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Zamboni Co. delivers Machine No. 8,000
PARAMOUNT, Calif. — Zamboni ice resurfacing machine number 8,000, a Model 540, was recently delivered to the University of Minnesota, Mariucci and Ridder Arena’s home to the Golden Gopher Hockey teams. The Model 540 is built in Paramount, Calif. at one of two Zamboni factories; the other is in Brantford, Ontario, Canada.

Knoxville Special Olympics recognizes Ice Chalet
KNOXVILLE, Tenn. — Robert Unger and Larry LaBorde of the Ice Chalet have received special recognition for their dedication and commitment to the Special Olympics of Greater Knoxville. For the last four years, skaters have been allowed to train at no charge at the facility, which also has been the site of the annual Area 5 speed skating competition. “We started with six or seven skaters the first year and now have over 100. We would not have this competition if were not for Mr. Unger, Larry LaBorde and the Ice Chalet,” said Kim Hatfield-Gray, Special Olympics of Greater Knoxville Special Olympics area director.

Former Olympian Howarth joins Vernon Hills arena
VERNON HILLS, Ill. — The Glacier Ice Arena has appointed Chris Howarth figure skating director. The former British National champion competed in the European and World Championships as well as the 1980 Olympic Winter Games in Lake Placid. As managing director of the re-established John Watts Skates, he has designed revolutionary blades that are now being worn by top skaters worldwide. For the last 13 years, Howarth has headed up the commentary team for Eurosport television in figure skating, short track and speed skating.

Suburban Ice-East Lansing gets new skating director
FARMINGTON HILLS, Mich. — Suburban Sports Group has hired John Martin as skating director at Suburban Ice-East Lansing (Mich.). Martin has taught throughout Michigan for 15 years, including the past five at Suburban Ice-East Lansing. He owns the J2 Design Skate Shop and is a board member for Athletes 4 Kids, a program that provides athletic exposure to children from underserved areas of the community.

Code of Conduct signs available
Skater, player and spectator code of conduct signs are now available to all ISI member facilities. Those who have registered to receive password access to the “Members Only” section of the ISI Web site (skateisi.org) can download the signs at no charge. Others can purchase all three codes of conduct on a CD from the ISI office for $5 plus shipping and handling. The signs are easy to customize and reproduce in a variety of formats, saving facilities the time and expense of creating their own. For more information, go to skateisi.org or call the ISI office at (972) 735-8800.

Send people and product announcements and photos to editor@skateisi.org. Look for rink news on ISI Online, at skateisi.org.
SALT LAKE CITY OLYMPICS

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All arena operators must, at some time in their careers, request funds for much-needed maintenance parts, materials or service work. Asking senior management for money can become a contentious experience in today’s economic environment. When the marketing department wants to spend money to place radio or newspaper advertising, it is easily supported by the rationale that these expenditures improve income. Similarly, the IT department can often secure funds for a new server, memory upgrades or an improved phone system because management is afraid of lost productivity.

Why is it that these projects can receive funding while repair or maintenance parts are so difficult to justify? It may be because arena operators are not effectively relating the direct correlation to productivity and superior customer service. Many operators think that senior management should be aware of the importance of good maintenance and importance of a capital improvement budget. They don’t think they should have to explain their department’s needs every year. Let’s consider some ideas for changing this environment.

Maintenance consultant and expert David Todd Geaslin, instructor for Texas A&M University’s managing maintenance program, uses his own term, “inverse-square rule of deferred maintenance,” to compute the potential cost of deferred maintenance. This is a way for maintenance managers to easily establish the significant differences in maintenance costs versus repair costs. Geaslin explains: “The risk/reward for underfunding the maintenance operations is not the established 2:1 but more often proven to be near 30:1.”

annual cost of proper condenser maintenance

An arena condenser, like any piece of equipment, requires regular preventive maintenance. Here is the approximate annual cost to maintain a typical condenser:

- Grease tubes ............................................. $ 25
- Motor shims ............................................. 10
- Replacement parts (belts, couplings, etc.) ......... 160
- Mechanic - 2hrs./month@$15 ..................... 360
- $535

Cost of condenser breakdown due to improper maintenance

If the condenser breaks down due to the parts not being regularly inspected and maintained, emergency repairs are just an overheated bearing away. Below is the approximate cost to get the condenser repaired and operational. This cost does not include any lost revenue from not having ice because when the condenser is down the ice plant will not operate.

- New fan motor ............................................ $760
- New fuses ............................................... 45
- New motor contactor ................................. 165
- New bearing ............................................. 114
- Repairman hours – 20 hrs.@$25 ................. 500
- Service contractor labor – 4 hrs.@$75 .......... 300
- 2 industrial fans ....................................... 235
- Lost revenue from canceled rentals ........... 1,000
- $3,119

The industrial fans were put in place to operate overnight because the breakdown occurred after hours. When the ungreased bearing overheated, it damaged all the parts listed above. The quick-thinking operations staff members were able to put temporary fans in place and keep the plant running.

Every ice arena operator/maintenance person must be able to provide logical and detailed estimates for the cost of deferred maintenance, especially on the ice plant, heating, ventilation and air conditioning packages and ice resurfacer(s). If any of these pieces of equipment malfunction, the arena is often out of business for some period of time.

For professional ice arena managers, equipment failure is not acceptable. The image of a resurfacer broken down on the ice or opening the arena in the morning to a swimming pool instead of an ice sheet is material for bad dreams. Operations managers must be able to justify the importance of proper maintenance of operating equipment. Include cost estimates for possible failures that are likely to occur without proper maintenance. The message must be “It is never acceptable to put off proper maintenance on equipment or the facility.” The cost of good maintenance is less than emergency maintenance, every time.

Jason Eastin is director of facility operations for JRV Management.
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Increase Rink Profitability with Rental Skates

You may think you’ve tried everything to grow your rink’s profits. But have you looked closely at your rental skate inventory? This often-overlooked segment of your business can give your rink a major boost.

The value of investing in rental skates
Rental skates deserve your attention because they're the most important part of customer satisfaction among recreational skaters. Providing skates that are old, dull or uncomfortable — even once — could cost you those customers for life.

The success of your rink is greatly affected by the “word of mouth” factor. If customers leave dissatisfied with your facility, customer service or rental skates, word will travel fast. Conversely, an enjoyable skating experience will spread a positive message. Offering quality rental skates gives customers a good reason to advocate your rink.

Rental skates are also a great tool for growing your customer base. They make it easy for parents to take their children skating for the first time. Adults looking for a new fitness outlet can give skating a whirl. The quality of your rental skates can make or break the skating experience for first-timers like these. If the sport grows on them, they could be back every weekend.

Selecting the best skate mix
Once you’ve determined the need for new rental skates, it’s time to decide what to buy. A good place to start is with your salesperson. This individual is a great resource to help you make an intelligent purchase decision. Weigh their recommendations knowing that it’s in their best interest to help you choose the best mix of skates and retain you as a long-term customer.

Know your audience
To determine the right skate models and quantities for your rink, it’s crucial that you understand your audience — the customers who will be renting from you. Who are they? What are they looking for?

Look closely at the skating programs and customer behavior at your rink. Is it figure skating- or hockey-driven? Do you offer skating times for schools and church groups? What is your rink’s size and location? Do you offer learn-to-skate programs that often require rental skates?

Pricing and delivery
The hardest part is over — you’ve decided on your rental skate investment. Now it's just a matter of getting the skates to your shop. Work with your salesperson to arrive at a fair price and ensure timely delivery. But be aware of freight charges, payment terms and potential back-orders so there are no surprises later.

Have a start date in mind to allow time for lacing, labeling and organizing the skates in your storage system. After that, you’re ready to make your new skates available to your customers. Notice how their faces light up when you hand them a brand new pair of skates!

Rental skate maintenance: An investment in success
When you have a new rental skate inventory, upkeep is the last thing on your mind. But if you to start early, it's much easier to keep skates working and looking their best for the long haul. Start with your blades.

Create a regular sharpening schedule to make sure your customers are never stuck with a dull pair. Also, keep an eye out for rust. Be sure to wipe down blades after each use. If rust does appear, a light scrub with steel wool will take care of the problem.

Boots require attention, too. Always pull the tongues forward after each use for better drying. Don’t neglect minor upkeep issues, such as replacing frayed laces and missing eyelets, as well as applying polish on occasion.

Remember the importance of creating a positive impression of your skates — it’s one of the best ways to keep your customers coming back.

Dan Riegelman is the vice president of marketing for Riedell Skates.
**Need New Rentals? Get the Best!**

**NEW GENERATION**

**FIGURE RENTAL**

**BOOT:** Features a unibody Polymer shell, replaceable cuff, and replaceable locking buckles

**LINER:** Dupont Cambrelle+ antibacterial liner fights odor related bacteria

**SIZING:** Easy read sizing on the tongue and rear of the skate

---

**POWER PLAY**

**HOCKEY RENTAL**

**BOOT:** Features tough 420 ballistic nylon side panels, Reinforced counter area for firm support, water resistant plastic insole, durable molded toe cap, brass non-rusting eyelets and long lasting rear copper rivets

**LINER:** Dupont Cambrelle+ antibacterial liner fights odor related bacteria

**SIZING:** Easy read sizing on the tongue, sides and back of skate
Public skating has always been a mainstay in ice arenas. But competition from other entertainment venues and recreational choices has resulted in decreasing public skating numbers for ice skating facilities throughout the country. Solutions have ranged from reducing public ice time in favor of more lucrative program and club rentals to stepped-up marketing and programming to promote recreational ice skating. Here’s what seven ISI members say about the role of public skating in their business, and what they are doing to preserve it.

Over the past five years, what has been your facility’s experience with public skating attendance?

**CAMPOL:** Our facility opened in November 1996 as the first twin ice skating complex in the state of Florida. Our public skating sessions for the first few years were very strong, as one would expect in a new state-of-the-art facility. Our public skating numbers tapered off and became steady after the initial frenzy.

**DANISCHIEWSKI:** Across the board, our facilities have seen a decrease in public skating from 5 percent to more than 20 percent at a couple of facilities.

**KADEN:** We’ve seen an increase in the public skating sessions where we offer special activities. Our normal sessions have been status quo.

**LANE:** Over the past five years we have seen a steady decline of nearly 33 percent in our public session attendance. We did see a slight increase in 2002 after the Winter Olympics, but overall our numbers have been down.

**LARIOIS:** Over the past five years, public session flow and interest is down. Our walk-in business is a very small portion of our business.

**NELSON:** One of our main problems with public session attendance is the competition among all the recreational programs. During hockey season, the majority of the public skaters are hockey players taking private lessons and practicing their skills. There are not many figure skaters who take advantage of the public sessions since they are taking skating on the club ice time.

**WILKIN:** Our public sessions have seen an average decline of 14.5 percent over the last four years. Our most dramatic decline was as a result of 9/11. Our most stable year was 2002, partially due to the Winter Olympics. Other factors that have contributed to our decline in attendance are major freeway construction on both sides of our exit, the lagging economy and California’s gas prices.

What steps have you taken as a result of that experience?

**WILKIN:** We’ve kept our public session schedule consistent so groups, families and individuals can rely on us for availability. We’ve initiated a VIP program; coordinated more with our nonprofit figure skating club to gain access to the public schools via flyers; increased our promotional materials given when field trips, birthday parties and special groups visit our facility; and refocused our staff on creating themed sessions with games and prizes.

**LARIOIS:** We offer public sessions specifically programmed for skate school, adults, Teen Night and birthday parties. With every public session focused on a specific group, we don’t mix up experienced figure skaters with first-time adults and birthday children with teens.

**NELSON:** We moved all of our learn-to-skate classes to the public sessions. We hoped that more class exposure to the general public would encourage more people to skate, such as the parents or siblings of the skaters in class. Overall, we have not changed the amount of public skating time much in the last few years.
The Participants

Jeff Campol
General Manager
Incredible Ice
Coral Springs, Fl.
Twin-sheet facility; official home of Florida Panthers

Glen Danischewski
Vice President, Operations
Rink Management Services Corp.
Mechanicsville, Va.
Ice skating facility management company

Jim Kaden
Manager
Univ. of Delaware Ice Arena
Newark, Del.
University-operated twin-sheet facility

Gerry Lane
Skating Director
South Suburban Park & Recreation District
Centennial, Colo.
Publicly run twin-sheet facilities

Gaston Larios
General Manager
San Diego Ice Arena
San Diego, Calif.
Privately owned/operated single-sheet facility

Jenny Nelson
Skating Director
Aspen Ice Garden & Lewis Ice Arena
Aspen, Colo.
Municipal single-sheet facilities

Michelle Wilkin
Skating Director
Oxnard Ice Skating Center
Oxnard, Calif.
Privately owned/operated twin-sheet facility

**DANISCHEWKI:** We make the skating facility an entertainment venue by offering games, promotions, radio tie-ins and co-promotions with area business organizations, and working with those organizations on events and fundraising. We have not increased advertising that focuses solely on public skating, but we make sure our ad dollars are always well spent, and we tag public skating. At most of our sites, RMS has reduced public skating sessions during the week to only one or two nights, but we consistently hold three to four public skating sessions on Saturdays and Sundays, usually for three to four hours each session.

**LANE:** At Family Sports Center we have dropped one of our weekend evening public session times and at South Suburban Ice Arena we are contemplating reducing the amount of available public session time for increased rental revenue from other existing programs. Because of aging demographics near our South Suburban Ice Arena site, we are looking at partnering our pro-

programs with nearby towns that have younger demographics and do not have skating facilities.

**KADEN:** We’ve started a Family Fun Sunday Series at our 1-3 p.m. public sessions in January and February. We offer specials in our snack bar, coupons for future sessions, face painting, mascots, sand-art activities, local entertainment and other special activities on and off the ice. We average close to 400 people per session, compared to our Saturday public sessions, where we average between 250 and 300.

We’ve partnered with a local radio station, which targets young families, to help promote our public sessions. In exchange for our promoting the station in our print ads, they provide us with free radio time. We’ve also worked with a local fast-food restaurant to give away kids’ meals to the first 30 kids with paid admission in exchange for advertising at our facility. The restaurant promotes our Family Fun Series through posters we provide them.

**NELSON:** We purchased a “border patrol” so we can divide the rink up into segments. Last season we tried a remote-control racing club. We provided some of the cars but encouraged participants to bring their own. We ran races around obstacle courses.

One of the most popular things we have tried is a trivia contest. Rink employees come up with a tricky question, usually hockey-related, and give out prizes to those who answer correctly.

We tried a word-search puzzle during our Easter party. I made up five different grids (about 10 rows and 10 columns) and hid five words in each puzzle. I drew each puzzle directly onto the ice using a glass paint. I then gave each participant a sheet with all 25 words and told them they were to find which words were in which puzzles.

We are working on restructuring staff shifts so that we

Continued on page 12
can free up someone to hit these ideas harder. We do see a positive public reaction to the ideas.

LANE: Starting this fall we are going to hire an instructor to offer short, free class lessons on some of our weekend public sessions, to be available for walk-in private lessons, to market our learn-to-skate programs and to host games and exhibitions during the public sessions.

WILKIN: We started “Sunday Snowdays” last December. It was such a big success that we continued it. We dump two tanks of snow from our Zamboni at the blue line and mold it into a snow slide. We have the plastic snow discs that enable skaters to slide down, and we have a snow bumper and a skate guard at the end of the run. Our staff assists skaters onto the disc and gives them safety instructions. We’ve also held snowman-building contests.

Another fun activity is called “Human Shuffleboard.” We have three to six teams of two people each. One teammate sits in the snow disc and the other one pushes the disc. The disc is released at the designated line, and the one stopping closest to the finish line wins. We give small in-house prizes to the winners, such as a soda or hot dog from our snack bar.

CAMPOL: We installed a 16-ft. video wall that drops down for public skating sessions and creates an MTV-like atmosphere. We named it “Club Incredible” and it has jump-started our public skating sessions. We have a professional DJ on Friday and Saturday nights, and the two together have been instrumental in resurrecting our public skating.

LARIOs: Our strategy has been to “force people to come and skate” through a very solid birthday party program that takes one family to decide to celebrate their birthday here and invites at least 10 more families to our facility.

DANISCHENski: Though the idea is not new, we’ve found that radio promotions seem to be very successful if you partner with the right radio station for your marketplace. Also, having games on ice with giveaways from area merchants and businesses has helped. Promotions with area sports teams (“Skate with the St. Louis Blues”) or local service organizations, with some of the proceeds going to the team’s favorite charity tend to bring in the public that normally doesn’t think about skating. Then it is important that the staff know how to sell the new customer on facility programs or events, one of which is public skating.

What methods or incentives have you used to keep public skaters coming back?

LARIOs: With themed, programmed public sessions, you can cater to certain groups consistently. For example, in our birthday program we run over eight different games on the ice, like the Chicken Dance, the Giant Parachute, Cha-Cha Slide, and during our Teen night we have a DJ, disco lights and snowball fights. We run activities to hook people into coming back until they join in another program like skate school or hockey.

CAMPOL: We have utilized and cross-promoted our affiliation with the NHL Florida Panthers Hockey Club. Panther game tickets have been distributed; the team mascot, Stanley C. Panther, has made appearances; and radio partners have been utilized.
Looking for ways to reduce paperwork, increase profitability and maintain control over your hockey programs? The Ice Skating Institute has developed a program that offers an alternative to the traditional membership and registration process.

This program enables facilities, associations and leagues to promote recreational hockey and provide individual members with benefits, including insurance coverage, at significantly lower cost and reduced administrative burden. This makes the ISI Recreational Hockey Program an ideal choice for house leagues, tournaments, schools and clinics.

The ISI Hockey Skating and Hockey Skills manuals emphasize proper skill development and include progressive skills testing and rewards. With ISI’s Recreational Hockey Program, hockey is fun and rewarding for the players as well as easy for the facilities and coaches!

Call 972.735.8800 today and find out how the ISI Recreational Hockey Program can enhance your program!
NELSON: We give out “fun stuff” to the kids. We order a bunch of inexpensive goodies in bulk from Oriental Trading Company that we keep on hand all the time. Skaters that are helpful to others or who are displaying good behavior get rewarded. Our pool staff at the rec center figured out how many laps someone would have to swim in the rec pool in order to swim the length of our local river. Once a swimmer “swims the river,” they get a certificate. Things like that are great incentives.

DANISCHIEWSKI: We use bounce-back coupons with short expiration dates; discounted public sessions for families and weekday sessions; discounted punch cards for public sessions; and promotions such as free skate sharpening after attending 10 public sessions. We also vary our music selection for different age groups during different times of the week to keep the public skater groups happy.

WILKIN: Our VIP program was designed to give our customers added incentive to return on a more frequent basis. Upon registration, customers are given a punch card with special offers for public sessions, skating school, snack bar, pro shop and hockey. We also post monthly offers on a bulletin board in our box office and e-mail them to our VIP database.

KADEN: We offer coupons for skate rentals and/or admission. At the conclusion of skating during our Family Fun Series, we offer a “gift” for the kids to take home — a pencil, change purse, water bottle, keychain, etc. with our logo, phone number and Web site printed on it. We also send each person away with flyers on upcoming events along with brochures on hockey and skating classes. In addition, we’ve started asking for e-mail addresses and giving out prizes during the sessions. Our main goal is to give the skaters an “entertainment” experience, and not just have them skate around and listen to music for two hours.

NELSON: The school system! We have an e-mail list of all the teachers in the local schools and we shoot out an e-mail to them about any special upcoming events. We also strongly encourage them to bring their classes to skate. Our Web site is kept updated with detailed information and a lot of PDF downloads. This enables the customer to print out an easy-to-read schedule of public skating, freestyle and drop-in hockey without having to call us or come in for one. We are members of the local concierge information group. All the area hotels are given guides to all the activities in the area twice a year and we make sure we are a part of that.

KADEN: Our partnering promotions with the local radio station and fast-food establishment; marketing to the people who are attending so they continue to come back; our Web site; and sending e-mails.

DANISCHIEWSKI: The most cost-effective marketing that RMS uses is radio and cable advertising.

LARIOS: Our best marketing methods are word of mouth and partnerships. We have concentrated on improving our entertainment product so that our existing customers can help us sell it. It works! We also brand everything we do with our mascot, the “Ice Qub,” including our in-house hockey teams, our Web site, flyers, goody bags, T-shirts, banners, Scout programs, fundraiser program and learn-to-skate program. We have consistent mascot appearances. Everything and everyone in our facility is “Quberized.”

WILKIN: The most important marketing tool is word of mouth. If your guests have a great experience, they are going to talk to their family and friends about it. Be creative with your public sessions. The introduction of a novel idea for the public session will produce a reaction from the press — free publicity! However, you have to send out press releases to let them know about your new program or service.
How important is public skating to your community, your business plan and your bottom line?

LANE: I always preach that public sessions and learn-to-skate classes are the lifeblood of most successful facilities. Most medium-size arena facilities are heavily dependent on public session attendance and learn-to-skate numbers to maintain the base of their programs. I believe that all successful facilities must have multiple pillars for their financial viability and success: public sessions, strong learn-to-skate programs, figure skating and, of course, youth and adult hockey programs.

WILKIN: Public sessions are essential to our business plan. New skaters coming for public sessions feed our skating school and hockey leagues. It is critical that we remain focused on generating more community awareness of our facility and our programs, especially the public sessions. We must keep them at convenient times for the customers, (not for ourselves), affordable and most important, fun!

DANISCHIEWSKI: Public skating is an important part of all our facilities’ bottom lines and the success of our facilities. It can be as much as 10 to 20 percent or more of the bottom line. At our outdoor facilities, it is in the range of 85 to 95 percent of our business. Public skating also dictates your skate rental income, birthday parties and group sales, and helps put skaters into your learn-to-skate programs.

CAMPO: In South Florida, ice skating is largely treated as a novelty. We continue to introduce as many people as we can to skating and hockey, and public skating is usually their first experience. It is critical to our business and it is also a feeder to our group lessons and involvement in hockey.

KADEN: Public skating is very important to our business plan and budget.

NELSON: Without public sessions, it would be hard for an individual to try out skating before committing to a larger program. If we were to wipe out public skating, I am certain that we would see an overall decrease in the enrollment of our user groups.

LARIOS: Without public skating, we would have no feeder and consequently all our programs would be down. So this is still the most important program in our business and to our bottom line.

Editor’s note: Look for more public skating session ideas in an upcoming edition of ISI Online.

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**Coach's Corner**

by Barb Yackel

ISI National Events Coordinator & Skating Program Director

---

**Artistic adj.**

1. Of or relating to art or artists
2. Sensitive to or appreciative of art or beauty
3. Showing imagination and skill

As skating coaches, we are artists with imagination and skill who develop innovative moves and creative choreography for our students. How’s that for a description that would make Bob Fosse sit up and take note?

The newest ISI national event, Artistic Challenge, will allow us to use our creative minds to the fullest. So start your creative juices flowing because this new event will debut Nov. 4-6, 2005 at the fabulous RDV Sportsplex Ice Den in Orlando, Fla.!

The emphasis will be on the creative, artistic and expressive side of competitive figure skating, which will spark appeal to those skaters who love to perform. There will be no technical scores, and Artistic Challenge is open to skaters of all ages in Freestyle 1-10.

Spotlights and curtains will set the mood to strike a pose and enter all the newest events. Events offered include:

- Artistic
- Spotlight
- Couples Spotlight
- Themed Spotlight - NEW
- Family Spotlight
- Interpretive
- Couple Interpretive - NEW
- Rhythmic Skating - NEW
- Production
- Kaleidoskate
- Ensemble - NEW

The deadline for registration is Sept. 1. Entry forms can be found on pages 38-39 of this issue, or go to skateisi.org for more information, including full event descriptions.

If you need further interpretation of the new events, please don’t hesitate to e-mail me at byackel@skateisi.org.

Now it is your job to pump up the excitement at your facility! Tell all of your spotlight-seekers to get ready to strut their stuff at this new, fun and exciting national event!
Here's your chance to show your stuff!

Our newest national event puts the spotlight on the creative, artistic and expressive side of competitive figure skating.

Register TODAY for ISI's Artistic Challenge 2005 and get ready to join us in sunny, fun-filled Orlando for the year’s most creative event!

Don’t miss this exciting NEW event!

November 4-6
RDV Sportsplex Ice Den
Orlando, Florida

Be sure to register before September 1
www.skateisi.org
The Ice Skating Institute recently unveiled the weSKATE program to assist arena management and skating directors in operating their in-house and learn-to-skate programs. The comprehensive weSKATE addresses the need for a turnkey solution that brings customers in the door as new arenas are built and existing facilities change personnel.

With today's stiff competition for entertainment dollars, keeping programs in-house and generating more revenue is more important than ever. The weSKATE program offers all the tools needed to conduct learn-to-skate programs in-house. From promoting and advertising classes to organizing, enrolling and managing a skating school, weSKATE has it all, in one convenient, pre-packaged kit that features a user-friendly, customizable format.

Designed by a team of successful skating directors, the kit offers skater information, curriculum, attendance sheets, registration forms, marketing materials, skater recognition certificates and much more.

Successful skating directors are well aware that parents are the ones who bring in new students. They deserve direction and communication, and the weSKATE program also incorporates information just for them, including guidelines and a booklet to address their needs and concerns.

The program's concise, step-by-step tools and tips have been developed to make the jobs of managers and skating directors dramatically easier, and learn-to-skate programs substantially more profitable.

"We created weSKATE in response to industry demand, and the response has been incredible," said Patti Feeney, managing director of member programs and services for ISI. "New and experienced skating directors alike are excited to have such a complete pre-packaged system, which will be an invaluable asset to all facilities."

ISI's instructional and recreational ice skater test programs are used worldwide, have accepted standards and have been developed for those who skate for recreation and pleasure. The weSKATE program appeals to first-time skaters because it teaches movements they can master almost immediately. It provides achievable objectives with immediate results. This approach is designed to promote continued participation.

For more information about weSKATE, contact ISI at (972) 735-8800.
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With a significant increase in attendance and an unprecedented lineup of activities, programs and sessions, iACT 2005 carried on the ice arena industry’s 46-year conference and tradeshow tradition, winning outstanding reviews in the process. The event was held at the MGM Grand in Las Vegas.

“From the moment I checked in until the closing party, the iACT was a hit. The list of speakers and subjects was exceptional, with sessions for managers and operations personnel as well as figure skating and hockey coaches. As top-notch as the sessions were, networking and getting to know other professionals in the ice skating industry made the iACT complete. I would encourage anyone who is looking to improve their career and feel connected to others in their field to make this annual event a priority,” said MIAMA representative Russ Rose of Buffalo, Minn.

Las Vegas held its usual appeal — great weather, outstanding dining, bustling casinos, never-a-dull-moment nightlife and entertainment — yet the iACT offerings kept participants captivated and focused throughout the week.

Ice Arena Institute of Management (iAIM) classes were held on Monday, May 30.

“I finished two iAIM courses, CAO and CAM, on Monday with several other classmates,” Rose added. “The iAIM education tracks are the most thorough continuing education courses that I have seen in my career.” (See additional iAIM coverage, page 30.)

An Industry Summit discussion forum was also hosted on Monday, as a follow-up to the first-ever Summit meeting held in February.

The conference opened on Tuesday with a high-energy, interactive keynote address by motivational speaker Ruby Newell-Legner. Sessions and workshops kicked off with impressive attendance. Some were expanded to 90 minutes this year, allowing for in-depth exploration of industry challenges and solutions.

“It was exciting to see how well the sessions were attended, even those in the late afternoon. The on-ice sessions for instructors (held at SoBe Ice Arena at Fiesta Rancho) also had great participation,” noted Janice Forbes, who co-chaired the 2005 conference committee along with Scott McCoy.

“The wonderful thing about iACT sessions is that they are not just lectures — they offer the ideal venue for sharing information, and presenters sometimes learn as much as the audience does. It’s the kind of information you can’t get any other way.”

ISI board elections were held during conference week. Jim Hartnett was elected president of the ISI Executive Committee, Janice Forbes was elected second vice president, Margy Bennett was re-elected secretary and Richard Arenella has been appointed treasurer. New district representatives include Cindy Jensen, District 13, and Bert Blanchette, District 15. The new section representatives are Scott Slavensky, commercial facilities; and Kevin McCormack, hockey. (For a complete listing of ISI board members, go to skateisi.org, under the ISI Members Only section.)

The President’s Reception on Tuesday night gave conference guests an opportunity to socialize and greet the new president as well as several past board leaders.

Tradeshow doors opened Wednesday afternoon, just in time for cocktail hour. Attendees enjoyed hors d’oeuvres and cocktails as they previewed the latest in skating supplies and arena technology and equipment. The tradeshow continued on Thursday with morning coffee as well as a buffet lunch.

“The tradeshow was a great success. Exhibitors were happy with the turnout and excited about their sales. All facets of the industry were represented, including arena construction and management, arena suppliers, pro shop suppliers and retailers,” said Karen Schaffer, ISI tradeshow manager.

iACT participants ended the productive week with a “Hollywood Night” closing party in the MGM Grand’s Studio 54 nightclub. The dance floor was packed with celebrating ice industry professionals — including some dressed as their favorite TV and movie stars.

“As the head of an association working very closely with the ISI and our own respective district, I find that iACT covers a wide range of our members’ needs and concerns. Attending this event develops stronger relationships, broadens the scope of our goals and strengthens the industry as a whole,” said MIRMA representative Judy Sniffen of Bayville, N.Y.

Special thanks to iACT 2005 conference sponsors: K&K Insurance Group, Riedell Skate Co., Texas AGA and VSC Sports.

Plans are already under way for iACT 2006 — a joint ISI and NEISMA event — May 31-June 3 in Boston.
Receiving 40-Year Awards for their four decades of ISI membership were Benton H. Wilcoxon Municipal Ice Complex, Arcadia Ice Arena, Berkeley Iceland, Paramount Iceland, Polar Dome Ice Arena, Elmhurst Family YMCA Ice Rink, Owens Recreation Center, Centennial Ice Rink, Pepsi Coliseum-Indiana State Fairgrounds, Owensboro Ice Arena, Wakota Civic Arena, South Mountain Arena, Fritz Dietl Inc. and E.J. Murray Memorial Skating Center. (Some recipients not pictured.)

Jim Lange, immediate past president of the ISI Board of Directors, was named Man of the Year, for creativity, conscientiousness and hard work, which have made a major contribution to the ice skating industry.

Liz Folger, director of skating programs for the Dr Pepper StarCenter/PSA StarCenter in Dallas/Fort Worth, received a Great Skate Award.

The Frank J. Zamboni Award for significant and innovative contributions to the ice skating industry went to Richard B. Holmsten, founder of Holmsten Ice Rinks and holder of four patents.

Cyndi Glatfelter accepted a Great Skate Award on behalf of Gerry Hart, owner of Raleigh IcePlex.

The 2005 District Merit Awards, presented to current ISI members for excellence in promoting the Institute on the local and district levels, were presented to (in district order): Scott McCoy, District 1; Javann St. Clair, District 2; Charles Booth, District 3; Gaby Cocoran, District 4; Editha Dotson-Bowser, District 5; Lindsay Armos, District 6; Elizabeth Rhoads, District 7; Susan D’Aquila, District 8; Rachel Bruemmer, District 9; Angie Rice, District 10; Andrew Foland, District 11; Maxine Gonzales, District 12; Alicia Stankus, District 13; Donnarae Tulsky, District 14; Michelle Wilkin, District 15; and Crystal Williams, District 16. (Some recipients not pictured.)

ISI thanks the Awards Committee members for their service and commitment: Katy Hayden, Patti Feeney, Jenise Jensen, Boyd Wietecter, Jean Albrightson, Carol Burns, Mike Paikin and Jimmie Santee.
Las Vegas

Photos by David Sadleir Photography and Lori Fairchild
Jim Hartnett Takes the Reins

by Lori Fairchild

W hen Jim Lange stepped down as president of the ISI Board of Directors in May, he knew he was leaving the board, and the Institute, in capable hands. “Jim Hartnett is very knowledgeable about the ice arena industry; he has the pulse of what’s going on,” Lange says of the new board leader. “I’m really excited about him being the next president because he’s going to keep pulling the organization forward, and his leadership skills will certainly serve it well.”

Hartnett’s is a familiar name and face in the ice world, well known for a long builder-supplier history and active ISI involvement. His reputation is one of credibility and direct, no-spin communication — don’t ask plain-spoken Hartnett a question unless you want him to tell you like it is. His honesty and integrity have made it possible for him to maintain old friendships that later became professionally competitive. “I tell my kids the only things you have are your reputation and your family, so you should protect them both,” he says.

As president, Hartnett says his focus will be on helping to make ISI members strong and financially viable, and on removing any obstacles to putting people on the ice. “For any of us to be successful, we have to have people skating,” he says. “I believe the fragmentation of our industry hurts that. I believe we have duplications and bureaucratic impediments that are hindering our industry.”

The ice arena business is a strong, unique industry, Hartnett adds, and effective partnerships can make it even stronger. “I would love to be able to partner with any group that has a relationship with skating and a goal to put more people on the ice and stop duplicated efforts and resources. I hope to be able to broker some of those relationships. Our board will sit down with anybody who has an interest in improving ice skating.”

Ice sports got into Hartnett’s blood during the three years he spent in the seminary in Kitchener, Ontario, where he was introduced to hockey. “I played sports all my life, but I never felt the same passion and exhilaration with those sports that I did with hockey. I see the same passion in speed skaters and figure skaters. To me, the passion for skating is unique,” he notes.

He not only loved to play recreational hockey, he also became an avid fan of the sport and has been ever since.

After leaving the seminary and spending a few years studying sociology in college, Hartnett found himself in urgent need of a job when his father died and his mother was left with two children still at home. He joined the local steamfitters’ and plumbers’ union, eventually becoming its president. Among the contractors who employed him was refrigeration specialist C.W. Davis Supply Co. of Syracuse, N.Y. Hartnett worked his way up to superintendent and project manager, and eventually found himself in sales. When the company decided to focus on the ice rink business under the name Ice Pro, Hartnett didn’t complain. “It was just such a nice dovetail, being a hockey fan and then going into the ice rink business,” he recalls. “It was a big bonus for me.”

Hartnett ran a Division 1 college tournament for several years after meeting Colgate University hockey coach Terry Slater.

As a builder-supplier to the ice arena industry, Hartnett joined ISI and was elected as the builder-supplier representative to the board of directors. When Jim Lange became president eight years ago, he appointed Hartnett treasurer, a position that showcased his fiscal discipline. He excelled at representing the interests of builder-supplier members at the board level, as well as representing ISI to his fellow builder-suppliers.

When Ice Pro was sold about six years ago, Hartnett went to work for CIMCO Refrigeration as a sales manager in its Syracuse branch. His former partners at Ice Pro formed a new company, Ice Builders. “All the refrigeration guys are my competition, but I think any of them would say that I’m a worthy competitor and I play the game above-board,” Hartnett says.

Born and raised in Syracuse, Hartnett still calls it home, as do many members of his close-knit Irish-Catholic family. “I could hit seven or eight relatives’ homes with a golf ball from my front yard,” he says. He and his wife of 33 years, Susan, have three grown children, all of whom live nearby. They are looking forward to becoming grandparents in September.

Hartnett approaches his professional life much as he does his family life. He values his heritage yet holds great appreciation for diversity. Integrity is paramount. And he has found that ISI’s policy of inclusion, never exclusion, works just as well in the neighborhood as it does in the ice arena.
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Developing management talent is a vital industry-wide responsibility — invaluable for entry-level managers, essential for retaining current managers and indispensable for professional advancement of those who plan to make the ice arena industry their career. Education and training of managers and staff is critical to the success of existing and prospective arenas. The iAIM program has become a valuable source of training and education for owners to update the management skills of their employees. Sending them for training also demonstrates owners’ desire to retain aspiring managers.

Good direction and mentoring can launch great careers, while lack of attention or the improper training can hinder a manager’s career growth and hurt the industry as a whole. Many of us promote rising stars into management before they are ready — because they have excelled as individual performers and we fear losing them to competitors. But then we often abandon them, expecting them to master the art of management and leadership on their own.

Continued on page 28
2005 iAIM Schools

Certificate of Arena Management
July 18-23, 2005
Floyd Hall Arena, Montclair, NJ

Certificate of Arena Programming
September 18-23, 2005
Weber Park Leisure Center, Skokie, IL

Certificate of Arena Operations
August 21-26, 2005
Comcast Community Ice Rink, Everett, WA

Certificate of Arena Executive
“If We Build It Will They Come?”
August 9, 2005
Radisson Hotel, Milford, MA

The School of Ice Technologies
June 12-16, 2005
St. Pete Times Forum
Tampa/St. Petersburg
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Visit www.skateisi.org to get details on the iAIM program, find out more about a specific iAIM school or to register.
iAIM has taken a leadership role in helping both new and experienced ice arena managers, programmers and operators master the skills required to become effective “manager-leaders.” iAIM combines interactive real-world learning with practical insights and advice.

The iAIM Certificates of Arena Management (CAM), Programming (CAP) and Operations (CAO) provide essential knowledge to new as well as experienced managers. Many have stated that they learned more in the first two days of classes than they have throughout their entire career. Graduates of these tracks understand their roles and have the essential skills necessary to perform their day-to-day functions.

The Certified Arena Executive (CAE), available only to those who have already passed the CAM, CAP and CAO tracks, features leadership and executive-level courses to help managers develop their leadership and management skills, and recognize the role they play in the community and how to properly represent their organization, both internally and externally.

Many first-time managers’ lack of supervisory skills can hurt the performance of their employees through micromanagement, taking a heavy toll on employee morale and productivity. The CAE program equips the participants with the knowledge of how to manage and lead.

The 2005 ISI Annual Conference and Tradeshow was a historic time for iAIM, ISI and the ice arena industry. Five veteran managers became the first to be awarded Certified Arena Executive status. This talented group completed all of the certificate tracks, attended 10 hours of executive classes taught by outside leading authorities and passed written exams in each course. In addition, they wrote a philosophy of facility management paper critical to developing a leadership style, produced an upgraded résumé and endured a challenging two-hour oral exam concerning essential knowledge and good practices of the industry. The six-member oral exam committee was composed of members of the iAIM Board of Regents and other industry leaders. I am proud to report that this group of professionals distinguished themselves with their deportment and knowledge.

Each of the CAE graduates will be strong standard bearers and mentors for the next class of candidates. They, more than others, recognize that as the business changes and technology evolves, manager-leaders who haven’t updated their skills are susceptible to becoming out of touch with the changing marketplace.

Dr. Jack Vivian is the director of ISI’s Ice Arena Institute of Management.

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Foundation Has Fun Making a Difference

by Lisa Fedick

The iACT conference in Las Vegas marked a very exciting time for the ISIA Education Foundation. As a result of the tireless work of Kathy Vackar’s selection committee, it was recommended and later accepted that scholarships be awarded to three amazing young scholar athletes: Bethanee Bemis of Monkton, Md.; Patricia Satkiewicz of Evanston, Ill.; and Megan Van Berkel of St. Louis. The Second Annual ISIA Education Foundation Golf Tournament was held May 30 at the pristine Stallion Mountain Country Club, on a day that, on the Las Vegas golfing weather scale, was nothing short of perfect. All participants received a goody bag supplied by the Zamboni Co., with stuffings provided by Ferguson’s Center Ice Sports, Wonderland of Ice, the Zamboni Co. and 32 Degrees. Tee sponsors included: Belmont, Berkeley & Dublin Iceland; the Marlboro CAE class; CMS Inc.; C.R. Muellers & Sons; Lisa Fedick; ISI District 6; the Kansas City Fighting Saints Youth and Men’s Hockey Clubs; Leisure Solutions; MAMA; MIRMA; NEISMA; Niles Park District; Jimmie Santee; Judy and Burt Sniffen; Janice and David Vaughn; and the Zamboni Co. Special thanks also go out to Mike Wactman and the Walters Golf Corp. for their support of our event.

With some help from their mulligans and the “most amazing round of golf” of David Santee’s life, the tournament was ultimately won by his dark-horse foursome, which also included Sean Flynn, Dan Smith and brother Jimmie. You guys looked so cool in those championship cowboy hats!

Monte Tiedemann won the 50/50 raffle at the President’s Reception on May 31 and immediately donated all of his proceeds back to the Foundation. Monte, you are my hero!

Following the President’s Reception, 50 very brave, fun-loving conference attendees boarded the buses to the Skandia Fun Center for the Foundation Mini-Golf Outing. This event was truly a Who’s Who of the movers and shakers in our industry — or was that shaking just coming from the windmill? The Zamboni clan as well as the FMC boys and girl came out en masse, and just think folks, you have an entire year to get out on the mini-links and practice for the Boston conference. Paige Scott and Sara Elliott ran the two betting holes, at which innocent victims were given the opportunity to double any wager for a hole-in-one. This proved to be the best fundraiser of all — in the name of education, of course! The play was so consistently stellar that in the end, we threw away all of the scorecards and everyone went home a winner with a prize. Where else does that happen in Vegas?

Again, kudos and sincere thanks to all of the sponsors, duffers and mini-duffers alike. Thanks to your continued generosity and support, we will make a difference.

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Michigan Arena Managers Association (MAMA)
by Geoff Bennetts, President

The Michigan Arena Managers Association held its spring meeting on April 26 at the Melvin-dale Ice Arena. The meeting started off with great coffee from one of our presenters, Douwe Egberts Gourmet Coffee. Amy Krabach demonstrated their coffee product and unique dispensing system, designed to maximize profits by reducing waste. BRR Technologies, a specialist in dehumidification systems for ice arenas, also offered a presentation. Ted Mateski traveled from Minnesota to attend our meeting and discuss humidity quality in ice arenas.

The presentations were followed by an open roundtable discussion on several areas of our business, with most of the discussion centered on growing the game of hockey and the Michigan Arena Managers Association. One major topic revolved around a Web site for the MAMA group, and a committee was formed to head up the research and options on the site development.

The MAMA group held its third annual summer conference June 20-21 at the Soaring Eagle Casino and Resort in Mt. Pleasant, Mich.

For more information on MAMA, please contact me at gbennetts@suburbanice.com.

Minnesota Ice Arena Managers Association (MIAMA)
by Tom Moriarty, President

Our spring conference was held May 3 in the port city of Duluth at the Duluth Entertainment and Convention Center. We hosted more than 100 of our members and 35 of our vendor members. Highlights of the conference were discussion about safety issues with resurfacer fuels and handling of these vessels. Duluth Peterson arena suffered an unfortunate accident from exploding propane tanks, resulting in loss of the structure. Thankfully, no one was seriously hurt, but the facility was a complete loss. It is our understanding that it will be rebuilt and insurance coverage will help defray the burden.

In addition, conference speakers addressed the Minnesota indoor air quality reporting, testing, and training issues for the state and MIAMA members. This is another of the safety issues assuring employees and users of our facilities that the air we breathe is safe.

The James Padgett Award for arena innovation and programs, fiscal achievement and safe facilities was awarded to Sports Arena East, Sauk Rapids. Scott Fredrickson accepted the award for Sports Arena East. Members are encouraged to “brag” up their facilities and programs, and share the ideas with everyone.

Our business meeting was held and members were updated on our Web site upgrades. Check out www.rinkfinder.com when you get an opportunity. We offer advertising venues,
directions to our facilities, ice for sale and other features that make it user-friendly.

A report on our financial status was presented and members directed questions to our board.

One of the key features everyone enjoys is the chance to reacquaint with folks in the industry and share stories of the past season. It's also a chance to pick up on new ideas and strategies to make our operations run a little more smoothly.

Our fall conference will be held Sept. 7-9 in Grand Rapids at the Ruttger's Sugar Lake Lodge. The board is putting the final touches on the event and looking forward to another successful conference. ISI will be a part of our program, and we look ahead to new ideas.

Mid-Atlantic Arena Managers Association (MAMA)
by Trudy Ivory, Co-director

Our July 21 MAMA meeting will be held at the Chiller North near Columbus, Ohio. Our host is planning on speakers who will deal with sales and marketing ideas. This is one area that I never seem to have the time to concentrate on in my typical workday, but it does deserve attention. I am sure our members will leave with helpful, informative information. The Chiller North is a new facility that opened in fall 2004 and has two NHL rinks and seating for 1,000. It's always great to visit a new facility for new ideas!

Included in the May issue of O magazine was a small soft-cover booklet written by Oprah, titled Things I Know for Sure. The title jumped out at me and made me consider what I know for sure about running an ice arena.

I know for sure that when I am sitting at my computer trying to finish a report, a child will interrupt by banging loudly on the front counter to alert me that they've lost money in a game, soft drink, candy, etc. machine and that life as they know it is over unless they get their quarter back right that minute. I know for sure that if security fails to show for a high school hockey game, every student in the school will arrive with their face painted and a cowbell around their neck and cause a problem. I know for sure that when a team scheduled on the ice for practice decides to schedule a scrimmage game without telling me, they will complain that there is not a locker room assigned to the visiting team. I know for sure that when a big event is scheduled in my arena, all the toilet tissue dispensers, along with the soap and paper towels, will run out at the same time.

I know for sure that at every mite game there will be a parent present who will make an idiot of him/herself. I know for sure that, no matter how many years of experience I have managing this facility, there will always be someone who knows better than I what it takes to maintain a good sheet of ice. I know for sure that there are hundreds of parents who think their child will be the next Michelle Kwan and they all show up at my arena for group lessons. I know for sure that the phone will ring while I am waiting for an important call when I go to the bathroom. I know for sure that as soon as I leave after being here for 14 straight hours, the Zamboni will break down or the compressors will shut down or a fight will break out on the ice or in the bleachers and I'll have to return.

I know for sure exactly how many years it is until I can retire.

Continued on page 34

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And last, but not least, congratulations to MIRMA President Judith Sniffen, recipient of the 2005 Erika Amundsen Award. Judy, thanks for all you do.

Wisconsin Ice Arena Management Association (WIAMA)
by Don Chilson, Vice President

The WIAMA Spring Conference was held April 20-22 at the Wintergreen Resort in the Wisconsin Dells.

Dr. Jack Vivian from ISI’s iAIM program spoke on energy-efficient equipment and possible modification to refrigeration systems for increased efficiency. Dave Wescott from STAR gave presentations on both basic refrigeration and the importance of competent customer service.

The conference kicked off with a golf outing at Christmas Mountain Resort, which, once again, was won by Jim Ferrell’s team. At the conference dinner we were privileged to have our own Wisconsin legend, Oakie Brumm, on hand to share some stories from his book We Only Played Home Games. Oakie was the athletic director for a maximum-security prison in Marquette, Mich. We would like to thank all the attendees, vendors and speakers for another great conference.

We also bid our farewell to Past President Tom Hamill, who completed his tour of duty at the conference this year. We welcome John Wardman as past president and Jeff Michalek as president. The coming year will be an exciting time for WIAMA as we look to bring more education and information than ever before to our members.

Metropolitan Ice Rink Managers Association (MIRMA)
by Lisa Fedick, Secretary

I hope this finds everyone happy and healthy and enjoying a well deserved summer, whether you are in your arena or the only ice you are making is for your drinks.

Kudos go out to the many members of ISI District 3 who attended the annual conference and tradeshow in Las Vegas. Education will always remain the best frontline of defense against the business challenges we face on a daily basis. As professionals, we all must strive to take advantage of all that the ISI has to offer.

District 3 is very proud to be hosting an iAIM School of Arena Management full program July 18-23 at the Floyd Hall Arena in Montclair, N.J. More information is available at skateisi.org or from our local host, Kevin McCormack, at manager@floydhallarena.com.

The permanent Fritz Dietl Memorial Trophy has been awarded to the Wonderland of Ice as the team accumulating the most points at the 2005 annual “Skate for Knowledge” District 3 Championships. The presentation was made by Fritz’s widow, Carola, who was very pleased that her husband’s memory and passion for the sport will live on in future generations of skaters.

The four college scholarships as well as the trophies for the high-point winner from each level in the 2005 competition series will be presented in the fall.

Multiple fall instructor seminars will be offered this year throughout District 3, with the first scheduled for Sept. 10 in Great Neck, N.Y. For more information on this event or to host a seminar at your arena, please contact me at LAFMIRMA@aol.com.
North East Ice Skating Managers Association (NEISMA)
by Tom Morton, President

The NEISMA committee, headed by Director Jeff Doucette, is in the process of finalizing plans for the joint NEISMA/ISI conference to be held in Boston next spring. This will be the first such joint conference between the two organizations. The event will include outstanding speakers and a well-rounded program of activity coupled with seminars presenting timely industry topics for discussion. This joint conference is a must for anyone involved in the ice arena industry.

The NEISMA Board of Directors is also already planning ahead for NEISMA’s 2007 spring conference, which will be held on Cape Cod. Director Chris Bigelow is the chairman for this conference. The board’s goal for the event is to present an entirely new look and new ideas for our membership. Bigelow has already started detailed planning, including the setting of some new goals for NEISMA.

Public image and positive customer relations are some other items on NEISMA’s agenda as we seek additional ways to sell ice time and to expand use of ice rink facilities. “Innovation” is a key word as NEISMA looks to the future for its members. We look forward to addressing the challenges facing our industry.

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It’s time to take Control.

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www.frontline-solutions.com

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for more information
“Setting the Standard In Insurance”
## COMPETITIONS

### JULY

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<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8-10</td>
<td>Austin, Texas</td>
<td>Chaparral Ice-Northcross, Texas Hill Country, Independence Open</td>
</tr>
<tr>
<td>9</td>
<td>Dimondale, Mich.</td>
<td>The Skate School® The Summit, Summer Invitational</td>
</tr>
<tr>
<td>9-10</td>
<td>Evanston, Ill.</td>
<td>Robert Crown Center 28th Annual July Open</td>
</tr>
<tr>
<td>9-10</td>
<td>Fort Myers, Fla.</td>
<td>Fort Myers Skatium 5th Annual ISI City of Palms Invitational</td>
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<tr>
<td>14-16</td>
<td>Honolulu</td>
<td>Ice Palace, 2005 ISI Hawaiian Open</td>
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<td>15</td>
<td>Blaine, Minn.</td>
<td>Schwan Super Rink, Summer Sizzle 2005</td>
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<tr>
<td>15-16</td>
<td>Eagle River, Alaska</td>
<td>Harry McDonald Memorial Center District 16 Alaska State Championships</td>
</tr>
<tr>
<td>15-17</td>
<td>Decatur, Ala.</td>
<td>Point Mallard Ice Complex 2nd Annual Wind Rain or Shine ISI Team Competition</td>
</tr>
<tr>
<td>16</td>
<td>Rockville, Md.</td>
<td>Cabin John Ice Rink Summer Skate 2005</td>
</tr>
<tr>
<td>16</td>
<td>Richmond, Va.</td>
<td>Richmond Ice Zone Summer Soak</td>
</tr>
</tbody>
</table>

### AUGUST

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>13-14</td>
<td>Gurnee, Ill.</td>
<td>Rink Side Sports The Summer Chiller</td>
</tr>
<tr>
<td>13-14</td>
<td>Duncanville, Texas</td>
<td>Dr Pepper StarCenter 7th Annual ISI Southwest Championships</td>
</tr>
<tr>
<td>18-21</td>
<td>San Diego</td>
<td>Ice Town Skate By The Sea ISI Championship</td>
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### SEPTEMBER

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-18</td>
<td>Las Vegas</td>
<td>SoBe Ice Arena at Fiesta Rancho ISI Adult Championships</td>
</tr>
<tr>
<td>16-18</td>
<td>Arlington, Texas</td>
<td>ICE at the Parks 2nd Annual ISI Open Competition</td>
</tr>
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</table>

### DECEMBER

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-6</td>
<td>San Francisco</td>
<td>Yerba Buena Ice Skating Center Skate SF 2005 ISI Technical</td>
</tr>
<tr>
<td>6-10</td>
<td>Knoxville, Tenn.</td>
<td>Ice Chalet Nutcracker on Ice</td>
</tr>
<tr>
<td>9-10</td>
<td>San Francisco</td>
<td>Yerba Buena Ice Skating Center Holidaze Ice Show</td>
</tr>
<tr>
<td>9-11</td>
<td>Evanston, Ill.</td>
<td>Robert Crown Center 31st Annual Nutcracker on Ice</td>
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<tr>
<td>18</td>
<td>Arlington, Texas</td>
<td>ICE at the Parks Holiday in the Park</td>
</tr>
</tbody>
</table>

Visit the ISI Web site: skateisi.org
Risky Business?
Not if you’re with the right partner.

How experienced is the agency that handles your insurance? Do they actively help lower your risk of injury and potential claims? Help keep premium costs down? There are lots of changes taking place in the insurance industry. Unless you’re careful, the partner you thought you had, may not be there when you need them most.

Give us a call. Or send an email to rink@richardsongroup.com. We'd be happy to answer your questions and share the knowledge we've gained from years of focusing on what matters most—keeping skaters and the rinks they skate in safe.

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**INDIVIDUAL EVENTS**

**Alpha-Delta**
- ☐ Spotlight (choose 1)
  - ☐ Character
  - ☐ Dramatic
  - ☐ Light Entertainment
- ☐ Themed Spotlight
- ☐ INDICATE LEVEL
- ☐ Alpha-Delta

**Freestyle (1-10)**
- ☐ Artistic
- ☐ Spotlight (choose 1)
  - ☐ Character
  - ☐ Dramatic
  - ☐ Light Entertainment
- ☐ Themed Spotlight
- ☐ Interpretive
- ☐ Rhythmic Skating
- ☐ INDICATE LEVEL
- ☐ (1-10)

**Partner Entries**
- ☐ Couple Spotlight Low
  - (Both Skaters Alpha-FS3)
- ☐ Couple Spotlight High
  - (Either Skater FS4-FS10)
- ☐ Couple Interpretive

---

**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

---

**PARTNER ENTRIES**

**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: ____________

Instructor Signature: ______________________ Date: ____________

Instructor Professional ISI#: ____________ Exp. Date: ____________ Certification Level: ____________

E-mail: ______________________

American Express ☐ Visa ☐ MasterCard ☐ Discover ☐

Card #: ____________ Exp. Date: ____________

Authorized Signature: ______________________

Telephone Number & E-Mail Address (must be included): ______________________
2005 ARTISTIC CHALLENGE
Team Entry Form

Event Location Event Dates Test Deadline Entry Deadline
Artistic Challenge Orlando, FL Nov. 4-6, 2005 Sept. 1, 2005 Sept. 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 Email

We wish to enter:

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

☐ Family Spotlight
☐ Themed Family Spotlight
☐ Ensemble
☐ Kaleidoskate Team
☐ Production Team

We wish to enter:

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

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

<table>
<thead>
<tr>
<th>Name</th>
<th>USFS</th>
<th>ISI #</th>
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<tbody>
<tr>
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Entry Fees:
Team Entries $20.00 per member. Maximum $640 per team.

☐ 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

Card #__________________________ Exp. Date__________________________
Authorized Signature

☐ American Express ☐ Visa ☐ MasterCard ☐ Discover
Cardholder (please print) ____________
Telephone Number & E-Mail Address (must be included)
ARENA MANAGER — Aviator Sports & Recreation seeks talented, experienced ice sports manager to help operate two full-size ice rinks and affiliated businesses for world-class sports and recreation complex in Brooklyn, N.Y., due to open in spring 2006. Send résumé to Erik@aviatorsports.com.

FIGURE SKATING COACH — Kendall Ice Arena in Miami seeks experienced figure skating coach to supplement program. Excellent communication skills and experience in coaching USFS/ISI programs from beginners to advanced USFS competitive skating. PSA membership required and ratings a plus! E-mail résumé and references to sk8johnson@hotmail.com.

FIGURE SKATING COACHES — Woodbridge, Va. twin-rink facility with ice year-round seeks motivated coaches to teach freestyle, moves, pairs, dance and synchro. Must be PSA/ISI member, have excellent communication skills and interact well with children/parents. Duties include teaching ISI learn-to-skate group lessons, Bilingual in Spanish a plus! E-mail mjenkins@skatequest.com; fax résumé to (703) 670-9165 or call (703) 730-8423.

HOCKEY DIRECTOR/COACH — Kendall Ice Arena in Miami needs experienced hockey director/coach for growing hockey program. Must have good coaching skills, experience in coaching all hockey levels, organizational and team management skills. E-mail résumé and references to sk8johnson@hotmail.com.

SKATING DIRECTOR — Ice Station Valencia seeks full-time associate who will be responsible for overseeing all operations of Ice Station's Skating Academy. Qualifications: self-starter, enthusiastic, challenging spirit, excellent oral and written communication skills. E-mail résumé to Sylvia@icestation.net or fax to (661) 775-8681.

POLAR ICE GRAPEVINE — Dallas-area facility seek experienced skating director. Duties include operating, administering, and promoting learn-to-skate program, overseeing freestyle program and direct oversight of entire figure skating program. Send résumé to Jeff Mead, regional director of operations, at jmead@polariceent.com, (972) 874-1930.

TEAM MEMBERS — Skatetown Ice Arena in Roseville, Calif. seeks a few exceptional people to help take us to the next level. If you are interested in earning an income at the upper end of our industry scale and being part of a team that is constantly looking for ways to WOW our guests, send your résumé to scott@skatetown-roseville.com.

SKATING COACH — City of St. Peters seeks experienced formation synchro coach, willing to teach students of all ages and abilities, and private lessons. Excellent customer service skills a must. Growing/established skating school, home to seven synchro skating teams and St. Peters Figure Skating Association. Must be ISI/USFS member, and at least FS 5. Contact: Laura Lindsay, (636) 939-2386, Ext. 607 or llindsey@stpetersmo.net.

SKATING DIRECTOR — Rink Management Services Corp., the largest operator of ice skating facilities in the U.S., has opening for a team-oriented skating director for a rink in the St. Louis, Mo. area. E-mail résumé to Glen Danischewski at gdanis@frontiernet.net.

SKATING/PROGRAM COORDINATOR — Private club seeks coordinator to facilitate skating program and develop necessary skills to meet needs in swimming, summer camp, social events and other membership activities. Send résumé to Alison Kopp, 956 N. Sheridan Rd., Lake Forest, IL 60045. Phone (847) 234-0030; fax (847) 234-6522; e-mail akopp@thewinterclub.com.

GENERAL MANAGER — Midwest two-sheet ice arena. Must have strong leadership/interpersonal skills and five years’ professional experience to manage personnel and oversee operations, marketing, community activities, program/budget development and scheduling. Degree and three years’ general manager experience preferred. Send cover letter and résumé to: HR-JRV Management, 13333 Telegraph Rd., Taylor, MI 48180; e-mail to hr@jrvmanagement.com; or fax to (734) 374-5910.

ARENA MANAGER — The City of Bloomington, Ill. seeks an ice center manager who will plan, organize, direct, coordinate and supervise all aspects of the new public Ice Center including personnel, programming, financial and maintenance areas. Bachelor's in parks and recreation or related field plus three years' experience in ice arena management and associate's degree in management or related field are required. Please send résumé to the Personnel Department, City of Evansville, Civic Center Complex Room 203, One NW Martin Luther King Jr. Blvd., Evansville, IN 47708 or download our application at www.evansvillegov.org and forward to crowen@evansvillegov.org. An Equal Opportunity Employer M/F/H/V.

ARENA MANAGER — Exciting opportunity for an experienced manager to direct all operations of our 2-year-old ice arena and skate park in Evansville, Ind. Arena and skate park offers diverse programming and community activities. Previous experience in ice arena management and associate's degree in management or related field are required. Please send résumé to the Personnel Department, City of Evansville, Civic Center Complex Room 203, One NW Martin Luther King Jr. Blvd., Evansville, IN 47708 or download our application at www.evansvillegov.org and forward to crowen@evansvillegov.org. An Equal Opportunity Employer M/F/H/V.

FREE CLASSIFIED ADVERTISING FOR ISI MEMBERS!

The deadline for the next issue of the EDGE is July 15. Call Carol Jackson at (972) 735-8800, fax to (972) 735-8815 or send e-mail to cjackson@skateisi.org.

RINK FOR SALE — Hockey dad, whose youngest skater will soon leave for college, seeks another skating family to purchase rink. Rink has full management team in place, so operation requires little of your time. Or you can make it your family business. Rink has year-round calendar and friendly atmosphere and is supported by the community. Located in upscale suburb of Columbus, Ohio. 26,400-sq.-ft., single-sheet facility with snack bar, spectator seating, four locker rooms. Highly efficient set-up with room for expansion. Won't last. $1.75 million. Contact Mike at (614) 778-9052.

FOR SALE — 2004 Zamboni Model 540. All black, in perfect condition. Has 750 hours. $59K. Contact Ralph at (203) 994-8788.

FOR SALE — 2004 Zamboni Model 540. All black, in perfect condition. Has 750 hours. $59K. Contact Ralph at (203) 994-8788.

FOR SALE — Private club seeks coordinator to facilitate skating program and develop necessary skills to meet needs in swimming, summer camp, social events and other membership activities. Send résumé to Alison Kopp, 956 N. Sheridan Rd., Lake Forest, IL 60045. Phone (847) 234-0030; fax (847) 234-6522; e-mail akopp@thewinterclub.com.
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• Specialized programs
• Licensed in more than 40 states
• Responsive service
• A professional staff educated and dedicated specifically to understanding the insurance needs and requirements of skating rinks

To learn about these services, contact Joan Rice or Chuck Rice at Rice Specialty Risk, 800-733-RICE.
As most of you know, the Ice Skating Institute is a nonprofit trade association that has been serving arena owners, operators and professionals since 1959. But did you also know that during the past 46 years we have reinvested membership dues, program fees and event revenue back into the industry to create a broad array of services and programs to better the ice arena business?

Over the years, we have undertaken projects such as developing the first national learn-to-skate program, sponsoring the first industry conference and tradeshow, publishing the first member services directory and representing arena operators’ interests in negotiations with USFS, ASTM and ASCAP — to name just a few.

These services and programs have helped establish our industry and strengthened it by increasing participation, bringing our members together and fostering a spirit of collaboration that benefits all parties involved. And our dedication to the industry has never faltered; we continue to develop the programs that are laying the foundation for a solid future in the ice arena business.

In recent years, ISI perceived the need to develop and deliver the industry’s first comprehensive education and training program, the Ice Arena Institute of Management. According to graduates of this program, it is unequaled in terms of quality of training; according to employers, iAIM graduates have the knowledge to make an immediate, positive impact on the business and to drive future success.

Additionally, ISI President Jim Lange organized the first-ever Ice Arena Industry Summit meeting in February, where the leaders from all of the related organizations and industry stakeholders met to discuss issues of common interest. And, most recently, we have retooled the ISI learn-to-skate program in an effort to help member facilities and skating directors run their skating school more productively.

These are just a few of the initiatives in which ISI is involved — initiatives whose goals are to make your businesses better and easier. ISI is proud to be the one organization that reinvests all member funds back into our industry. We are not a private corporation with the goal of profiting from the members, nor are we answerable to tenant organizations or commercial entrepreneurs. Instead, we remain your trade organization, dedicated to providing all the resources possible to help our industry and your business thrive.

We extend a heartfelt thanks to our loyal members who have made our endeavors possible and successful. Your membership dues are not a cost of doing business — they’re an investment with both immediate and long-term return for your business and for our industry as a whole.
WOODBRIDGE MEMORIAL ARENA

“We would not accept anything else other than Mondo products. Sport Impact is a superior product, it withstood many years of skate traffic, it is easy to clean and requires low maintenance. It is the best product we have found for all of our centers. We have it everywhere in our ice arenas as well as in our fitness centers. We are extremely pleased with Mondo's Sport Impact. It is now our standard!!”

Jeff Peyton, Facility Manager, City of Vaughn
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ECO CHILL is an engineered solution to lowering energy costs in your facility. Using Cimco’s 90 years of expertise in the ice rink business, ECO CHILL collects and recycles the energy used to maintain the ice surface, providing abundant heating for the building; and hot water for showers, underfloor heating, ice resurfacing and snow melting, as well as air conditioning services.

ECO CHILL is modular in nature, allowing the designer to choose those components that best match the needs of your facility. In all cases, quality ice is the number one priority of an ECO CHILL system, ensuring your facility users’ satisfaction while you benefit from greatly reduced energy costs.

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