

MAY/JUNE 2005

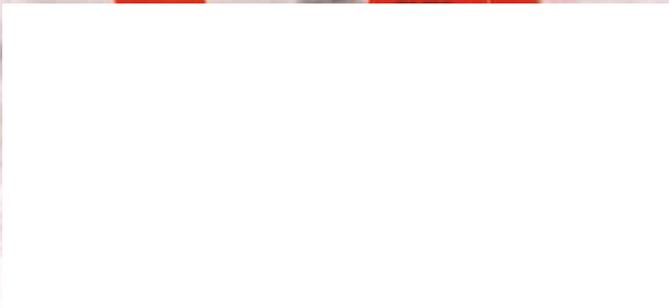
EDGE

The professional journal for the ice skating industry

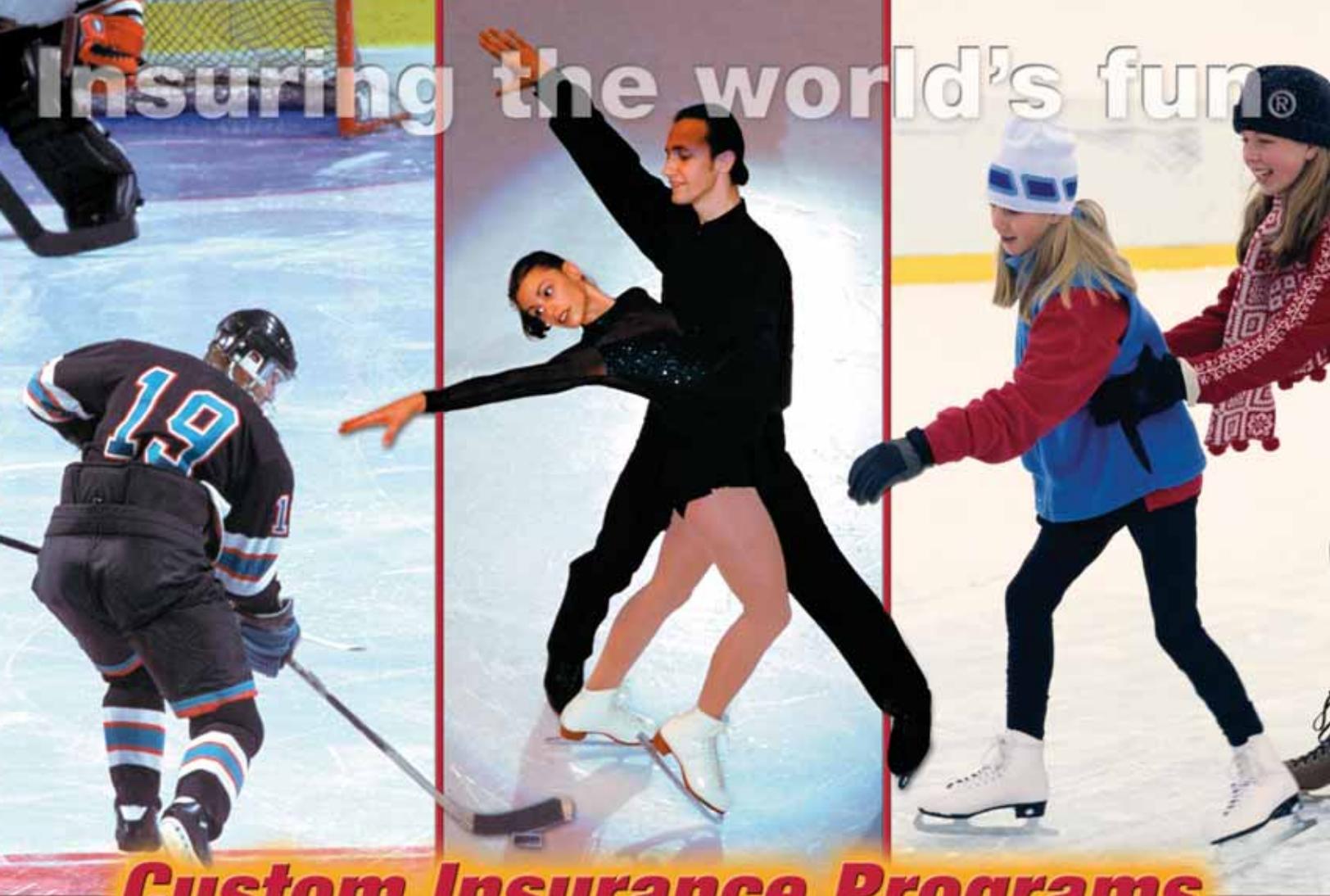
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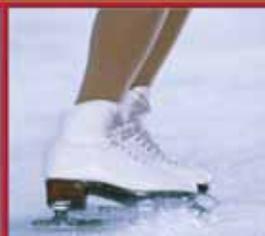
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The professional journal for the ice skating industry

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CROSSCUTS

announcements

Golden Blades coach wins *EDGE* drawing

DALLAS — Congratulations to Sue Dempsey, a coach with the Golden Blades Figure Skating Club at Bridgewater Ice Arena in Bridgewater, Mass. Dempsey's name was drawn from among those who participated in the recent *ISI EDGE* reader survey. She will receive a \$100 MasterCard gift card.

ISI Special Skater Handbook, test structure revised

DALLAS — The new and improved ISI Special Skater Handbook and test guidelines will soon be released. The new handbook includes updated descriptions for a variety of disabilities and will help coaches adapt their teaching approach to best suit the needs of individual skaters. The new test structure provides more intermediate steps between the standard Alpha through Delta badges, and a new introductory badge has been added. Please join us at the 2005 iACT Special Skater presentation to learn more about this rewarding program.

Glyn Jones appointed ISI District 18 director

DALLAS — Jim Lange, president of the ISI board of directors, has announced the appointment of Glyn Jones to the District 18 director position. Jones, the general manager of the Tampa Bay Skating Academy in Oldsmar, Fla., has been active in District 18 activities for many years.

Peter Foy dies at 79

LAS VEGAS — Peter Foy, the founder of Flying by Foy, died Feb. 17 in Las Vegas of natural causes. He was 79. The London native revolutionized stage flying and developed the patented Inter-Reacting Compensator system for touring productions of the Ice Capades.

Sport Systems relocates

WATERLOO, Ontario — Sport Systems Unlimited Corp., manufacturer of anodized aluminum dasher board systems and other rink products, has relocated to a larger new manufacturing

plant and office. The new facility is at 685 Rupert St., Waterloo, ON Canada. For more information, visit www.SportSystemsCorp.com.

Suburban Sports offers patrons wireless Internet access

FARMINGTON HILLS, Mich. — Suburban Sports Group facilities are offering wireless Internet access service to patrons waiting for skaters to complete their programs, practices or games. Users simply need a laptop or PDA, a wireless card and a subscription to the access point service provider. Rates vary depending on customer needs. Participating facilities include the Onyx-Rochester Ice Arena, Novi Ice Arena, Suburban Training Center in Farmington Hills and Suburban Ice-East Lansing.

Jet Ice Limited scores sixth Olympics assignment



Jet Ice's test application of logo stencil for 2006 Winter Olympics

NEWMARKET, Ontario — Jet Ice Limited has been chosen to supply custom color ice paint and logo stencils for the short track, luge, figure skating, speed skating, curling and hockey ice surfaces for the 2006 Winter Olympic Games in Torino, Italy. Jet Ice's previous Winter Olympics participation includes Salt Lake, 2002; Nagano, 1998; Lillehammer, 1994; Albertville, 1992; and Calgary, 1988.

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Utility Deregulation: What It Means For You

by Mark Vaughan

Are you looking to reduce your energy expenditures (and who isn't)? Deregulation of the utility industries might be just the ticket for your facility.

Since the '90s, states have been "deregulating" their utility industries — allowing businesses traditionally "held captive" by their local utility to buy electricity and/or natural gas from alternative providers. Deregulation laws are passed at the state level and, as of January 2005, at least 16 states have created an environment in which ice arenas can save money by procurement through an alternative supplier (see below).

Having an aggressive utility management strategy is going

to be crucial to the ice arenas in the coming years. As mentioned in the November/December 2004 *ISI EDGE*, monitoring and analyzing your electric, natural gas, water and sewer bills and benchmarking your data against your peers' is the first important step.

The next step is to investigate the buying opportunities that your state may or may not allow.

What exactly is "deregulation"? It's the change in utility laws that opens up service territories to competition. In the states that allow it, utility customers may solicit offers from various energy suppliers and negotiate their own customized rate and contract terms and conditions. Why would an ice arena choose to do this? There are two reasons:

1. Third-party energy suppliers can typically offer a lower rate than the utility.
2. Contracts with third-party energy suppliers often include a "fixed price," allowing you to protect your ice arena from volatile energy prices and accurately estimate your budget.

If your state has passed deregulation laws and savings do exist (many states have drawn-out deregulation rules that prevent savings in the current environment), it's time to put together a list of questions for the energy suppliers that will bid on your facility. Some appropriate questions include:

- Does the supplier have sound financial backing?
- Has the supplier served other ice arena accounts in the past?
- Does the supplier offer both variable-rate and fixed-rate contracts?
- How long has the supplier served your particular market and does it have a reference list?

Once you've solicited bids from several qualified suppliers and decided on the best of these, it is certainly appropriate to have the contract put through a legal review. In most cases, an attorney working on your behalf will be able to spotlight and revise a few key issues that may protect your facility. It is recommended that most facilities execute 12-month term contracts in order to minimize the risk that may come with longer terms.

Should you buy electricity or natural gas from an alternative supplier? If savings exist compared to your local utility rates and there are several reputable suppliers to choose from, the answer is an unqualified YES!

In a future article, we'll focus on the last of the three major initiatives relative to your utility expenditures: facility optimization. Once you know how much you're consuming and spending and you have minimized the rates you're paying, it's time to turn to the final tool in your tool belt — reducing the amount of energy and water consumed. 

Mark Vaughan is the owner of Arena Concepts and manager of Egan Civic Arena in Egan, Minn. He can be reached at mvaughan@arenaconcepts.com.



What Is Your State's Deregulation Status?

The following have deregulation laws in place:

Arizona – electric only, no current savings
California – electric and gas, no current savings
Connecticut – electric, no current savings; gas, savings exist
Washington, D.C. – electric and gas, savings exist
Delaware – electric and gas, no current savings
Florida – gas only, savings exist
Georgia – gas only, savings exist
Iowa – gas only, no current savings
Illinois – electric and gas, savings exist
Indiana – gas only, no current savings
Kansas – gas only, no current savings
Massachusetts – electric and gas, savings exist
Maryland – electric and gas, savings exist
Maine – electric and gas, savings exist
Michigan – electric, savings exist; gas, no current savings
Montana – electric and gas, no current savings
New Hampshire – gas only, no current savings
New Jersey – electric, no current savings; gas, savings exist
New Mexico – gas only, no current savings
New York – electric and gas, savings exist
Ohio – electric, no current savings; gas, savings exist
Oklahoma – electric, no current savings; gas, savings exist
Oregon – electric only, no current savings
Pennsylvania – electric and gas, no current savings
Rhode Island – electric, no current savings; gas, savings exist
Texas – electric only, savings exist
Virginia – electric, no current savings; gas, savings exist
Vermont – gas only, no current savings



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How to Organize Your Rink Team for ISI Competitions

by Randy Winship

The following steps will make it easy for you to organize your rink team before your next major ISI competition.

- 1 Organize your rink staff coaches and plan your competitive calendar throughout the skating year. Decide which coach will lead the team to which competition. Provide a detailed list of responsibilities for your team coach.
- 2 Get the competition information out to everyone. This can be done with a large poster at the rink and also with flyers to distribute to all skating students and public session skaters.
- 3 Recruit skaters for your team. There is a place for EVERYONE (including parents) to participate in ISI competitions!
- 4 The largest group in an ISI competition event is nine entries. That means, with a little practice, everyone has a good chance to get first through fifth place. Most competitions also give participation medals (sixth place) for all skaters in every event. This is a great confidence builder! *Don't concentrate on the medal placement, but on a positive performance experience.*
- 5 Become very familiar with the testing and event requirements so you can easily explain details to skaters and/or parents.
- 6 The skater's current test level will determine the range of events she/he is eligible to join. You'll find this information on each event's entry forms.

7 Once you know the correct test level, the appropriate tests must be taken. Tests are only required for the following events/levels:

- Pre-Alpha - Delta
- Freestyle 1-10
- Couple 1-10
- Pair 1-10
- Dance 1-10
- Figure 1-10
- Special Skater 1-10

8 Be sure to allow enough time to complete and register the required tests before the entry/testing deadline for the competition event.

9 Once the test level is determined, the coach/skater/parents should decide which events are going to be entered. To save time, you may want to help the parents fill out the entry form (or actually complete it yourself) and then just have the parents sign it and pay the fees.

10 To help save skater expense and coach training time, your rink coaches can work together to offer special group training classes in stroking, footwork, Couple 1-3, Pair 1-3, Dance/Solo Dance 1-2, interpretive and even figures.

11 Group and team event entries include: family spotlight, production, synchronized teams, pattern team, Kaleidoskate, team compulsories and freestyle synchro teams.

12 Before you go crazy with costume ideas, have a brainstorming session with what might already be available to

you. For example, can you use some ice show group costumes for a team compulsory number? Can a family spotlight from last year be made into a couples spotlight? Can partners in couples/pairs/dance use the same basic costume for all three events? Can production or Kaleidoskate entries be built around themes, props and costumes from a previous ice show production?

13 If you have several rink coaches participating in the same competition, you can put one coach in charge of each different group number entry. Have each coach organize the team/group and fill out the entry form.

14 Compile the following "packet" to send to the competition director prior to the entry deadline:

- a) Individual entry forms
- b) Group and team entry forms
- c) Payment summary for entries
- d) List of judges attending event
- e) Any additional information as requested

15 *Keep a copy of everything you send to the competition director!* This is important to verify in case of mistakes in age groups or levels in the competition schedule.

16 Verify/check/update the skater's ISI memberships and test registrations.

For additional team coach responsibilities, see the complete list in the next issue of ISI Online.

Sasha Cohen to Headline Foundation Benefit Show



There's big news from the ISIA Education Foundation regarding its 2005 fundraisers. World silver medalist Sasha Cohen is scheduled to star in the annual Benefit on Ice at the ISI World Recreational Team Championships in southern California, July 25-30. Seating is limited at Disney ICE and the show is expected to sell out early, so be sure to order your tickets in advance (www.skateisi.org).

This year's benefit show will also feature a new twist: "Skate with the Stars." Raffle tickets will be sold for \$5 each (or five for \$20), and two skaters' names will be drawn at the skaters' party on July 27, to skate in the show with Sasha and the other selectees. Members of Disney ICE's synchronized skating team will be selling tickets throughout the week of the event.

The Foundation has made a few changes to its fundraising activities during the annual ISI conference and tradeshow, too. At this year's iACT, May 30-June 2 in Las Vegas, the auction is being replaced by a second golf event. This Tuesday evening mini-golf party is strictly for the fun of it, and is open to everyone regardless of golfing ability. Those who take their swing a bit more seriously will still have the opportunity to show their stuff in the second annual Foundation golf tournament on Monday. For more information about the golf events, contact Lisa Fedick at LAFMIRMA@aol.com. 

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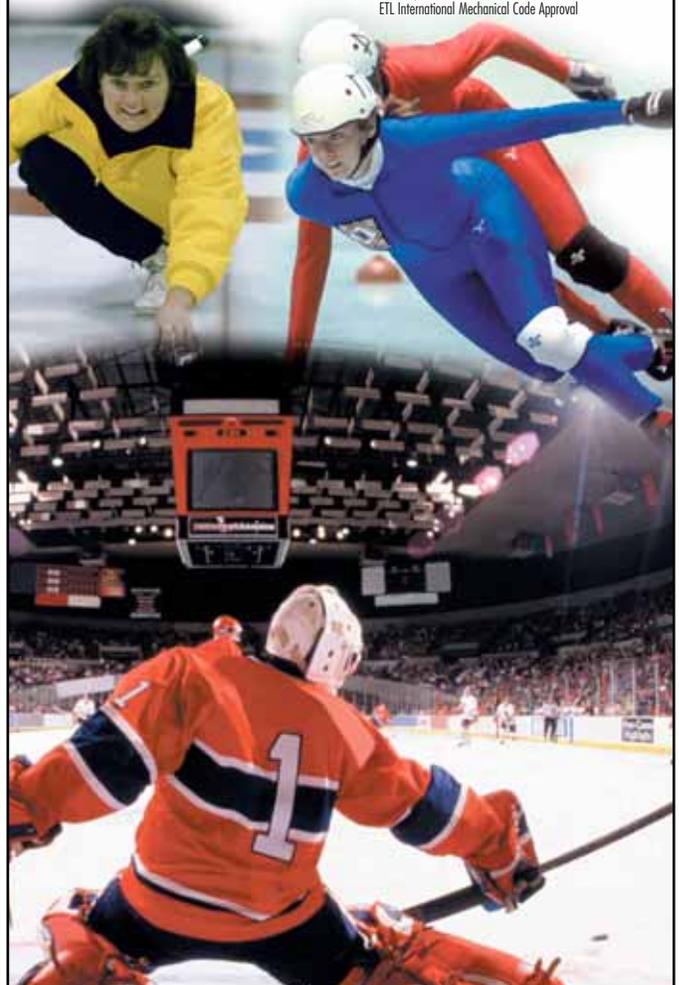


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Conquer Leadership Challenges, Connect with Your Employees

by Doug Silsbee

The most valuable gift you can offer as a business leader isn't your years of experience, your education or even the vast industry knowledge you possess. The most important gift you can offer your employees is your enthusiasm, your creativity and your ambition. These qualities make a leader unforgettable.

Great leaders have an infectious way of bringing out the best in others. They make work fun while teaching employees to be more productive, more resourceful and better communicators.

Unfortunately, even good business leaders can get stuck in a rut. The daily routine can be repetitive and it's easy to slip mindlessly into habits that are not optimal for effective leadership. However, with some simple changes, leaders can add some variety and enthusi-

asm into their leadership and more fully engage their employees.

The following are the most common challenges business leaders face, and ways to tackle them.

Challenge #1:

Falling into routines. Routines are comfortable and reassuring, and are usually based on what has worked in the past. Don't forget, though, that every workplace and each employee is unique. By stepping out of your routine, you can take advantage of opportunities that are ripe for change. As a result, your workplace will become more responsive to changing times.

To do this, pick a specific behavior with which to experiment. For example, if you want your employees to take more initiative, challenge them to

identify possible solutions to business problems. Look back at the end of each day and write down specific instances when you encouraged this new behavior. Experimentation engages you in learning and interrupts your "same old routine" by redirecting your attention to new behaviors.

Challenge #2:

Not staying focused on your task.

Distraction results from the fact that our mind processes information much faster than we are able to speak. While in meetings or coaching an employee, we may use that extra processing capacity to think about our after-work plans or to formulate a response to someone's question before they've finished asking it. When our mind gets ahead of us, we lose the con-

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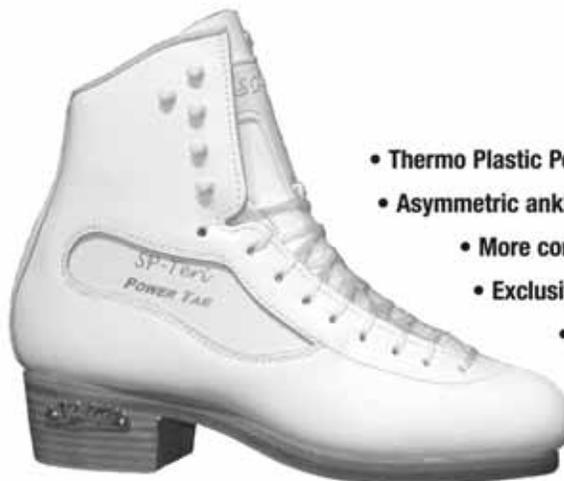
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nectivity with the person we're interacting with.

The next time you feel yourself jumping ahead or your mind wandering, take a long breath. Feel the air going into your lungs and back out. As you exhale, bring your attention back to the matter at hand.

**Challenge #3:
Not watching our projections.**

Projection is the tendency to see our own aspirations in others. For example, we may assume that an employee's reluctance to participate in a meeting is based on apathy or self-consciousness, because we felt that way at one time. In reality, it could be that the employee is having problems at home or experiencing a health problem and his or her mind is elsewhere. When we project, we're not seeing a unique individual. Rather, we're seeing ourselves reflected in the other person.

To avoid the projection trap, ask employees about themselves — their hobbies, activities and goals. Listen to their answers and look for ways in which this person is different from you. Be curious about the differences and learn from them. Let your employees know you are interested in them as people. You will be rewarded with a deeper level of trust and cohesiveness within your team.

**Challenge #4:
Being trapped in our identity.**

Identity is how we establish a sense of well-being and competency in the world. We may seek to be seen as an expert, a great listener or a compassionate person. All these are elements of our identity, and we often act in

**Great leaders
make work fun
while teaching employees to be
more productive, more resource-
ful and better communicators.**

ways that invite reinforcement from others. It's easy for business leaders to fall into the trap of always telling their ideas when it may be more beneficial to ask questions or just listen. Play the role of a student sometimes. Your employee's need to be heard may be greater than your need to appear knowledgeable.

To elicit feedback from your team,

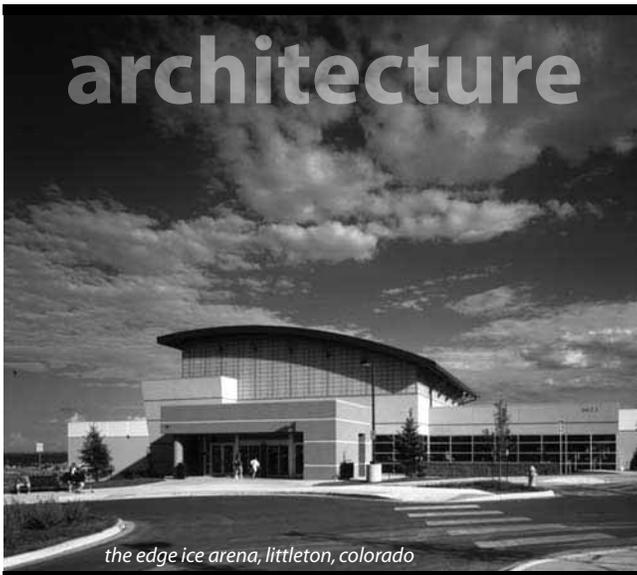
create a two-way conversation about the process of learning. Ask your employees which methods are helpful and which aren't, and encourage feedback. Make this a real-time process; don't wait until the yearly reviews. Don't be afraid to make some changes. Adaptability is important to any business and its management.

Make changes today

Identifying our leadership challenges can be intimidating. It's hard to own up to the fact that some of our leadership skills can be improved. So take it one step at a time. Begin by identifying your own unhelpful habits and replacing them with more effective ones. This is both a challenge and an opportunity, and you will soon be rewarded with more enthusiastic employees and more variety in your daily routine. Your leadership skills will be a positive example for others to follow, leading to a more unified and productive workplace. ▀

*Doug Silsbee is a business consultant and coach in Asheville, N.C. His book, **The Mindful Coach: Seven Roles for Helping People Grow**, and information about his workshops and coaching are available at www.septetcoaching.com.*

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One of the Good Guys

After more than three decades in the ice arena industry, Jim Becker's business philosophy hasn't changed — nor has his reputation.

by Lori Fairchild

In an industry that has seen its share of ups and downs, twists and turns, comings and goings, maintaining an outstanding reputation over the long term is no easy feat.

For Jim Becker, it's all about knowing your business and always — ALWAYS — putting the customer first. "If you go out of your way to help people, there's a return that you can't measure," says the owner and president of Burnsville, Minn.-based Becker Arena Products.

It sounds obvious, but obvious doesn't necessarily translate to effortless. Like most successful entrepreneurs, Becker has paid his dues.

A lifelong resident of Minnesota, he played youth hockey and intramurals but had no professional aspirations in the ice arena industry. In fact, he started college as a physical therapy major. But when he took a hiatus from the classroom, a buddy's father offered him a job driving the ice resurfacers at the Minnetonka Ice Arena. A year later he moved into the assistant manager's position. When Holmsten Ice Rinks approached him with a job in customer service, he seized the opportunity and moved up the ranks, eventually serving as its sales manager. A career — and a professional reputation — had begun taking shape. Physical therapy's loss was the ice arena industry's gain.

After working with a couple of other organizations, Becker got the entrepreneurial itch. He launched Becker and Associates in 1988, along with his wife and business partner, Gail. The company started with an Olympia dealership, a few ice rink supplies and dasher board sales for a local manufacturer. In 1994, the company became known as Becker Arena Products and began manufacturing dasher boards. Today it comprises three divisions: the Olympia dealership, which encompasses the 33 western states; the in-house manufacturing division; and arena services/catalog sales, which includes rink renewals from ice paint to rubber flooring, shovels to squeegees.

"We really pride ourselves on our catalog sales division; we always have people available for the customer to talk to, and we return calls as quickly as we can," Becker says. It's having a variety of good quality products and the knowledge of how to use those products that set us apart."

Another key to success, he adds, is making certain that the customer-service philosophy is passed on to the employees. And he says his management style is simple: "I basically lead by example and try to create an environment that allows employees to come to work and enjoy what they're doing."

The company does business throughout North America and beyond, including Europe, Asia and Russia. Its dasher board system was chosen for the main men's hockey venue at the 1998 Olympics in Nagano. "Other than that high-profile project, though, we really focus more on the community rinks," says Becker.

Gary Pietig, manager of the Apple Valley Sports Arena in Apple Valley, Minn., has worked with Becker for years. "When you strike up a good business relationship, if they're good people, you tend to stay with them. Jim is a very honest businessman, and very good in customer relations," Pietig says. "With any business, if you don't have good customer service, you're not going to be successful. It's obvious that Jim has recognized that from day one."

The ice arena and skating industry is a close-knit group, points out Jim Hartnett, a sales manager for Cimco Refrigeration. "You wind up being friends, competitors and even business partners with some of the same people. Jim [Becker] is one of the good guys in this industry. He's well-respected across the whole country, with a reputation as a square shooter. Everybody likes Jim."

A longtime member and advocate of ISI, Becker looks forward to the industry conference and tradeshow each year. "It gives us an opportunity



Jim Becker

to introduce new products and to meet the customer without having to travel to every rink in the country. We see more international business at iACT than at any other tradeshow."

Becker says he and Gail have met wonderful people and enjoyed the opportunity to travel the world. Working with their spouses has become a way of life for the Beckers. "We have a fantastic relationship," he says. "The business has never gotten in the way of our relationship." They have three children: Chad, who works for them in customer service; Tracy, who is married and the mother of their granddaughter, Emma, 2, and a grandson on the way; and Lindsay, a college junior.

The couple keeps a measure of balance in their lives by taking the occasional hiking trip to Arizona or Lake Superior. Jim also enjoys biking, hunting and fishing with his son.

After 31 years in the business, Becker is still passionate about the industry that seemingly chose him. He says the greatest challenge is its seasonality, and the biggest changes he's observed during his career have been the globalization of the business and the increased competition. But, using the common-sense approach that keeps him grounded, he says, "You just have to work a little bit harder." ■

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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.

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Q In today's litigious society, it is inevitable that most ice arenas, at some time in their history, will be sued. How can we protect ourselves from negative outcomes?

A Ice arena managers and their employees can minimize lawsuits by having well-documented and rehearsed procedures for dealing with accidents, emergencies and incidents in their facilities. Completing and maintaining accurate accident/incident reports, securing witness information and statements and following proper First Aid procedures should be common practice in all facilities. If management is familiar with what happens if they are sued, they will be better prepared and pay more attention to the on-site details of the incident/accident.

Investigation phase

Before filing a lawsuit, most attorneys will conduct an investigation of the circumstances surrounding an incident/accident, collecting as much information from as many witnesses as they can, as quickly as they can. As time passes, evidence may be lost or witness recollections dulled. Plaintiff lawyers often try to conduct their investigation before the arena's insurance company or defense lawyers do their investigation. Attorneys for the arena's insurance company should get witness statements as soon as possible after the incident/accident to ensure accurate, unbiased testimony.

Lawyers for the defense will collect the following as part of their preliminary investigation:

- Incident/accident reports
- Eyewitness statements
- Police reports including all follow-up interview materials
- Photographs of the scene, area, people, equipment, etc.
- Hospital records, including emergency room and EMT reports
- Facility schedules, attendance records and ice plant, ice resurfacer and HVAC records
- Employee records, training materials and documentation

Plaintiff attorneys will collect as much of the same material as possible. Furthermore, the plaintiff's legal team will do research to find any statutes or ordinances which may be relevant to the case as well as any prior case history that may have relevance to their position. It is inevitable that the plaintiff's lawyer or representative will visit the arena for a firsthand assessment of the operation, often without the knowledge or approval of management.

At the conclusion of this process, the plaintiff's lawyers determine whether or not there is sufficient cause for a lawsuit to be filed. A professionally run facility that is able to produce

reliable and powerful data and materials showing it fulfilled its duty of care will be less likely to be sued. Those that fail to act swiftly or have poor documentation of the incident expose themselves to litigation. It is always a dilemma whether the arena should contact the injured party to convey its concern and well wishes. Some cases have been avoided by such a call, with the arena demonstrating compassion and concern about the prospective plaintiff's well-being.

Important terms

The complaint will contain certain legal terms that management should know.

- **Plaintiff:** the party who was allegedly injured or harmed
- **Defendant(s):** the person(s) or entity allegedly responsible for the plaintiff's injury
- **Negligence:** failure to use reasonable care; the defendant has done something they should not have done, or failed to do something they should have.
- **Gross negligence or recklessness:** If the defendant is a government entity or employee, the law requires that the plaintiff prove an extra degree of negligence known as "gross negligence" or "recklessness."
- **Proximate cause:** In addition to proving the defendant negligent, they must prove that the negligence was the "proximate cause" of the injuries.
- **Consortium:** Persons who have been injured often report that, in some fashion, their spouses or family have been affected as well.

The complaint

A "complaint" is the way in which a lawsuit must be started. This legal document names the defendant, specifies what the defendant did wrong and asks for damages. Lawsuits cannot be filed in Circuit Court unless at least \$10,000 is in dispute. The plaintiff will ask for all damages they are entitled to under the laws of the state, including: lost wages and lost future earning capacity; the cost of medical expenses; and non-economic damages, principally pain, suffering and aggravation.

The summons

Once the complaint is filed, the court will provide as many summonses as there are defendants. Each summons is a document that notifies the defendant that he/she has been sued and informs the defendant of the court and case number. Summonses may be sent by mail or hand-served. Once served, you have 21 days to file an answer to the complaint. This means you must file in the court a document in which you either admit or deny each numbered paragraph of the complaint. A defense attorney hired by your insurance company typically handles this process.

Discovery

Once the answer is filed with the court, the discovery phase of the lawsuit begins. Each side seeks to learn as much as it can about what the other side knows. This is principally accomplished through several discovery

Continued on page 16



The Ice Arena Institute of Management 2005 Education and Certification Program Schedule

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The iAIM program has something to offer all ice skating industry professionals. Whether you are an arena manager, operations manager, maintenance supervisor, program director, instructor, vendor representative or related-business professional, you can benefit from an iAIM education by:

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June 12-16, 2005

St. Pete Times Forum
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Hands-on ice making and maintenance training including:

- Refrigeration theory and maintenance
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- Ice making and installation
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Certified Arena Executive Course

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Veterans Arena, Franklin, MA

The three-hour course, taught by Dr. Jack Vivian, will review the major steps in the planning, design, engineering and construction of ice arenas. It will explore the traditional methods of project management as well as new design and construction alternatives.

School of Arena Management

July 18-23, 2005

Floyd Hall Arena, Montclair, NJ

- The Role of the Arena Manager
- Risk Management and Insurance Programs
- Budgeting and Financial Administration
- Arena Scheduling
- Human Resource Management
- Sales and Marketing
- Ancillary Income Sources
- Pro Shop and Concessions Management
- Policy Administration
- and more

School of Arena Programming

September 18-23, 2005

Weber Park Leisure Center, Skokie, IL

- Role of the Arena Programmer
- Program Marketing
- Learn-to-Skate and Learn-to-Play Programs
- Computerized Programming, Scheduling and Registration
- Hockey Clinics, Leagues and Tournaments
- Communication and Public Speaking
- Program Budgeting
- Dry-Floor Events
- Working with Volunteers
- and more

School of Arena Operations

August 21-26, 2005

Comcast Community Ice
Rink, Everett, WA

- Role of the Arena Operator
- Refrigeration - Theory & Principles
- Refrigeration Operation & Maintenance
- HVAC, Dehumidification & Air Quality
- Building Maintenance & Safety
- Ice Painting & Maintenance Energy Management
- Emergency Preparedness
- and more

devices: interrogatories, depositions and requests to produce documents.

Interrogatories are written questions directed to the plaintiff or the defendant. Written interrogatories are usually sent out and answered before a deposition is taken. These interrogatories inquire about many things, including personal and employment history, medical background and prior lawsuits. In the case of the arena, information about operating policies and procedures will be requested and studied.

In a deposition, witnesses for either the plaintiff or the defendant give testimony under oath. This is done in the attorney's office of either party, before a court reporter. Some deposition sessions are videotaped. When you or a member of your arena staff is deposed, you must be thoroughly prepared.

For a request to produce documents, either side may send written questions to the other side asking them to produce for inspection any documents that they describe. These may include photographs, financial and attendance reports, training and operation manuals and prior incident and accident reports.

Expert witnesses

Each side may employ expert witnesses who have researched and read each deposition and put in writing

their findings, conclusions and opinion of the case, and are then deposed. Each side pays the cost for these services. The credentials and prior history of expert witnesses are scrutinized and often result in attempts by one side or the other to settle the case. Expert witnesses with outstanding credentials can influence either party to settle the case out of court, especially if their position is weak.

Pre-trial conference

After the lawsuit is filed (typically six months to a year later), a pre-trial conference is convened. Attorneys for both sides tell the judge what the case is about, and the judge will ask whether or not settlement has been explored or is possible.

Mediation

Mediation is a process designed to encourage settlements. In some states, the judge acts as a mediator. In others, the court establishes a mediation panel, which often consists of a plaintiff's lawyer, a defendant's lawyer and a third lawyer who is neutral. All pertinent portions of depositions, medical records, photographs and other exhibits are presented. Both

sides may tell the mediators what they believe would be an appropriate award.

After each side has made its presentation, the mediators deliberate in private and then notify each party of their decision in a written mediation evaluation award. Each side has 28 days to accept or reject the mediation award. If both sides accept, the case is settled. If either side rejects the mediation award, the case proceeds to trial, which is usually scheduled within 60 days from the mediation date.

Most courts have sanctions that have been designed to encourage settlements. If either side rejects the mediation award, that side must receive a "more favorable result" which means a jury verdict that is 10 percent more favorable than the mediation award. The sanctions are that the party that rejected and did not get a more favorable ruling at trial must pay the other side's actual attorney fees from the time of mediation forward. This causes the attorneys to approach mediations very seriously and try to get the maximum award at the outset.

Settlement conferences

Some 90 percent of cases are settled before the trial. A settlement conference is convened by the judge, who orders the plaintiff, the defendant and their lawyers to court. There the judge tries to achieve settlement before the case goes to trial. This usually takes place after mediation and before the trial.

The trial

If the case is not settled through mediation or a settlement conference, it goes to trial. Both sides prepare their witnesses, educating and making them comfortable in the courtroom setting, and subpoena additional witnesses who they feel add credible and compelling testimony to help prove their case. Both sides assemble exhibits such as photos, records, etc. to assist the jury in interpreting and visualizing how an accident occurred. Most trials last one day, however, they can last much longer.

After a jury verdict, either side may make an appeal to the Court of Appeals and, if unsatisfied there, may even ask the State Supreme Court to hear the case, although this is very rare.

Avoiding lawsuits

Needless to say, it is best to avoid lawsuits. This is best accomplished by operating a safe and secure facility. When accidents occur, as they will, they should be handled professionally and documented thoroughly. If the arena presents itself as a model of organization and efficiency, it will have a better chance of avoiding lawsuits. Prevention requires far less time and money than defending a lawsuit in court. ■

Do you have a management, operations or programming question for iAIM?

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Ice arenas can minimize lawsuits by having well-documented and rehearsed procedures for dealing with accidents, emergencies and incidents in their facilities.

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FMC Leads Celebrations for the Town of Chelmsford's 350th Anniversary at WinterFest Event



Hours before the New England Patriots began their pursuit and eventual claim to a third Super Bowl title, hundreds of local citizens took part in the Town of Chelmsford, Massachusetts' WinterFest celebration at the Chelmsford Forum.



The day's activities were kicked off with skating performances by the Haydenettes, National Pewter Medalist Stephen Carriere, and Pair Skaters Alison Nagle and Joel Palladino. Meanwhile, the Boston Bruins Mascot Blades challenged players to take their hardest shot. The big draw of the day, however, was a free public skating session with a live DJ.



The skating session was part of a week-long celebration of winter that coincides with the year-long commemoration of the town's anniversary. Other events of the week included snow-shoeing, cross country skiing, and a snowman making contest.

"When the Town approached us with the idea of expanding upon the WinterFest public skating sessions of the past, we jumped at the opportunity," remarked Scott McCoy, Vice President of Facility Management Corporation (FMC).

"It was important to us to help Chelmsford with their anniversary celebration, and it was important for FMC to provide the community the chance to the sport of skating or to improve upon their existing skating skills."

Rick Nadeau, Director of Hockey Operations for Bay State Hockey - FMC's hockey programming department - added, "This is a great opportunity for people to try skating. The skating session was free, so new skaters had the chance to find out first-hand if the sport was for them. It was great to see so many new faces in the arena."

Since August of 1998, FMC has been operating the Chelmsford Forum under a lease agreement with the Town of Chelmsford.

First Industry Summit Focuses on Increasing Ice Sports Participation

by Dianne Powell

Representatives of the leading ice skating industry organizations, industry suppliers and arena owners/operators met in Chicago Feb. 16 for an unprecedented Ice Arena Industry Summit. The organizations gathered to address core issues facing the ice arena industry and its related sports.

Organized by ISI President Jim Lange, the summit was attended by representatives of the Ice Skating Institute, Professional Skaters Association, U.S. Figure Skating, USA Hockey, U.S. Speedskating, International Hockey Industry Association, Serving the American Rinks, Cimco Refrigeration, Riedell Skate Co., HD Sports, Mary Ann Liebert Publications, Zamboni Co. and ice arena owners/operators from across the United States.

Summit participants came together in a spirit of cooperation and mutual commitment to improve the industry. While not all contentions were dissipated, agreements outnumbered differences. The meeting produced new understandings and common ground for pursuing changes.

Discussions covered common challenges faced by the industry, including the role of competing entertainment

options, public misconceptions concerning ice sports, barriers to entry into ice sports and the need for pertinent industry data.

There was universal agreement that the industry needs an infusion of excitement for ice sports, appreciation for ice skating as recreation, and new participants. Representatives of the various groups acknowledged their interdependent relationships and agreed that the stakeholders need to work together for the good of all.

A committee comprising the executive directors of the participating organizations, with Tom Hillgrove, president of Rink Management Services, as acting chair, was charged with formulating a plan to collect industry data to answer questions brought forth during the summit.

"We need to know who our customers are, why they're attracted, and

why they leave," said Hillgrove. "We can't make good decisions without good numbers."

"Our primary mission is to build the sport. We're here to make sure our industry continues to grow."

— Jim Smith, USA Hockey treasurer

Jim Smith, treasurer of USA Hockey, added: "Our primary mission is to build the sport. We're here to make sure our industry continues to grow."

The bottom line, Lange noted, is to encourage young people to skate more: "If they skate more, rinks will be successful."

While each group clearly harbored territorial issues, and often differing opinions, there was unity in concern about the challenges faced and the need for collaboration and cooperation. "This landmark meeting was a great beginning, but it was just that, a beginning," said Peter Martell, ISI executive director. "If anything meaningful is to come out of this, it will require continued effort and commitment from all parties."

An Industry Issues Forum will be held on Monday, May 30 in Las Vegas at the Ice Arena Conference and Tradeshow. The forum will include a report on the Ice Arena Industry Summit and provide an opportunity for attendees to share input on issues affecting the industry. For more information on this forum or to register to participate, send e-mail to conference@skateisi.org.



Dianne Powell



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THE EDGE ICE ARENA

INNOVATION IN THE FOOTHILLS

by Lori Fairchild

Sometimes, in retrospect, things that didn't go exactly as planned actually turn out for the best. That's what happened with The Edge Ice Arena in the Denver suburb of Littleton, Colo.

When an independent nonprofit group, Youth Sports Authority, proposed a joint venture with the Foothills Park and Recreation District for a twin-sheet arena, the plan looked like a winner. Foothills would provide a parcel of land on its scenic 1,100-acre Robert A. Easton Regional Park campus, which is also home to a recreation center, a golf course, a trail system and sports fields. YSA would raise the funding in the private sector to build the facility and would then manage it. But they hit a roadblock.

"It was very difficult for YSA to get the financing for the construction and put it together, largely because they were relatively new and hadn't done a project like this before," recalls Edie Hylton, Foothills' director of leisure services and facilities.

Residents were calling, wondering when construction would begin on the new ice arena they had been promised.

The district decided to take control of the project, including financing and construction. The YSA role changed to one of negotiating with the builder, Saunders Construction Co., and its subcontractors, to help reduce the cost of the facility by securing donations of materials and in-kind services.

"They did a fine job of that, actual-

ly reducing our cost by about \$400,000," Hylton notes. "We were able to build the facility for just over \$100 a square foot, which is fabulous considering Denver construction prices."

Following a seven-month delay, construction finally began, and proceeded quickly and efficiently, thanks to Saunders and MOA Architectural Partnership, both of which had experience in building ice arenas. Just eight months after breaking ground, the \$9.1 million ice arena opened, in August 2003.

"In the end, this was the best possible situation for the community," Hylton says. "Everybody ended up winning. We were able to build and finance the ice arena at a lower cost,



Bill Ross Photography

The Edge Ice Arena

and manage it with the expertise of a district that has been in operation since 1959.”

FORM FOLLOWS FUNCTION

The sloping site available for The Edge presented an opportunity as well as a challenge. “Site has a lot to do with influencing a building’s design, and any time we can use the site to our advantage to create drama and interest, we take advantage of that,” explains Greg Markling, an MOA partner. “In this case, it was perfect. It almost designed itself.”

The solution was a two-level design built into the slope. Patrons enter the 80,000-square-foot facility on the upper level and circulate down a central gallery space that offers a commanding view of both sheets of ice. Spectator seating (capacity: 500) is reached from the upper level, where the pro shop and administrative offices are located. The lower level holds the two NHL-size rinks, eight locker rooms, skate rental, a full-service concession area and three party rooms.

The arena is constructed primarily of exposed pre-cast concrete, which expedites construction and offers the advantages of durability and a more efficient thermal envelope. “Hockey pucks bounce off concrete a whole lot better than they do off insulation, and pucks and players can be extremely hard on environments. We had to design for durability, functionality and longevity,” says Markling. “We’ve also found the pre-cast approach to be much more successful than metal building materials at maintaining a more constant temperature and humidity level, and resisting the expansion and contraction caused by Colorado’s temperature swings.”

THE BEAUTY PART

The Edge has one advantage that can’t be bought, designed or constructed: a spectacular view of the Colorado Rockies. “You can stand in our parking lot and see the Continental Divide with snow on it, year-round. When people come here from out of town, it just takes their breath away,” Bob Coslett proudly points out. Coslett was lured out of retirement to manage The Edge, and he’s a man who doesn’t seem to mind getting up and going to work each day. Maybe it’s that crisp mountain air — and awe-inspiring view.

The mountains also inspired the three different architectural firms that



Bill Ross Photography

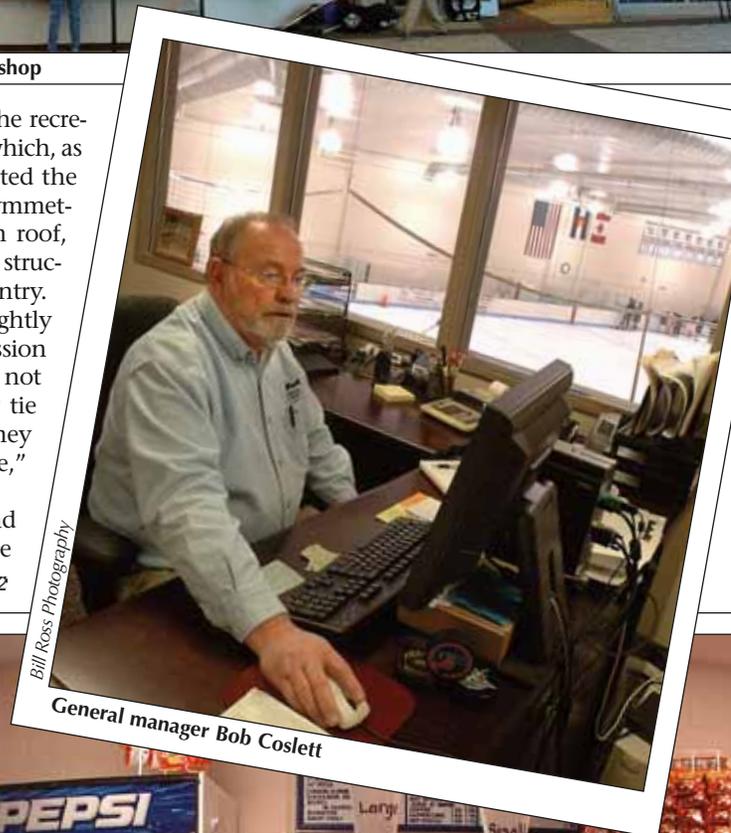
The entrance lobby and pro shop

designed the buildings on the recreation campus. The Edge — which, as the last to be built, completed the “package” — features an asymmetrical, sloped, standing-seam roof, with translucent panel on a structural steel frame above the entry.

“Each building has a slightly different, but similar, expression of that roof design. They’re not identical, but visually they tie together and look like they belong together on the site,” Markling says.

Visitors who “ooh and ahh” at the view from the

Continued on page 22



Bill Ross Photography

General manager Bob Coslett



Bill Ross Photography

The concession area

parking lot don't stop when they walk into the building. The dramatic, soaring lobby space features exposed heavy steel trusses and air ducts, all painted white, surrounded on all sides by a translucent clerestory. The combination of openness and natural light is cheerful and inviting. The floor's grid design is kicked off at a 30-degree angle from the actual structure, adding visual movement to the space.

"We were able to accomplish the functional requirements of this facility, but also give it a striking and distinctive architectural character that's somewhat unusual in ice arena design," says Markling.

GETTING IT RIGHT

Colin Insley, Foothills' supervisor of parks and trails planning, recommends visiting as many facilities as possible for tips, ideas and the benefit of others' experience. He also encourages hiring seasoned consultants in all facets of arena building. The Edge worked with Bob Beber at Ice Age Information Services, which provides design and construction assistance, equipment cost estimates, feasibility studies and operational guidance.

The district also found consultants in specific areas, such as sound, concessions and security. Audio Analysts of Colorado Springs installed a sound system with specialized directional speak-

ers to help compensate for the less-than-desirable ice arena acoustics. The Edge's extensive security system uses multiple cameras throughout the facility, wired into an office that has a computer with a split-screen monitor.

Bebber's suggestion to make locker room size and storage space a priority was some of the best advice The Edge received during its planning stages. "We probably have the best-size locker rooms in the Denver metro area," says Coslett.

Another helpful tip was to purchase an extra compressor. "Put the money into the ice," Insley emphasizes. "Don't go cheap on the type of equipment that you put in to make the ice. We bought an extra compressor to run on if we need to, plus it's easier on the refrigeration equipment."

Maintaining the aesthetic appeal of the carefully planned and designed facility is high on the list for Coslett, who runs a tight ship when it comes to cleanliness. "My pet peeve is going into any recreational facility and having to hold your nose when you go in a restroom. We are very particular about the cleanliness of our locker rooms and restrooms."

Insley adds: "Bob puts a firm management status on establishing and enforcing rules. Especially in a new facility, once you let some of those things start to slip away, it's hard to get them back. That equates to a clean facility, and less damage to it."



Bill Ross Photography

The public skating area

PEOPLE POWER

Ranking equally high on Coslett's list is customer service: "It's important to train the staff to understand that we are the discretionary dollar. The customers can use that money any way they want, and they're going to go someplace where they're appreciated and treated well. I constantly get customer comments that this is the friendliest arena, and the cleanest, and I love hearing that."

The Edge staff includes seven full-time employees and, depending on the season, 20 to 40 part-time workers.

"We're not fortunate enough to have been included in a tax issue," Coslett says. "We have to be self-sustaining. Our challenge is to generate enough revenue to cover our operating expenses and service the debt. It's a tough goal to achieve, but our first year and a half has been very successful. Income has slightly exceeded expenditures."

The Foothills Park and Recreation District serves a young, affluent population of 90,000. Hylton estimates that 2 million people come to the Easton Park campus each year, with 500,000 of them patronizing The Edge. The district hopes that those numbers will convince a corporate partner of the value of owning the naming rights to the arena.

Although the Denver metro area claims some 13 arenas and approximately 20 sheets of ice, hockey associations in the Foothills area had waiting lists of hundreds prior to the opening of The Edge. Some skaters traveled more than an hour just for practice.

The facility now serves as home base for the Foothills Hockey Association, which has about 450 members and 125 volunteers, and the Colorado Select Girls Hockey Association, with more than 200 members and 60 volunteers.

Mark Glombecki, The Edge's hockey director, has established a successful youth summer league featuring an age-level drop-in program. His adult co-ed league is maxed out at 50 teams, plus he offers a learn-to-play program for men and a drop-in program for women. The Alpine Figure Skating Club is also based at The Edge.

"Recreation is huge in Denver," Hylton notes. "It's an environment where health and activity are very popular, and people are willing to pay for it. They place a lot of value in the assets of recreation. We're fortunate to be able to have that kind of value in this community." ▀

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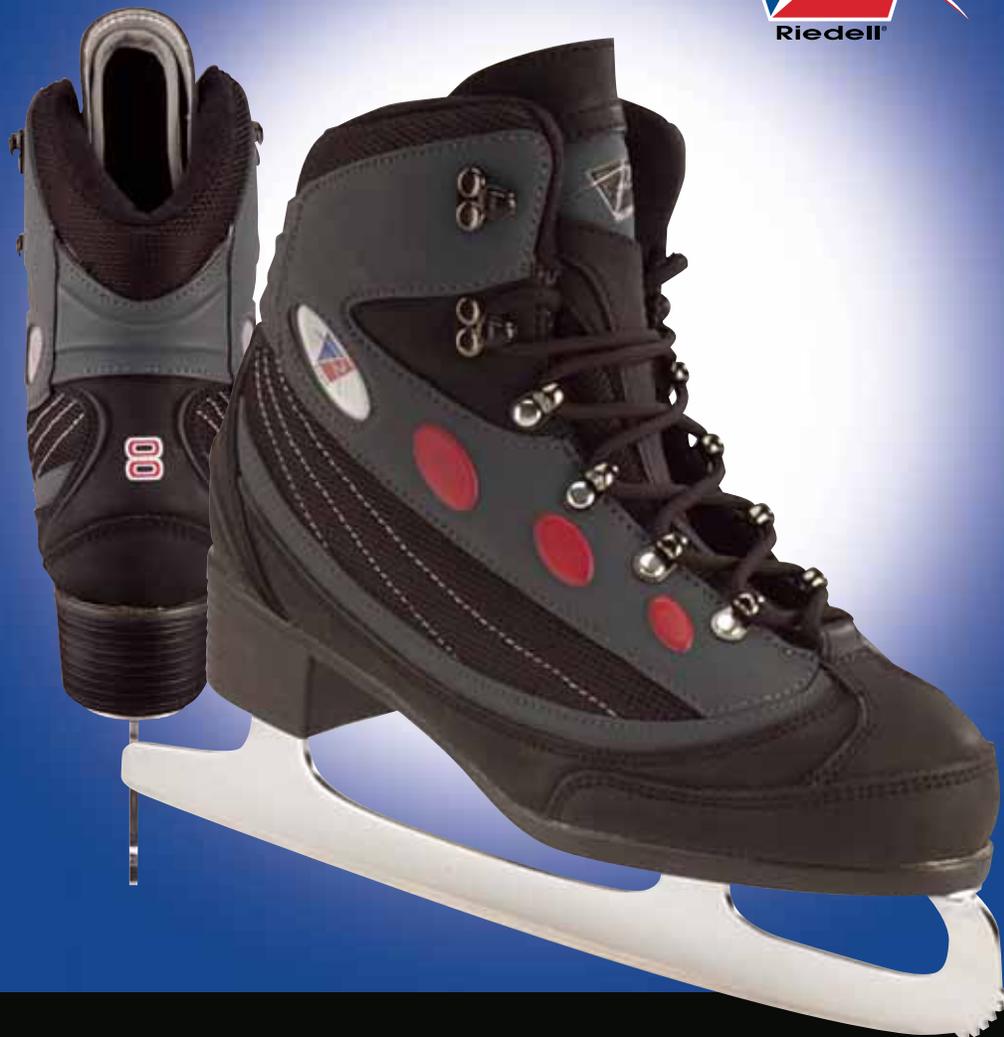
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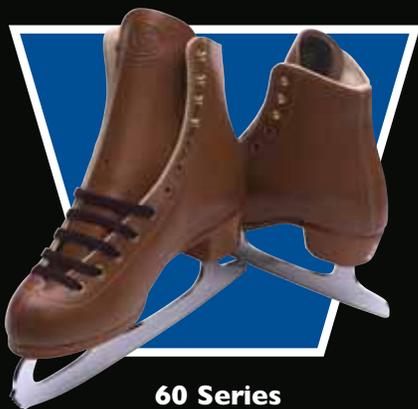
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COACHES' CORNER

by Barb Yackel
ISI National Events Coordinator
& Skating Program Director

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The new program debuted last year at the ISI annual conference with the Hockey Skating Skills manual and colorful badges. This year the Hockey Skills Passing & Shooting manual is hot off the press and ready to boost enrollment in your programs.

Hockey players need to be better skaters and parents are often looking for someone to teach their player correctly or improve the skills they already have. Most hockey associations don't zero in on the most important aspect of the game: SKATING! My favorite tagline is "It All Starts With Skating," and who better to teach edges than the masters themselves — figure skating instructors.

The ISI Hockey program gives you the tools to add a new component to your classes and the insight on how to



instruct with a "hockey flavor." The progression of levels in the ISI Hockey Skating Skills manual gives you basic skating skills, agility and balance maneuvers along with an equipment guide for the young hockey players in your program. The ISI Hockey Skills Passing & Shooting manual introduces the next level of hockey skills. The elements and terminology might be foreign to most of us toe-pickers, but with the help of your facility's hockey director (if you have the luxury of having one) or local hockey coaches, you can quickly learn how to hold a stick properly and possibly even develop your own slap shot.

The development of the new ISI Hockey program was a collaboration of many industry professionals and it is now ready for you to incorporate into your program. Don't wait any longer; call the ISI office and order your manuals, badges and test sheets, and start the power play at your facility. It's a great way to bring in additional income. Questions? The ISI office is here to answer them!

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For more information on ISI events and to register your skaters, visit www.skateisi.org.

Maintaining a Positive Culture

by Neil Phillips

The excitement of competition, viewing athletic prowess and witnessing the display of admirable character traits are all elements that draw us to the sports environment.

When it comes to youth sports, we can add to these the joy we get from watching others play and coach their way toward excellence. Feeling personally tied to what takes place on the field strengthens our attraction and connection to sports in general, and to youth sports specifically.

Fortunately, the majority of our experiences as fans at youth sports events are favorable. We usually leave the field feeling entertained by the efforts and virtues of the young athletes before us, and we anticipate the next opportunity to be a supportive family member or friend. However, we too often witness poor behavior by adults in the youth sports arena — conduct on the part of fans, parents and coaches that taints our experience and threatens the environment that can and should serve as a haven for all participants.

As evidence of this, think of the last time you attended a skating event or hockey game and thought to yourself, *I wish that guy would be quiet* or *She must be embarrassing her child* or *I can't believe she said that*. Somewhere along the line, conduct that is deemed unacceptable in all other social

contexts has become tolerated and, thus, encouraged, in the youth sports world. Ironically, for every individual who is exhibiting poor behavior, there are probably 10 people standing nearby who find the conduct deplorable. What's troubling is that, for some reason, the overwhelming majority does little or nothing to put an end to it. This tolerance is what allows bad behavior to exist and thrive. Without question, this is a disturbingly visible sign of an eroding youth sports culture.

PCA believes the most practical definition of "culture" is "the way we do things here." In other words, what types of behavior will our environment demand; what will it tolerate? What can we do as parents, coaches, rink managers or program administrators to maintain a positive culture in youth sports, one that creates an environment where young athletes can experience all of the benefits that sports has to offer? To start, there are two important steps:

- 1. Be proactive.** Recognize that a positive culture doesn't just happen. Stakeholders, especially in leadership positions, must collectively decide what type of environment is most suitable to meet the over-riding goals of the rink, league, program and community. Ask and thoroughly answer the question: What do we want our program to stand for?

Continued on page 28

Ice

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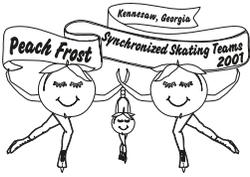
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2. **Spread the word.** Once the elements of the desired culture have been determined, it is imperative that it be communicated clearly to all members of the community. This communication should take many forms: mission statements, training programs for coaches and parents, codes of conduct, buttons, banners, flyers, etc.

Taking these steps will get any organization off to a good start. However, we can't stop here. The major question is: What do we do when, despite our best efforts to prevent poor behavior in our environment, instances of negative conduct still arise?

1. **Recognize the need for action.** The integrity of a positive culture is far too important to let a few individuals put it in jeopardy. Though very few of us enjoy confrontation, we must prepare ourselves to take appropriate, non-confrontational action when necessary.
2. **Recruit allies.** Most often, we are not alone when we feel bothered or offended by conduct around us. Communicate with other fans, league administrators and team parents to build a consensus that something needs to be done. Collectively, a clear message can be sent regarding appropriate behavior.
3. **Rely on stated consequences.** To be useful and effective, codes of conduct must clearly and explicitly state the consequences that will follow unacceptable behavior. In addition, there must be a pre-determined process through which all reported incidents will be handled. Enforcement is a critical component of any meaningful code of conduct.
4. **Prepare yourself.** It's much easier for us to respond to a situation if we've prepared for it. We should think, ahead of time, how we might intervene if the need arises. Play out hypothetical scenarios in your head, reflect on effective interventions that you've witnessed, and think about past instances and how you might have handled them differently.

None of this is easy. The aversion most of us feel toward confronting one another is most often a healthy one. We are wise to avoid engaging others when the likely result will be further antagonism and belligerence. However, there is a tremendous challenge facing all of us who cherish the youth sports environment as an arena that is an immeasurably valuable component of the education of our children. Is this playing environment important enough to defend? Can we summon the moral courage it takes to uphold a positive culture in youth sports? Can we demand that the majority refuse to tolerate the negative behavior of a few? The answer must be "YES, YES, YES." ■

Neil Phillips is the PCA trainer and athletic director at Landon School in Bethesda, Md.

EDITOR'S NOTE: PCA's Kathy Toon will conduct a leadership workshop at iACT that provides a proven, research-based framework for creating the kind of culture that promotes the behavior you want to see in your leaders, coaches, athletes and fans. Join us in Vegas! To learn more about the ISI-PCA partnership and how it could benefit your community, visit www.PositiveCoach.org or send e-mail to PCA@PositiveCoach.org.

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CALENDAR

ISI-endorsed competitions & shows/exhibitions

(Deadline for the July/August EDGE calendar: May 15)

COMPETITIONS

MAY

- 1 **Lakewood, Calif.**
Glacial Gardens Skating Arena
2005 ISI Open Competition
- 1 **Odenton, Md.**
Piney Orchard Ice Arena
Reach For The Stars
- 1 **Mamaroneck, N.Y.**
Hommocks Park Ice Rink
Hommocks Park Ice Rink Competition
- 6-7 **Warminster, Pa.**
Warwick Ice Arena
The Skating Stars Annual
ISI Team Competition
- 7 **Delmont, Pa.**
Center Ice Arena
Golden Blades Championship
of Pittsburgh
- 7-8 **Fairfax, Va.**
Fairfax Ice Arena Annual
ISI Spring Competition
- 7-8 **Yorba Linda, Calif.**
Yorba Linda Ice Palace
2nd Annual ISI Competition
- 7-8 **Eules, Texas**
Dr Pepper StarCenter
2005 ISI District 11 Championships
- 20-22 **Riverside, Calif.**
Ice Town
4th Annual ISI Open
- 21 **Acton, Mass.**
Sharper Edge Skating School
8th Annual Skater's Cup
- 21-22 **Panorama City, Calif.**
Iceoplex Panorama City
3rd Annual Iceoplex Open
ISI Competition
- 28-29 **San Diego**
San Diego Ice Arena
ISI Open Championships

JUNE

- 3-4 **Franklin Park, Ill.**
Park District of Franklin Park
Summer Swelter
- 3-5 **New York**
Sky Rink@Chelsea Piers
19th Annual Sky Rink
ISI Team Competition
- 5 **Hagerstown, Md.**
Hagerstown Ice & Sports Complex
2005 Hagerstown Open
ISI Skating Competition
- 11-12 **San Francisco**
Yerba Buena Ice Skating Center
District 14 Championships



Visit the ISI Web site:
skateisi.org

- 17-19 **Marlboro, Mass.**
New England Sports Center
15th Annual District I Championships
- 18-19 **Chicago**
McFetridge Sports Center
16th Annual School's Out
Figure Skating Competition
- 19 **Dale City, Va.**
SkateQuest Prince William
Blades of Summer
- 24-26 **Clearwater, Fla.**
Sun Blades Ice Arena
19th Annual ISI Championships
- 26 **Arlington, Texas**
ICE at The Parks
Intra-Rink Summer Competition

JULY

- 2 **Irmo, S.C.**
Ice Land Irmo
Summer Sizzle
- 8-10 **Austin, Texas**
Chaparral Ice - Northcross
Texas Hill Country
Independence Open
- 9-10 **Evanston, Ill.**
Robert Crown Center
28th Annual July Open
- 14-16 **Honolulu**
Ice Palace
2005 ISI Hawaiian Open
- 15 **Blaine, Minn.**
Schwan Super Rink
Summer Sizzle 2005
- 15-16 **Eagle River, Alaska**
Harry McDonald Memorial Center
District 16 Alaska State
Championships
- 15-17 **Decatur, Ala.**
Point Mallard Ice Complex
2nd Annual Wind Rain or Shine
ISI Team Competition



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

AUGUST

- 13-14 **Gurnee, Ill.**
Rink Side Sports
The Summer Chiller
- 18-21 **San Diego**
Ice Town
Skate By The Sea ISI Championship
- 20 **Pleasant Prairie, Wis.**
Pleasant Prairie IcePlex
First Annual Summer Competition

SEPTEMBER



- 16-18 **Las Vegas**
Fiesta Rancho Ice Arena
ISI Adult Championships
- 16-18 **Arlington, Texas**
ICE at The Parks
2nd Annual ISI Open Competition

NOVEMBER

- 3-6 **San Francisco**
Yerba Buena Ice Skating Center
Skate SF 2005 ISI Technical



- 4-6 **Orlando, Fla.**
RDV Sportsplex Ice Den
NEW ISI Artistic Challenge
- 13 **Anaheim, Calif.**
Glacial Garden Ice Arena
2005 ISI Open Competition

SHOWS & EXHIBITIONS

MAY

- 5-7 **Melvindale, Mich.**
Melvindale Civic Arena
And The Winner Is
- 6-7 **Darien, Ill.**
Darien Sportsplex
Skatestyles of the Rich and Famous
- 6-7 **Peoria, Ill.**
Owens Center
Awesome '80s Ice Show
- 6-7 **Blaine, Minn.**
Schwan Super Rink
Kaleidoskate 2005
- 6-8 **Crestwood, Ill.**
Southwest Ice Arena
Spring Ice Show
- 6-8 **Northbrook, Ill.**
Northbrook Sports Center
Northbrook on Ice
- 6-8 **Wayne, Mich.**
Wayne Community Center
Let's Go
- 6-8 **Pleasant Prairie, Wis.**
Pleasant Prairie IcePlex
First Annual Spring Ice Show
- 7 **Geneva, Ill.**
The Skate School LLC@Fox Valley
Spring Show

- 7 **Irmo, S.C.**
Ice Land Irmo
Spring Ice Show
- 7 **Eagan, Minn.**
Eagan Civic Arena
The Stars of Tomorrow in A
Red Carpet Affair
- 7 **Brockton, Mass.**
Brockton Arena
2nd Annual Spring Show
- 11-12 **Honolulu**
Ice Palace
Hollywood Showcase
- 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
- 14 **Bremerton, Wash.**
Bremerton Ice Skating Center
Summer Splash
- 15 **New Rochelle, N.Y.**
New Roc Ice Skating Center
Going To The Movies
- 15 **Nashville, Tenn.**
Centennial Sportsplex
Annual Spring Ice Show

- 17-18 **Skokie, Ill.**
Skatium
Superstars on Ice
- 19-22 **Skokie, Ill.**
Skatium
Scooter Express
- 20-22 **Wilmette, Ill.**
Centennial Ice Rinks
Dancin' Through The Decades
- 20-22 **Evanston, Ill.**
Robert Crown Center
Spies on Ice - Our 29th Annual
Spring Ice Show
- 20-22 **Plymouth, Mich.**
Plymouth Cultural Center
Celebration on Ice 2005
- 21-22 **Howell, Mich.**
Grand Oaks Ice Arena
The Magic of Pinocchio & Cinderella
- 21-22 **Redford, Mich.**
Redford Ice Arena
Extra Extra Skate All About It



31-6/2 Las Vegas
MGM Grand ISI Annual
Conference & Tradeshow

JUNE

- 3-4 **Orland Park, Ill.**
Arctic Ice Arena
5th Annual Ice Show
- 5-6 **Acton, Mass.**
Nashoba Valley Olympia
Ice Magic
- 17-19 **Downers Grove, Ill.**
Downers Grove Ice Arena
Show Bizz
- 18-19 **Bensenville, Ill.**
The Edge Ice Arena
Annual Ice Show

AUGUST

- 18 **Arlington, Texas**
ICE at The Parks
Summer Show

DECEMBER

- 9-10 **San Francisco**
Yerba Buena Ice Skating Center
Holidaze Ice Show
- 18 **Arlington, Texas**
ICE at The Parks
Holiday in The Park



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Metropolitan Ice Rink Managers Association (MIRMA) ISI District 3

by Lisa Fedick, Secretary



Lisa Fedick

This issue of the *EDGE* finds the members of MIRMA basking in a new sense of cooperation and cohesiveness within District 3 and looking forward to an even brighter future.

The MIRMA spring meeting was held on April 19 at the William Mennen Arena in Morristown, N.J. Reynold Fauci and his staff, as always, were very gracious hosts. Special thanks go out to ISI Executive Director Peter Martell for accepting our invitation to attend. World traveler Doug Peters of the Zamboni Co. gave a reassuring presentation on ice resurfacer safety and preventive measures and maintenance. Presentations were also well received on Web site and computer data backup and Athletes Helping Athletes.

After a delicious lunch buffet, compliments of MIRMA, the problem-solving clinic quickly evolved into a "think tank" in which all attendees shared revenue-generating ideas and associated questions and concerns. I think everyone left the meeting feeling encouraged and energized from this exchange, which is so important following a season that has been less than stellar for most of us.

The MIRMA District 3 "Skate for Knowledge" Championships, held April 9-10 at the Floyd Hall Arena in Little Falls, N.J., was another success, as the event and the popularity of the underlying concept both continue to grow. Special kudos to Kevin McCormack, who as always, went that extra mile. The grand prize scholarship winners as well as the winner of the Fritz

Dietl Memorial Trophy will be announced at the District 3 meeting at the ISI conference in Las Vegas.

District 3 was well represented at the ISI Winter Classic in Dallas by Lauren D'Ascanio and Megan Pritts. It was a great event and ran like clockwork. I never cease to be amazed at how they always make it look so easy.

For our District 3 members who live in Connecticut, please be advised that I have been working with the organizing committee of the Nutmeg State Games, Aug. 1-7, to make the figure skating events more friendly and compatible for our ISI skaters, along the same lines as the State Games of America.

Looking forward to seeing you in Las Vegas and don't forget the ISIA Education Foundation full golf and mini-golf outings. For more participation or sponsorship information: LAFMIRMA@aol.com.

Michigan Arena Managers Association (MAMA)

by Geoff Bennetts, President



Geoff Bennetts

The Michigan Arena Managers Association held its winter meeting Jan. 25 at the Onyx, Rochester Ice Arena in Rochester Hills, Mich. The meeting was well attended, with more than 15 facilities and

five vendors represented. The Hantz Group presented on insurance benefits and how their industry is changing. SportLink Cameras demonstrated their state-of-the-art film equipment that can be used to film games and broadcast them on the Internet. Greg Zivov, president of Electric Choice, discussed deregulation. Bill Williams, USA Hockey ref supervisor, discussed referee training and updated the group on any rule changes that were in the works.

MAMA is in the process of planning its third annual summer conference, slated for June 20-21. The location is to be determined.

MAMA continues to work in cooperation with Suburban Sports Group on the "Respect the Game" campaign, designed as a public service program to increase the awareness and importance of respect in amateur hockey. Posters and dasher ads are available to all MAMA

members; posters are free of charge and dasher ads are sold at cost by the manufacturer. More than 15 facilities in Michigan are participating in this campaign and we encourage more to get involved. For information, contact me at gbennetts@suburbanice.com.

North East Ice Skating Managers Association (NEISMA)

by Tom Morton, President



Tom Morton

The NEISMA board of directors met in January at O'Brien Ice Rink in Woburn, Mass., just before the big snowstorm hit in the Boston area. Each director received a certificate of service for 2004 and a

NEISMA sport shirt.

The NEISMA board authorized the president to explore the possibility of establishing an industrywide safety committee in conjunction with other organizations in the ice rink industry, including the Canadian organizations. This action was due to the fact that the ASTM Ice Rink Facilities Task Group has been dissolved. Because safety matters in the ice rink industry are ongoing and are rather distinct to the industry, the NEISMA board deemed it preferable that the industry set up its own safety committee. The next step is to schedule a joint meeting of all organizations in the ice rink industry.

Mid-Atlantic Arena Managers Association (MAMA)

by Trudy Ivory, Co-director



Trudy Ivory

Dr. Jack Vivian has contacted me about having MAMA host an iAIM course at one of our quarterly meetings. I have sent a survey sheet to members to gauge interest. The plan is to use a facility in Ohio, as several arenas have policies that prohibit travel outside of their home state in relationship to paying for conferences and travel. This would be a great opportunity for MAMA members to attend one of

the three areas of certification. The course would be offered at our October meeting. Send me your surveys — please! To not take part in this in your own backyard would be a shame. The course would be a combination of online and onsite instruction. The cost is very reasonable and minimal compared to the knowledge you would gain.

I will be attending my first ISI conference this year. I am looking forward to the opportunity to meet other facility operators and vendors. I promise to share information with all of our MAMA members, but better yet, join me!

Minnesota Ice Arena Managers Association (MIAMA)

by Tom Moriarty, President



Tom Moriarty

As the season wrapped up for many of our arenas in Minnesota, tournaments were held for all age groups. The Minnesota State High School Girls Tournament concluded in mid-February, with

the South St. Paul Packers taking home the hardware in Class AA and Academy of Holy Angels Stars taking home the Class A trophy. The boys high school tourney had not taken place as of this writing. Congratulations to all those who participated in tournaments throughout the state.

Our spring conference was held May 3 at the Duluth Entertainment and Convention Center (DECC). Our vendor tradeshow was held this spring in conjunction with the conference at the DECC, taking the place of the fall conference show. Many of our vendors indicated a desire to hold it earlier in the year when many arenas are heading into their repair season and are better positioned to take advantage of the ideas offered.

We presented the Sauk Rapids Sports Arena East with the James Padgett Award, given to an arena that shows significant arena improvement or changes that positively affect the operation and customer base.

We continue to work with our rinkfinder.com Web site. We have placed our newsletter on the site and made some behind-the-scenes modifications. Check us out! I know

we provide a valuable arena service to many of our users, including directions to our facilities. Dean Mulso has forged ahead with his new administrative duties for MIAMA. You can reach Dean via our Web site.

Our fall conference plans are in place for Sept. 8-10 at Sugar Lake Lodge in Grand Rapids. It's a great opportunity to visit with members, share arena updates and take part in seminars and informal discussions. If interested in attending, contact Dean Mulso for information.

Our organization has promoted and attended educational opportunities offered by various organizations. The value of these offerings will benefit our organization in the very near future. We will be experiencing a significant makeover through retirements in the next five to 10 years. We hope we have set up training initiatives for our members to bridge the change.

MIAMA will take part in ISI's iACT in Las Vegas, and other organization members will be attending from their communities. We look forward to hearing the happenings in the industry. ▀

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2005 ADULT CHAMPIONSHIPS Individual Entry Form

Event information available at
www.skateisi.org

Event	Location	Event Dates	Test Deadline	Entry Deadline
Adult Championships	Las Vegas, NV	Sept. 16-18, 2005	Aug. 1, 2005	Aug. 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

**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

**INDICATE LEVEL
(1-10)**

PARTNER ENTRIES

	Sim	Mix
<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 (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.

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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) _____



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 Phone: 972-735-8800 • FAX 972-735-8815

2005 ADULT CHAMPIONSHIPS Team Entry Form

Event information available
at www.skateisi.org

Event	Location	Event Dates	Test Deadline	Entry Deadline
Adult Championships	Las Vegas, NV	Sept. 16-18, 2005	Aug. 1, 2005	Aug. 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)
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✓ 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			

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**

<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) _____	



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Coaches — Growing figure skating club in Plymouth, Minn. seeks coaches to teach private lessons year-round. Must be experienced in ISI and USFS, and willing to teach skaters of various ages and abilities. Requirements: ISI associate member, ISI gold-certified judge; PSA member; proof of valid liability insurance. Contact Don Reid at (763) 694-0722.

Operations Manager — Single-sheet facility in New Rochelle, N.Y. Full-time position includes day-to-day operations of building (maintain ice, refrigeration equipment, repairs) and employee/shift management. Must be able to work nights and weekends, and have excellent communication/customer service skills. E-mail résumé to krisde23@aol.com or fax to (914) 738-1382.

General Manager — 5-year-old ice arena with outdoor inline skating rink. Strong leadership/interpersonal skills, 5 years' professional experience required to manage personnel and oversee arena operations, marketing, community activities, program/budget development and scheduling. Send cover letter and résumé to: Harry Rock, Westfield YMCA, 67 Court St., Westfield, MA 01085. E-mail: hrock@westfieldymca.org Fax: (413) 568-2426

Ice Arena Director — Duties include oversight and management of two-surface arena, including day-to-day facility operations as well as developing/maintaining ice skating and hockey programs. Bachelor's degree in business, recreation or related field plus five years' ice arena management experience required. Visit www.pleasantprairieonline.com for details. Send résumé to Village of Pleasant Prairie, HR Department, 9915 39th Ave., Pleasant Prairie, WI 53158; fax to (262) 694-4734; or e-mail to hr@plprairie.com.

Management & Instructors — VSC Sports seeks management personnel, assistant skating directors and instructors for facilities in California, Washington, Pennsylvania and South Carolina. Send résumé/inquiry to vsc@vscsports.com or fax to (818) 501-4192, or visit our booth at iACT in Las Vegas.

Position Wanted — Hockey school administrator, director and head instructor with extensive experience in coaching, programming and arena management looking for new challenge. Considered one of top power skating coaches in the country. Willing to relocate. Contact by e-mail at ice22blue@hotmail.com.

Free Classified Advertising for ISI Members!

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

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AND ANOTHER THING...

by Patti Feeney
ISI Managing Director, Member Programs & Services

It's that time of year when arenas are faced with the competition of beautiful weather, but ISI has been busy creating innovative new programs and benefits to help make your jobs easier and more productive. At iACT in Las Vegas, lots of new information and programs will be unveiled, including the iSKATE program. This pre-packaged learn-to-skate program supplies the arena manager and skating director all the tools and materials needed to promote and operate ISI group lessons. A team of seasoned ISI skating directors designed the iSKATE program, and now your arena can take advantage of all their years of skating school experience.

In addition to iSKATE, there's plenty of other exciting news from ISI. Did you know the following?

- ISI administrative membership gives you the right to conduct the ISI programs.
- The skaters enrolled in ISI learn-to-skate classes are not required to have individual membership or register tests, but doing so gives the skater excess accident insurance and free test registration.
- The ISI Hockey learn-to-skate and learn-to-play programs can be administered by the learn-to-skate program staff.
- The ISI Hockey program can be administered by the facility or an outside user group.
- Hockey and skater registrations can be completed from our Web site (www.skateisi.org).
- The members-only area of the ISI

Web site gives a full listing of arenas, builders and suppliers, and professionals (coaches) that can be conveniently printed onto labels.

- A new skating event, "Artistic Challenge," will premiere Nov. 4-6 at RDV Sportsplex Ice Den in Orlando, Fla.
- Adult Championships is returning to Las Vegas, the original adult playground.
- The School of Ice Technology — a combined effort of ISI and IAAM — will bring together experts in the field of ice making for a hands-on school in June in Florida. Registration deadline is mid-May, so don't delay.
- iAIM will be hosting schools this summer. See the ad in this issue, and watch your mail for information.
- All three iAIM tracks — management, operations and programming — are offered online.

To best take advantage of all of these ISI benefits, read your *EDGE* magazine and e-mail regularly. We'd love to hear from you at www.skateisi.org or (972) 735-8800. Remember, we are a management trade association committed to working on your behalf for the benefit of the industry. ▀

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