Character

Dramatic

Light Entertainment

Surprise

**INDICATE LEVEL
(1-10)**

PARTNER ENTRIES

<input type="checkbox"/> Couple	Level _____	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Dance	Level _____	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Pair	Level _____	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Free Dance (1-10)	Level _____	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Couple Spotlight Low		<input type="checkbox"/>	<input type="checkbox"/>
(Both Skaters Pre-Alpha-FS3)			
<i>Choose one:</i>			
<input type="checkbox"/> Char. <input type="checkbox"/> Dram. <input type="checkbox"/> Lt. Enter.			
<input type="checkbox"/> Couple Spotlight High			
(Either Skater FS4-FS10)			
<i>Choose one:</i>			
<input type="checkbox"/> Char. <input type="checkbox"/> Dram. <input type="checkbox"/> Lt. Enter.			

Partner Name _____

Partner ISI# _____

Partner age as of event _____

Figures (1-10)

Figures

Creative Figures

Free Figures

**INDICATE LEVEL
(1-10)**

Solo Dance (1-10)

**INDICATE LEVEL
(1-10)**

Are you an active USFS member who has competed at or above the Novice level at any USFS National Championship within the last two years?

YES _____ NO _____

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 officers, directors, officials and 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 _____

Instructor Professional ISI# _____ Exp. Date _____ Certification Level _____

E-mail _____

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 US \$)

- First Event** \$65.00
- Each Additional** \$20.00
- Family Entry** \$108.00
- Surprise Events** \$10.00

**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*

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

ISI Use:
Check # _____ Amount _____ Date Received _____

American Express Visa MasterCard Discover

Card # _____ Exp. Date _____ Cardholder (please print) _____

Authorized Signature _____ Telephone Number & E-Mail Address (must be included) _____



**Minnesota Ice Arena
Managers Association
(MIAMA)**

by Tom Moriarty, President

I recently accepted the MIAMA president's position, succeeding Dean Mulso. Some background: For nearly four years, I have served as the arena operations supervisor for the parks/recreation department in Ramsey



Tom Moriarty

County, Minnesota. Ramsey County manages 11 sheets of ice in 10 facilities. The majority of our arenas operate seasonally, October through March. Two of our facilities are year-round, with one dedicated to a 10-year contract with the St. Paul Figure Skating Club for more than 3,000 hours of ice each year. We rent more than 13,000 hours of ice each year.

Most of our arenas throughout Minnesota are now in operation for the upcoming slate of high school games, associations' use for practice and games, clubs and skating lessons, and pleasure skating for the general public.

In preparation for the season, MIAMA members have attended either our fall conference or district meetings to keep abreast of the latest news concerning our industry.

We have accepted the offer to appoint an ISI board member, and Russ Rose of Buffalo Civic Center is the MIAMA representative. Russ recently attended the annual ISI board meeting in Dallas and enjoyed the opportunity to meet others in the skating industry, including regional members of other arenas throughout the country.

Dean Mulso has been elected

MIAMA's administrative assistant/treasurer, succeeding Al Payne of the Richfield Ice Arena. While we are in a transition period, we have established a new office phone number — (651) 458-5190 — and e-mail address — miamaooffice@yahoo.com. Dean plans to use e-mail and the Internet more extensively to provide information to our members and to those interested in our organization.

The MIAMA board will meet in early February to finalize our spring meeting site in northern Minnesota. Our members and vendors look forward to the camaraderie and the chance to visit and share ideas and experiences. We will be looking for members to submit their arena for the Padgett Award, given to an arena for exceptional service, innovation and dedication to our industry. The Padgett will be awarded at the spring workshop.

At our October meeting, the following committee chairs were assigned: spring workshop, Russ Rose and Doreen Galloway; fall conference, Doug Brady; board nominations and elections, Pete Carlson; and education program, Russ Rose and Walt Bruley. Other board members will assist the committee chairs.

Q: How easy is picking the right Coach?

A:

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Mid-Atlantic Arena Managers Association (MAMA)

by Trudy Ivory, Co-director

Fourteen ice facilities were represented at our October MAMA meeting in Shaker Heights, Ohio. This meeting was a combined ISI District 7/ MAMA joint venture, featuring Dr. Jack Vivian, director of the Ice Arena Institute of Management.



Trudy Ivory

Dr. Vivian gave an abbreviated workshop on what it takes to be a manager. Most of us in this industry do not stop to think what those qualities really are. We are usually too busy taking on several roles in our workday to stop and think what we should be doing. This presentation offered a perfect time to stop, listen and remember.

He explained the functions of management by breaking down the areas into planning, organizing, staffing, directing, motivating and evaluating. Some of the components

going into those functions are understanding your market, scheduling of employees to fit an event and being aware of cash accounting and your inventory. Risk management was also discussed. This area is a very important part of managing your ice arena in relationship to liability. Accidents can always happen, but they should not happen due to lack of preparation.

At the conclusion of Dr. Vivian's presentation we had a short roundtable discussion and then enjoyed lunch provided by our host, Bill Murray.

I have my own theory that managing is anticipating. Anticipate what your customer needs and give it to them before they ask. The same holds true for most situations that come your way. By anticipating the needs of a situation, you will be better prepared to handle it.

Our next meeting will be Jan. 24, weather permitting. The location has not been chosen at this time but my hope is to visit a facility that our MAMA members have not yet visited. Please contact me by e-mail if you are willing: tivory@greensburgpa.org.

North East Ice Skating Managers Association (NEISMA)

by Tom Morton, President

The NEISMA board of directors met on Oct. 13 at the University of Rhode Island. All board members were present.

NEISMA's annual survey of its ice rink membership is being circulated. Director Gary Prokraka is the NEISMA chair in charge of the survey. A synopsis of some of the salient points will be shared in future reports.

Director Jeff Rubin, chair of the NEISMA 2005 Spring Conference, has reported that the event has been set for March 24-25 at the Crown Plaza in Worcester, Mass. Watch for details in our *Rink Rat* publication.

NEISMA's recent one-day regional seminar in Rhode Island, chaired by Arthur Ales, had an excellent turnout. Topics included utility cost savings, air-quality matters, personnel retention



Tom Morton

Continued on page 34

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Continued from page 33

and emergency evacuation plans.

Director Donna Doyle has been designated as the NEISMA chair to handle ice rink manager recognitions and also to center-stage women in the ice rink industry. As the manager of the Charles Moore Ice Rink in Orleans, Mass., Donna brings a woman's perspective into ice rink matters. Yes, she can operate a resurfer as well as sharpen skates.

Director Deane Pomeroy, NEISMA's "Golf Man of the Year," reports that he is getting ready to take on all challenges at NEISMA's next scheduled golf tournament. Snow, rain or shine — he will be ready.

Michigan Arena Managers Association (MAMA)

by Geoff Bennetts, President

The Michigan Arena Managers Association held its fall meeting on Oct. 26 at the Taylor Sportsplex in Taylor, Mich. The meeting was well attended, with 27 facilities represented and four speakers on the agenda.



Geoff Bennetts

Dawna Hawkins, director of human resources for JRV Management, gave a brief presentation on precautionary measures that can be taken to avoid the flu during the winter season. With the shortage of vaccinations this year and everyone working in a service industry, this was a very relevant topic to our members.

Leonard MacEachern of Westinghouse Industrial Lighting Solutions presented a lighting alternative to the popular metal halide bulbs. His fixtures are designed to burn at a lower temperature and reduce your overall electric bill.

Karl Christen of iceonsale.com gave a slide presentation on his online ice bartering system. His Web site is set up to buy, sell or trade ice time between coaches and arenas, similar to ebay. The site also offers a free bulletin board for posting ice times.

Greg Zivov of Electric Choice gave an update on energy deregulation and cost savings. Many new laws and regu-

lations are affecting arenas and utility costs, and Greg offered the group suggestions on how to control these issues.

The Michigan Arena Managers Association will reconvene for a winter meeting in mid-January.

Wisconsin Ice Arena Management Association (WIAMA)

by Don Chilson, Second Vice President

The WIAMA Spring Conference agenda has been set for April 20-22. This year's conference topics will include roundtable discussions, refrigeration and working with volunteers. ISI will present an in-depth look into utility cost reduction, and Andy Deyo of H/D Sports Management LLC will share some proven customer-service techniques. The conference will kick off on Wednesday with our annual golf outing and dinner.

WIAMA's Web site is up and running, at WIAMA.com. There you can find job openings, advertisements, and vendor and arena information.

To register for the conference or get more information about WIAMA, please contact Nancy Hacker, (920) 731-9731, or check us out on the Web.

Metropolitan Ice Rink Managers Association (MIRMA) ISI District 3

by Judith P. Sniffen, President

The MIRMA annual fall meeting and tradeshow were held Oct. 26 at The Rinx in Hauppauge, N.Y.

The day started with breakfast provided by Coastintelligen.

A short business meeting was followed by several informative presentations and a tour of the newly installed cogeneration plant at The Rinx. Presentation topics included: new ways to save energy, Keyspan Energy; power-generation systems, Coastintelligen; an ice



Judy Sniffen

demonstration of the installation and use of the revolutionary double-sided blade, 32 Degrees; and the new Ultimate vinyl lines, goal creases and in-ice logos, Becker Arena Products.

Lisa Fedick announced that the ISI District 3 competition will be held April 9-10 at Floyd Hall Arena in Little Falls, N.J.

Lunch was served, compliments of Keyspan, and the tradeshow opened at 12:30. Vendors exhibiting at the tradeshow included: ISI, Becker Arena Products, Rice Specialty Insurance, IntellEnergy, Phazer Inc., The Richardson Group, J&C Ice Technologies, Industrial Refrigeration, Munters Dehumidification/Accuspec, Cimco Lewis Refrigeration, Atlantic Rubber Co., Frontline Solutions/Venue 1, Bergo Janitorial Supplies, Jet Ice, Hallam Engineering & Construction, Bergo Janitorial Supplies, Rink Magazine, LSK Enterprises, Energie Innovation Inc., Coastintelligen, Keyspan Energy Delivery, Icecat, Dodge/Regupol, Nora Flooring and the Zamboni Co.

Thank you all for making this a very successful day.



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Figure Skating Coach

Growing figure skating program in South Florida. Must have excellent communication skills and experience in USFS/ISI programs from beginner to high-level competitive figure skating. PSA ratings are a plus! Send résumé and references to Kendall Ice Arena Skating School Director Kent Johnson at sk8johnson@hotmail.com.

Executive Director

Robert Morris University seeks executive director of its Island Sports Center. Visit our Web site at www.rmu.edu for information regarding this and other employment opportunities. Qualified candidates should e-mail letter of interest and résumé to humanresources@rmu.edu or mail to Robert Morris University, 6001 University Blvd., Moon Township, PA 15108 EOE

Figure Skating Instructor

All candidates must be experienced in ISI and USFS, and must be willing to teach all ages and abilities. Enthusiastic, hardworking team players must possess excellent customer/student communication skills and be professional. Continuous new clientele for successful instructor to develop. Contact Randy Branca at (713) 621-1500 or Rbranca@polariceent.com.

NEW ARENA POSITIONS

New arena complex opening in College Station, Texas, now accepting résumés for the following positions. Experience a plus. Contact Dale Elder, (979) 693-3900 or visit <http://bcs-icerink.ahraiding.org>.

Operations Manager

Responsibilities: day-to-day operations, maintenance/cleanliness of facility, scheduling and budgeting. Candidate must be energetic and have exceptional administrative/scheduling capabilities

and excellent customer, employee relations and communication skills.

Pro Shop Manager

Responsibilities: inventory control, purchasing, day-to-day retail operations, scheduling and budgeting. Candidate must be energetic and have exceptional administrative/scheduling capabilities, computer/software knowledge, excellent customer/employee relations and communication skills.

Hockey Director

Candidate must be energetic and a team leader, with organizational skills and professional customer relations/communication skills. New clientele for the successful candidate to develop hockey programs.

Figure Skating Director

Candidate must be energetic and a team leader, with organizational skills and professional customer relations/communication skills. New clientele for the successful candidate to develop through our skating programs.

Hockey Instructors

Candidates must be enthusiastic, hardworking, team players, possess excellent customer/student communication skills and be professional. New clientele for successful candidate to develop.

Figure Skating Instructors

Candidates must be enthusiastic, hardworking team players, possess excellent customer/student communication skills and be professional. New clientele for successful candidate to develop.

SKATING SCHOOL POSITIONS

Aliso Viejo and Yorba Linda Ice Palace in Southern California seek to fill the following positions. Established skating school with large clientele base. Utilizes ISI and USFS skills. Contact Glenn Bushway at (949) 643-9648 Ext. 14 or GBushway@aol.com.

Skating School Director

Maintain existing programs and create new and higher levels. Administration of coaches and train new coaches. Co-host 2005 ISI Worlds. Experience a plus. Phase-in director a consideration. Will pay relocation costs.

Skating School Instructor

Clientele base in need of experienced instructors and new instructors for growing school. Co-host upcoming 2005 ISI Worlds. Salary until clientele base established.

Zamboni For Sale

1972 Zamboni model HDB ice resurfacers. VW engine, catalytic converter, good tires, well maintained. \$4,500. Contact Barb Giblin at (630) 682-4480 or e-mail: Zamboni96@aol.com.

Free Classified Advertising for ISI Members!

ISI facility and professional members are entitled to FREE classified listings (excluding retail products and services) up to 50 words. Call Carol Jackson at (972) 735-8800, fax to (972) 735-8815 or send e-mail to cjackson@skateisi.org. The deadline for the next issue of the *EDGE* is Jan. 15.



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AND ANOTHER THING...

by Patti Feeney
ISI Managing Director, Member Programs & Services

In keeping with our longstanding New Year's tradition, we are hitting the ground running in 2005.

We ended 2004 with a new hockey skating program. Our new Special Skater program is complete, and the new hockey skills manual and badges are ready for delivery. Within the next few months, watch for:

- A new group skating manual
- A pre-packaged learn-to-skate program, complete with enrollment forms, curriculum, flyers, advertising and an array of rewards for the skaters
- Conference information for Las Vegas in May. Get the most up to date information on our Web site (skateisi.org).

- Annual ISI national and international events
 - Winter Classic in Dallas
 - Synchronized Classic in Taylor, Mich.
 - World Team Championships in southern California
 - Adult Championships in Las Vegas

It's hard for me to believe that the iAIM schools are already in their fifth year. These schools are an incredible source of information and education for arena managers, operators and programmers. More than 250 individuals have completed the 30 hours of classroom work to

achieve certification in these three fields. Last year we rolled out the online program, making this educational opportunity available to everyone. This new year plans to be a busy one for iAIM, with several delivery systems planned. Watch the Web site for all of the latest offerings.

Many of you have had questions about the latest Joint Statement of Cooperation between ISI, PSA and USFS. Please note the new show and competition endorsement forms on the ISI Web site. If you have skaters in your show or competition who have skated at U.S. Nationals at the Novice level or above, you are required to submit their names to the ISI office and we will submit them to USFS. The system has been moving smoothly. The following skaters do NOT need approval from USFS:

- Adult skaters
- Synchronized skaters entering an individual event

Good luck in this new year, and please let us know if we can be of assistance to you. 

It's scholarship application time!

Deadline: March 1, 2005

The ISIA Education Foundation has awarded more than \$200,000 in scholarship funds since its inception in 1989. As a skating instructor or ice arena manager, you play an important role in publicizing the Foundation's efforts and supporting your applicants.

- Watch for the new free Foundation scholarship brochure and make it available to your skaters who are between the ages of 12 and 16. Hand it out, mail it with your registration forms, display it in your facility and mention it in your newsletters.
- Assist your skaters with the application process.
- Remind your high school seniors that the application deadline is March 1.
- Write an evaluation or letter of recommendation, if asked.
- Help skaters document their service hours.

**Heather Aseltine,
2002
Scholarship
Recipient**



Scholarship application and criteria are available on the ISI Web site: www.skateisi.org.

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