

JANUARY/FEBRUARY 2006

# EDGE

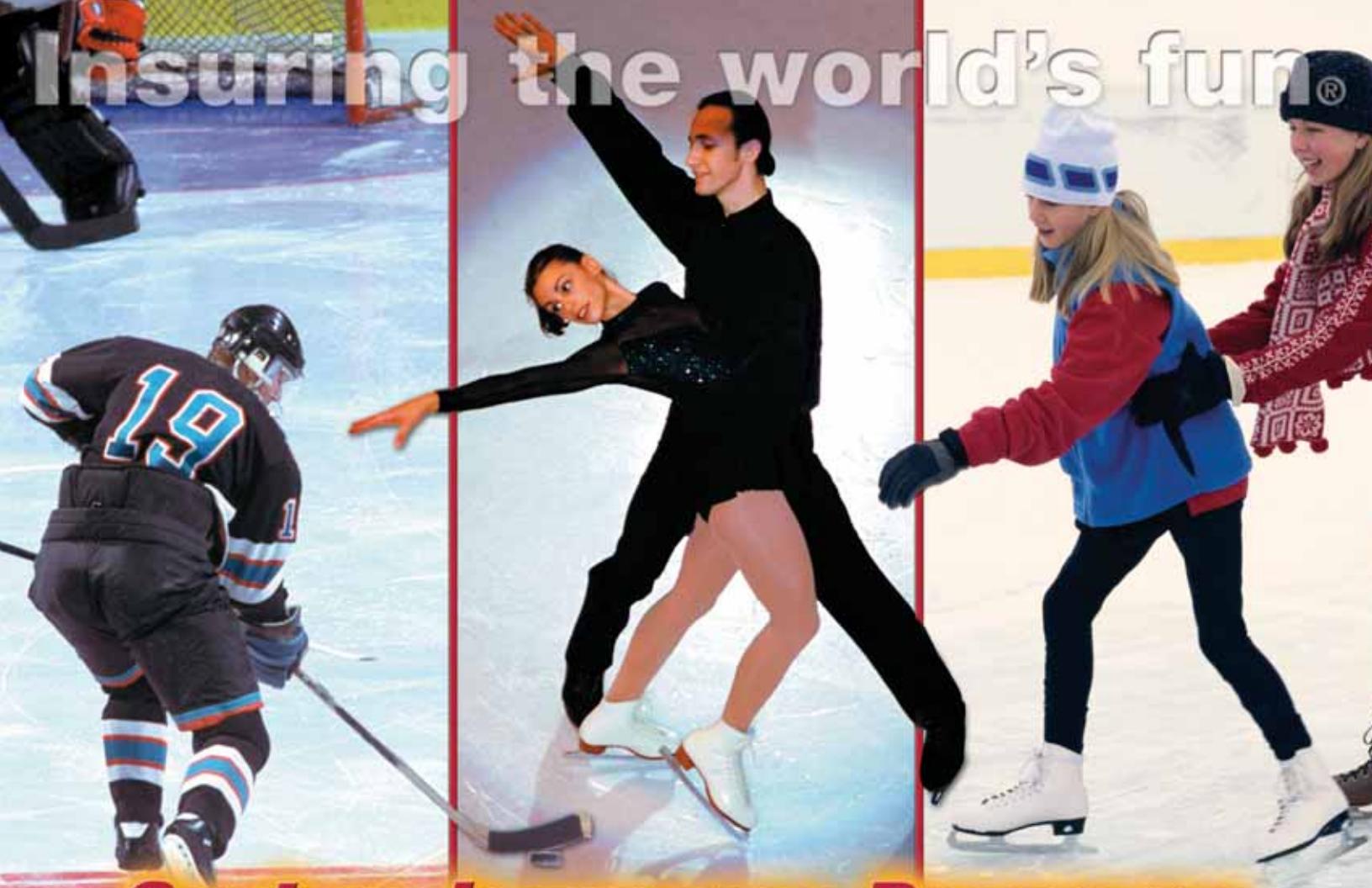
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Nathan Kendall

Olympic Ice Pavilion, Squaw Valley USA



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# MESSAGE FROM THE PRESIDENT



**Jim Hartnett**  
President, ISI Board of Directors

In my full-time job as sales manager for CIMCO Refrigeration, I have the privilege to travel the country and speak to many of ISI's administrative members face to face. This has been a wonderful and exciting experience. In these varied conversations, I am always intrigued by the perceptions people have as to who and what the Ice Skating Institute is all about. In many circles, we are perceived as a group of skaters or a group of vendors, and sometimes we are even thought of as a group of managers. The truth is, we are all three.

We were founded by a group of ice arena owners, operators and vendors who realized that there was a need to provide leadership, edu-

cation and services to the growing ice skating industry. Prior to 1960, the ice skating industry was almost nonexistent. Those in it were the only source of information for newcomers. Our founders realized the need to provide assistance to those interested in entering the business. They developed guides for construction, operations and programming.

Our skating programs and events were developed by people with the experience to know that they needed tools to drive business into their facilities. Thus came offerings such as our learn-to-skate program and major recreational skating events such as Worlds, Winter Classic, Synchro, Adult Champs and our new Artistic Challenge — all vehicles created to drive business.

After being in California for the 2005 ISI Worlds event, speaking with the various owners and operators, I've seen firsthand that the events created by our founders are working. Every manager I spoke with told me that their numbers for March, April and May were up significantly from the past three years. The 2,600 skaters participating in six different venues for six days were quite a sight. Our creed of "participation, not elimination" has not only brought joy to many a skater, but it has also meant financial stability to many of our participating rinks. With the NHL back and the Olympics just around the corner, things are looking brighter for our members.

Consequently, I sometimes wonder why all of our members don't take full advantage of the tools and resources offered by the Institute. Participation in local and national ISI events drives business into our facilities. The new weSKATE program is a formula for skating school success. If your skating school director hasn't requested this kit yet, I urge you to write or call the Institute today.

On another front, some of you may have heard that we've made some changes to our various committee structures. These changes are meant to add value to your membership by making the Institute more receptive and responsive to member needs. Enhancing our members' experience is one of our primary goals. If you have an issue or idea, please contact your district representative. Follow up with Peter Martell or Patti Feeney. If you'd like, feel free to follow up with me. We are all here for you.

My final comment is regarding the needless duplication of efforts that is wasting the time and resources of our industry. We will work with anyone interested in eliminating duplication of efforts and removing all impediments that hinder more people from using our facilities.

Thanks for your continued interest and support, and best wishes for a safe and successful season. ■



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# CROSSCUTS

## announcements

### Thanks to White Ice for generosity after Katrina

FLOWOOD, Miss. — The Ice Park had just completed preparations for the new season two weeks before Hurricane Katrina hit. After eight days without power, the facility's new ice was lost, along with \$20,000 in revenue for the entire family entertainment center. "White Ice stepped forward and helped us out with a full ice paint credit," said Shane Douglas, manager of The Ice Park. "We are grateful for their generosity and fortunate to be back in business now."

### Tracy Sarris named IALEI executive director

HILLSBORO, N.H. — Tracy Sarris has been named executive director of the International Association for the Leisure and Entertainment Industry (IALEI). She replaces recently retired executive director Carole Sjolander. The IALEI headquarters will relocate to Hershey, Pa.



Tracy Sarris

### USPHC plans nation's largest pond hockey tournament

MINNEAPOLIS — Minnesota government officials, NHL legends and a variety of other pond hockey fanatics have planned the first-ever U.S. Pond Hockey Championships (USPHC), believed to be America's largest outdoor pond hockey tournament. Set for Jan. 20-22 on the frozen waters of Lake Calhoun, the USPHC seeks to draw attention to the traditions of outdoor hockey while giving back to the community. The tournament will feature 128 teams competing in open, women's and senior men's divisions. A percentage of proceeds will benefit the Herb Brooks Foundation and DinoMights Inner City Youth Hockey. For more information, go to [www.uspondhockey.com](http://www.uspondhockey.com).

### Jet Ice creates 'Thank You, Fans' logos for NHL

NEWMARKET, Ontario — Jet Ice was selected by the NHL to create and produce "Thank You, Fans" logo stencils and ice paints for each of the 30 teams' arenas. The message, located parallel to the blue lines and visible on the ice, was the league's way of thanking fans who patiently waited for the contract disputes to be resolved.

### ITNY celebrates 21st anniversary



Guest of honor Aja Zanova Steindler (center) with, from left: Ice Theatre artistic director/founder Moira North and benefit co-chairs Tom Collins, Ivana Trump and Dick Button

NEW YORK — Ice Theatre of New York celebrated 21 years of artistic figure skating during its 2005 gala benefit on Oct. 17. The event, held at Chelsea Piers, honored Aja Zanova Steindler, the five-time Czechoslovakian national figure skating champion, two-time world champion and a former star of both the Ice Follies and Ice Capades. Peter Martell represented the Ice Skating Institute at the benefit.

### PR Commercial Refrigeration LLC gets new name

JOHNSTOWN, Pa. — Following its recent purchase by W. Graeme Rouston, PR Commercial Refrigeration has changed its name to Rouston Burleys LLC (dba Burleys).

*Send announcements and photos to [editor@skateisi.org](mailto:editor@skateisi.org). Look for facility news on ISI Online, at [skateisi.org](http://skateisi.org).*

### In Memory



Erika Amundsen  
1925-2005

The ice skating community lost one of its most beloved coaches and mentors on Nov. 9, when Erika Amundsen passed away in Sarasota, Fla.

Born in Kassel, Germany, Amundsen began skating at age 5 and qualified for the German Nationals before World War II put a hold on the competitions and canceled the 1940 and 1944 Olympics.

She later taught skating in Tokyo, launched her first skating school in Louisville, Ky. and started the first ISI school in Hong Kong after befriending a Chinese coach at an ISI conference.

Along with another ISI legend, Robert Unger of the Ice Chalet in Knoxville, Tenn., Amundsen pioneered and helped write the book on team recreational skating. She formed and coached several award-winning adult teams — the Sophisti-Skates, Moms on Ice and Tropical Spice on Ice — and will always be remembered as the mother of the ISI Adult Championship event.

She was named ISI Woman of the Year in 1997 and the Institute created an award in her name in 2001. She was a longtime board member of both the ISI and the Professional Skaters Association.

Amundsen was preceded in death by her husband, Earl Amundsen, and is survived by their children, Diane Zipp, Iris Stonecipher and Glen Amundsen, and four grandchildren.

Memorial gifts may be made to the Amyloidosis Research Foundation.

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# You're Not Powerless Over Utility Costs

by Jeffrey Doucette

**W**ith last year's spike in gasoline prices, you have to wonder just where energy prices might be headed.

So what can we do about it? Controlling the cost of crude oil is certainly not within our power. By now, everyone knows the obvious energy-saving practices: turn off the lights when not in use; keep your floor temperature high enough to keep good ice without compromising safety; turn down your gas heaters' thermostat so they put out less heat; turn down your hot water boiler because we really do not need to put 156-degree water into our resurfacing machines to eliminate the dissolved oxygen — it gets sucked right back in when it comes out of the fill hose into the tank and when it gets sprayed onto the ice, anyway.

So what can we do besides keep a closer eye on our day-to-day operations?

## Explore opportunities

It requires research and planning, but there are many programs, incentives and other opportunities out there. In order to fully take advantage of them, you must understand how the system

were popular during the 1980s and peaked around 1993. After that, the utility companies began focusing on competition due to the upcoming deregulation. Recently, however, incentives have returned. East and West Coast areas are seeing programs approach earlier peak levels, and in the Northeast, incentives are actually exceeding 1993 levels. Funding is also becoming more available in the Midwest and in the South, but it is still limited.

You might be thinking that this is going to be one of those "You have to spend money to make money" projects, but that's not necessarily the case. Incentive programs are often structured so that there is little or no upfront cost to the facility owner. System installers will often finance such capital improvements under an agreement whereby they receive their payback from the energy cost savings over a period of time. Not all programs operate in this manner, but there are plenty that do.

Incentive programs not only vary by state or municipality; they also vary by year. In order to be eligible, you must not only know what is available, and when, but you must follow the parameters set up by the compa-

lose the incentive. Outsourcing the original assessment and rebate programs is the best approach.

If you are planning any facility renovations, now is the time to explore some changes that you might not have otherwise considered. For example, say you have been planning to upgrade to a better lighting system. This might be the perfect time to replace those 30-year-old compressors and stand-alone water heaters along with the lighting system.

## Ask the experts

Utility companies or other energy management companies are trained to evaluate your entire facility and identify energy consumption that you might not have realized. Take advantage of their expertise.

Become familiar with the terms used by the energy management companies, not only so you will understand their communication, but also so you can explain it to those who are responsible for signing the checks.

In order for you to begin your planning process, you have to start somewhere. The Ice Skating Institute has endorsed Kimball Power Co. as a service provider to work as an energy management partner with ISI members. Kimball offers a variety of services — not just the name of an electricity supplier to lower your costs. A more detailed description of the company's capabilities can be found in the September/October 2005 *EDGE* on page 8. You may also contact Bruce Frandsen at (269) 345-0440, Ext. 22 or [bfrandsen@kimballresources.com](mailto:bfrandsen@kimballresources.com).

**It requires research and planning, but there are many programs, incentives and other opportunities out there to help you control the amount of electricity you use.**

works, what is available in your area, what does and does not work and what you need for your particular facility. In other words, you must do your homework.

Your utility company is willing to help you control the amount of electricity you use. This is often accomplished through incentives. These programs

nies. Equipment must conform to the standards set by the same companies, or you may not be eligible to receive the incentive. This is one reason why you should not try to take on the responsibility of a contractor yourself. Also, if you ever have the need to replace equipment purchased under the program, it must conform to the original requirements, or you may

**Jeffrey Doucette is ISI District 4 representative and chair of the ISI energy committee, a facility management and operations subcommittee.**





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Q  
A

## What are some important safety tips to remember when handling ice resurfacer blades?

Changing the ice resurfacer blade may seem easy to veteran IR drivers (or, to some, a pain in the backside), however, we must always keep in mind that the resurfacer blade is a very dangerous piece of equipment that requires special handling. Severe injuries may result from improper handling of this extremely sharp blade, which weighs in at approximately 55-60 pounds.

First, never change an IR blade without having been properly instructed on the procedures of doing so. Never ask a staff member to change a blade without proper training or without having a trained staff member present, helping and instructing.

If possible, the blade should be changed in a dry, well-lighted area. If the blade must be changed in the wet resurfacer storage room, have a piece or two of plywood that can be laid down. It is important not to have any possibility of slipping during the changing process. Always remove the key from the ignition when changing the blade on the ice resurfacer.

The changing process consists of two functions: removing the dull blade and reinstalling the sharp blade. Always put the dull blade away prior to starting the installation of the sharp blade.

Resurfacer blades should always be stored in the wood sheaths that they come in. Whether dull or just back from the sharpener, these blades should never be stored out of the sheath, and handling outside the sheath should be limited. When removing or reinstalling the blade on the resurfacer, always keep both the blade and the sheath near the back of the conditioner. Remove the blade from the sheath a foot or so from the back of the machine. Never carry the



An inexpensive magnetic guard provides protection from sharp edges when changing the resurfacer blade.

unsheathed blade to and from the area where you are changing the blade. Hands and feet should never be exposed to the sharp edge of the blade. Always work from behind the blade.

Over the years, safety devices have been developed to assist in changing a blade. The easiest to use and most effective is the magnetic blade guard. This inexpensive guard magnetically attaches itself to the blade, covering the sharp edge so that as the blade is being installed (or removed), the razor-sharp edge is covered. After removing the blade from the wood sheath, the magnetic blade guard is placed on the blade and is not removed until the blade is installed on the machine. This magnetic blade guard should also be used when removing the dull blade from the machine.

Other safety devices that have been developed include blade hooks for assisting in the changing process and protective gloves. One final safety tip: Never hurry when changing the blade; always allow enough time to do it carefully and safely.

*— Response courtesy of Becker Arena Products*



## What does the resurfacer's wash water system do, and why is it important to use it?

Q  
A

When talking with various operators, we often encounter confusion and misunderstanding regarding the purpose and proper operation of the washing function on the machine.

Historically, the best sheet of ice prior to the development of the ice resurfacer was usually produced by the following sequence:

1. Shaving by a tractor-pulled planer to remove as many skate grooves as possible
2. Plowing or scraping the accumulated shavings to a snow pit located next to the ice surface
3. Flushing dirt and contaminants out of any remaining skate grooves by washing the entire surface with a heavy hose and nozzle
4. Using large hand squeegees to push the dirty water to the snow pits
5. Spraying or flooding a coat of water onto the ice surface with the hose to complete the resurfacing operation

Basically, the machine's washing system duplicates Steps 3 and 4 of the above process.

Not all grooves are normally removed by shaving, thus



The washing system's filter captures foreign material that otherwise would be frozen into the ice surface.

debris and dirty particles are trapped in the remaining grooves. Failure to use the washing system would allow this foreign material to be frozen into the ice surface.

Many experienced operators know the value of the washing system and use it consistently. We encourage all operators to use this feature during most of their resurfacing. It should provide a more attractive sheet of ice and will usually make a better surface while using less fresh water.

**NOTE:** Plugged water lines or a faulty water pump normally account for an inoperative washing system, so check both of these items if you have a problem.

— Response courtesy of Zamboni Co.

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

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Chicago, IL – Outdoor Ice Sheet

**E x c i t e m e n t**

# Avoid Successful Lawsuits by Non-Performing Employees

by Patricia Eyes

**I**t is a frustrating fact that even poorly performing employees often win lawsuits for discrimination or wrongful termination. They often claim:

1. "I didn't know what was expected of me";
2. I didn't know that I wasn't meeting job standards"; or
3. "I didn't know this awful thing (termination, demotion etc.) could happen to me."

How can an employee who is dismissed for sub-par performance win such a lawsuit? Often it is because the supervisor failed to communicate in a clear manner, or at all, exactly what job standards applied and what the particular employee needed to do to meet those standards.

Equality of opportunity isn't the same as equality of outcome. In the courtroom, the dismissed employee doesn't have the burden to prove he would have succeeded, but simply that he wasn't given an equal opportunity to succeed.

Many managers and supervisors are terrified of the performance appraisal process. It is difficult to convey "bad news" to an employee who is likeable and trying hard, but just isn't meeting performance expectations. It can be even more difficult to provide criticism to an employee who is neither likeable nor demonstrating a positive attitude, because the leader fears a defensive reaction. Still, the most frequent reason for ineffective or nonexistent performance appraisals is the absence of specific, measurable standards with which to perform a viable evaluation. This creates business inefficiencies and very real legal risks.

Appraising employee performance with reference to a set of written standards that mirror the job descriptions is a valuable approach. Standards-based appraisals are an especially effective way to document that employment decisions — such as decisions to terminate employment, withhold pay increases or promote one employee over another — were made fairly and without illegal prejudice.

Objective standards, communicated clearly and consistently to employees, are critical. Employees should understand clearly what is expected of them. Clear standards have the following attributes:

**1. Every position should have performance standards.** To say that written standards cannot be prepared for a position is to say that the supervisor does not know what to expect of an employee and that the employee's work cannot be objectively evaluated.

**2. Standards should cover specific positions, not broad classes of positions.** Even though certain employees may have the same job title, different standards should apply for these employees if significant differences in operating practices or working conditions exist. For example, a clerk typist in accounting and one in public relations would perform different work, probably in dif-

ferent quantities. Only when the duties and working conditions of positions are identical should a single set of standards apply to them.

**3. Task/responsibility statements need to be written or reviewed before standards can be written so that standards can be set for each task.** A task is a major unit of work or significant component of the job. The task statement should be broad enough to serve as a significant tool for evaluating an employee's performance, but not so broad that it becomes burdensome or impossible to develop standards for the task.

- It is important to avoid overly broad statements such as "Does routine clerical work," which may, in the case of a clerk, describe the entire job. Statements of overall responsibility do not give enough help in defining a job. In general, statements with words such as "supervises," "coordinates" or "directs" probably describe overall responsibilities rather than tasks.
- Overly narrow statements should also be avoided. For example, "places correspondence in file folders" is only a sub-task of the major task "maintains correspondence files."
- Relatively minor tasks should be omitted. Remember that what is a major task for one employee may be a minor task to another employee. For example, the maintenance of correspondence files, while a significant task for a clerk, is only a minor task for a civil engineer.
- For ease in rating, most jobs should be described in terms of four to eight major tasks.

**4. Standards should apply to specific, significant tasks of the position.** If the employee's responsibilities are expressed in vague, general language, it will be difficult — perhaps impossible — to write clear, meaningful standards for the job. Wherever possible, tasks should be expressed in concrete terms that describe definite actions that the employee takes. Also, standards should normally not be written for temporary or unusual responsibilities or minor tasks, since this would make the standards too long and complicated, as well as difficult to communicate and administer.

**5. Every task should have at least one performance standard by which accomplishment of the task can be judged.** Standards should specify what level of performance is expected in relation to a given task, that is, what the employee is expected to do and how well he or she is expected to do it. Performance standards should serve as benchmarks that tell the HR professional and employee

when and under what conditions the employee's performance of the task is satisfactory. "Satisfactory" means a "good" level of performance, reflecting what an employee in that job can normally be expected to do.

**6. Standards should reflect a fully acceptable or a satisfactory level of performance.** Standards should be attainable and should reflect what is expected of a fully trained and competent employee. Standards must be high enough for the work unit to accomplish its objectives and low enough for competent employees to reach them.

**7. Standards should be expressed precisely.** The more precisely standards are stated, the easier it will be to evaluate performance and give employees guidance on what is expected of them. For example, "Responds to requests for estimates in accordance with established deadlines" is not as precise as "Responds to requests for estimates within two days of receiving a request." Vague or general words or phrases, such as "reasonable," "seldom" or "rapidly" should be replaced with more precise terms whenever possible.



*Patricia S. Eyres is an attorney with more than 18 years' experience defending businesses in the courtroom, as well as a full-time professional speaker and author. Her most popular presentation is "Leading Within Legal Limits™". She can be reached at [www.PreventLitigation.com](http://www.PreventLitigation.com) or at (800) LIT-MGMT.*

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# Success Strategies for Skating Programs

by Elizabeth McGuire-Shaughnessy

**W**hen you think of the word "marketing" what comes to mind? Laundry detergent, new automobiles, financial services? As with any other business, a well thought-out marketing plan can be a key step in the success of your skating school or summer camp, and executing the plan does not have to break

your budget. Remember, you know your program better than anyone, so put that knowledge to work for you.

First, start by asking a few basic questions to draft a plan that you can fill in with more detail as you go along. For example: Why do I need to market our skating programs? Remember, you are competing against

*every other form* of entertainment for a family's expendable income. Just because there is an ice skating rink in the area does not mean they will choose skating. Don't think "Build it and they will come"; think "Market it and they will come!"

Who am I targeting? People of all ages can enjoy skating, but take a look at the programs you currently offer. Do your programs include classes for preschool and school-age children? What about programs for teenagers, adults or families? Are you missing out on a particular age group? Are you starting a new school and only able to offer classes for children ages 3 to 12? Take these answers into consideration when determining the best ways to market to new customers.

Why will they try skating? Most people who come into your facility to try ice skating do not plan on becoming the next Olympic champion. The reasons most people will try skating? Fun, fitness, family, friends and FUN! Remember to also ask yourself why someone would choose *your* skating school if there are several rinks in the area. Research other offerings nearby to make objective decisions.

Why they will *keep* skating is one of the most important questions you must ask yourself. Retaining existing business will save you the most on your marketing dollars. Consider these questions:

- 1) Do you offer a safe, clean, comfortable atmosphere?
- 2) Are your programs organized and structured with well-trained, friendly staff?
- 3) What are the benefits skaters can enjoy for a lifetime of skating? What rewards are provided to each customer?

Now that you have answered a few basic questions and have drafted a list of your program's strengths (and areas to improve), you are ready to draft the next piece in your plan: how to find new business.



Luis Garcia

## Standout Summer Camp Staff

**S**ummer camps can be a valuable recruiting tool for learn-to-skate and learn-to-play-hockey programs. But successful summer camps require outstanding staff members. Here are some tips for identifying top-notch camp counselors and instructors. Start early!

- Look for camp staff who:
  - have strong basic skating skills
  - can follow directions and work with a minimum level of supervision
  - enjoy working with kids
  - have lots of patience
  - are fun and outgoing
  - have a strong work ethic
  
- Search for qualified candidates through:
  - local colleges — career centers, newspapers, bulletin boards (elementary education department, recreation department, etc.)
  - [www.craigslist.com](http://www.craigslist.com) — Post under multiple job categories (education, nonprofit, recreation, etc.) to reach more potential applicants.
  - local high school work-study programs
  - help-wanted notices in the rink and on your Web site
  - an employee referral program — Employees recruit their friends, and if the new recruits stay for three months, the original employees get a bonus on their paycheck.
  - your rink's existing staff, including skating/hockey instructors, party heroes and skate guards

NOTE: Posting in major metro newspapers can be expensive and might not draw many qualified applicants.

*Courtesy of Betsy Till, summer camp manager for The Salvation Army Kroc Center in San Diego, and Susan Sweetser, marketing manager for Skatetown in Roseville, Calif.*

Whether you have a few hundred dollars or a few thousand, the best investment you can make in your plan is *time*. Commit to it and stick to it! You may need to make some adjustments to the plan along the way, but the key is to remain dedicated to the success of your program. Stay focused, continue to work at your plan and track results to assess which ideas are working and which ones need to be changed.

Here are just a few suggestions for getting the word out to new customers:

**1. Local media** — Regular retail advertising not in your budget? Try sending a press release to your local newspaper or family publication — it's free! Write a brief article on your skaters' recent accomplishment, or about an upcoming skating exhibition, or perhaps a school field trip that you hosted at your rink — anything you feel is newsworthy. What if you've never written a press release before? Go ahead, call your newspaper and ask for their assistance. Many will send you guidelines and instructions for submitting stories. Remember, this is free advertising!

**2. Local organizations** — Many organizations will be happy to distribute information on local skating programs (and of course, some will



not). Find out which ones will work with you. For instance, contact your local recreation department and ask for your programs to be included in their next brochure. Some school departments will also distribute information, though

many will not distribute for "for-profit" businesses. Nevertheless, it doesn't hurt to ask — and while you have them on the phone, why not offer to be a speaker/special guest at their school, or offer to host a special afternoon of skating

*Continued on page 16*

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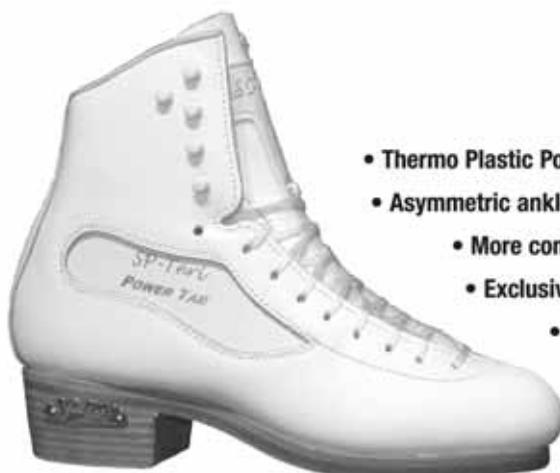
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*Continued from page 15*

## PROGRAMMING TIPS

• The more specific and structured the programming, the better. Although creating open times in the schedule might meet the needs of adults (e.g., free time in the gym), children do not require the same amount of down time. Kids will remain more engaged and less likely to bicker or bully if they are captivated by the activities.

• An Olympic theme would be timely this summer, on the heels of the 2006 Winter Olympic Games. Check out the resources at a school supply store.

• Popular summer camp activities and attractions, based on survey forms include:

- Big-wheel ice trikes
- Board games
- Broomball
- Coloring souvenir memory books
- Daily skating lessons (beginning and advanced)

- Daily one-on-one skating tips from camp staff (how to spin, swizzle, skate backward)
- Disco lights
- "Family Feud" game with skating/hockey-related questions
- Ice painting contest
- Jump harness fun time
- Learning magic tricks
- Monster fun games (monster basketball, beach ball, parachute spin, cha-cha slide, chicken dance, dice game, limbo, etc.)
- Movies
- On-ice games
- Skating show for parents
- Sled hockey
- Sled rides
- Speedskating demonstration/race
- Snow play
- Synchronized skating clinic
- Video games
- Water balloon fights

*—Betsy Till and Susan Sweetser*

during one of their early-release days? Other ideas are youth groups, religious organizations, child-care centers and your local YMCA/YWCA.

**3. Web sites** — If you don't already have a basic Web site (even just a home page with an address and phone number), it's time! Help new customers find you on the Internet. Ask a computer savvy individual in your club or arena to help get you started. Web sites can be hosted for a very minimal charge if you shop around.

**4. Your own backyard** — Advertise within your own arena. Many people come into a rink for only one reason, but it is your job to make sure they know *all* the possibilities before leaving. Is information on your skating programs visible in the main lobby? If you have a bulletin board, is it up to date and professional looking? Are flyers easily available? Can arena staff answer questions on your programs, or refer customers to the skating director? Another possibility is "cross-marketing" to the other



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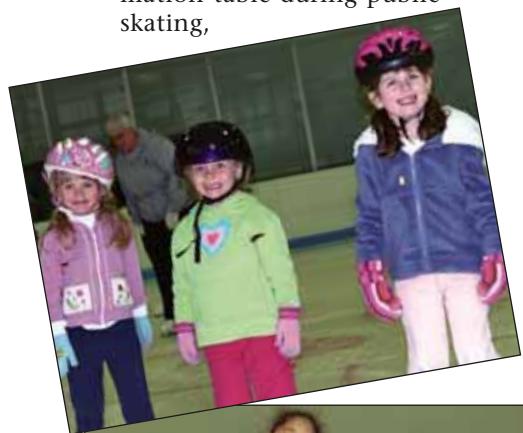


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arena users by setting up an information table during public skating.



hockey games, special events, birthday parties, etc.

Now that you have found new customers, keep in mind that it costs six times more money to gain a new customer than to keep an existing customer! So how do you keep these customers? The most common-sense approach: good customer service. Anticipate their needs and make it as easy as possible for them to keep coming back.

A few suggestions: Try to keep your schedules consistent throughout the year. Provide rewards for your skaters, track their progress and advise of the "next

step" before they ask. Has a skater suddenly stopped coming to class? Call him or her to find out why; you might receive valuable feedback on your program.

Invest in your staff and make them an integral part of your school's success. Be upfront with expectations and train them on every aspect of the program, from registration to cancellations. Work as a team and maintain a professional appearance throughout your skating school.

Keep good communication between your customers and staff. Make it easy for them to contact you or speak with you directly. Consider newsletters or e-mails to provide updates and keep them informed.

Remember, keep a friendly, upbeat atmosphere. And most important, make it fun!

**Elizabeth McGuire-Shaughnessy** is skating director for Bay State Blades of Brockton and provides marketing consulting to Facility Management Corp. in Norwell, Mass.



YOUR  
SKATE SCHOOL?  
OR...

This block features a large image of an empty ice rink under a dark sky. Overlaid on the bottom half of the image is a white rectangular area containing the text "YOUR SKATE SCHOOL? OR..." in a bold, sans-serif font.

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This block contains a collage of several smaller photographs. At the top are two photos of groups of people, likely skaters and their coaches, posing together. Below them is a photo of a synchronized skating team in formation. Further down are two more photos: one of a group of young girls in light-colored dresses, and another of a skater performing a jump on the ice. The overall background is a light purple color.

# Three Ways To Solve Youth Athlete Behavior Problems

by Positive Coaching Alliance  
with an assist from Coach Shannon Peck

Not many hockey or skating coaches escape a season, let alone one game or practice, without dealing with some kind of behavior problem. Such distractions often detract from the good things a group or team may be doing and can distract even the best coach from the task at hand.

In a worst-case scenario, behavior problems consume the majority of the coach's time, leaving opportunities to teach by the wayside. How many times have we spent five or 10 minutes trying to get two players to pay attention while the rest of the group waits?

In a best-case scenario, however, hockey and skating coaches can use these behavior problems to their advantage by quietly reemphasizing their goals and objectives with the group. If more attention falls on those doing things the right way, skaters can feel validated for their efforts and concentration.

When skaters know what is expected of them and that they will be rewarded for holding themselves to a high standard, hard work becomes contagious. As a result, the restrained and positively focused coach is rewarded with team members who honor their commitment to each other.

The challenge comes when a difficult situation presents itself and you need to handle the problem without taking away from the other students. In order to help coaches better handle these situations and turn them into opportunities for developing their group's culture, Positive Coaching Alliance has created three principles to remember when dealing with behavior problems:

## Reward what you want, not what you do not want.

This sounds simple, but it is difficult to carry out because we are used to thinking that we add value by correcting things. We also add value by reinforcing the things that skaters are doing right.

For example, when you call the skaters together and a few of them strag-

gle behind, make sure to reward those giving the effort. "Thanks for the hustle, Billy." If some skaters are not making eye contact while you talk to them, point out the ones listening intently. "Jeff, I appreciate the eye-contact."

These situations can come up during game action, as well. A few players may have questioned the officiating, while others clearly made an effort to contain their frustration. Tell those players who did not berate the official that you appreciate their behavior. "Kristen, you may not have liked that call, but great job honoring the game."

## Ignore what you do not want.

While we always want to quickly correct behavior of which we do not approve, negative attention often reinforces exactly the behavior you do not want. This seems strange to us as adults because we dislike negative attention, but for some kids, attention of any kind may encourage them to continue the behaviors you are trying to eradicate.

So even though Steve is not coming right away when you call, you ignore him. This is called "extinction" because until Steve is doing what we want him to do, it is as if he does not exist to us. "Extinction" refers to totally ignoring the player exhibiting the inappropriate behavior until he or she does what you want.

This is not something that kids enjoy, and they tend to get in line so as to not be ignored any longer. This can also work when a player does not seem to want to stick to a game plan.

For example, you may emphasize to the team that you want them to pass the puck across and down the ice a minimum of 10 times before a shot is taken for a goal. However, Johnny always shoots for the goal as soon as he can get his blade on the puck. Ignoring this behavior, regardless of whether Johnny scores a goal or not, may help him understand that you want him to pass the puck to his teammates more often.

## When you cannot ignore, intervene in a "least-attention" manner.

Sometimes you cannot ignore the behavior, either because the child is placing himself in danger or he is disrupting the entire practice. So, when you cannot ignore any more, intervene in a way that does not give him a lot of attention.

Try to be calm in your approach, and while it is OK to impose consequences for unacceptable actions, make sure you are consistent in the way you deal with the situation. If you are teaching a group skating lesson and Lauren and Chea have a habit of talking while you are giving the class instruction, even though you have asked them repeatedly to listen, take them aside and have them sit out the next activity until they are ready to pay attention.

Sometimes you may feel you need to intervene right away (some coaches tend to feel that if they allow any goofing around, it undermines their authority). Tommy may think it is funny to poke players in the back with his stick while you talk to the team. Let him know that it is not by telling him — again, calmly — that he is to sit out for one drill.

If players act in a way that you feel dishonors the game during competition, removing them from the game sends a strong message that the behavior will not be tolerated. The bottom line is that it is possible to remain calm without lowering our standards. There is a consequence for misbehavior and you can impose consequences without being negative about it.

To learn more about how the ISI-PCA national partnership benefits your skating community, contact PCA at (866) 725-0024 or PCA@PositiveCoach.org, or visit PositiveCoach.org.

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# Mountaintop Marvel

**Squaw Valley USA's stunningly situated Olympic Ice Pavilion puts skaters "on the edge of the world."**

by Lori Fairchild

The Olympic Ice Pavilion is situated at an elevation of 8,200 feet, overlooking Lake Tahoe and the Sierras.

Nathan Kendall

The rink's cover is removed from November through April for open-air skating with breathtaking views.

Nathan Kendall

**E**very day in an ice rink can bring new and unexpected challenges. Fortunately, most managers at least have the small comfort of knowing that there is someone else in the industry who has weathered a similar experience and can lend advice. But what if you managed a facility that was literally one of a kind, and there wasn't a colleague in the country who could truly feel your pain — or share your joys?

That's life for Charlie Thurston, operations manager for the Olympic Ice Pavilion at the premier Squaw Valley USA resort, which is owned and operated by the Squaw Valley Ski Corp. Thurston is not complaining, though. Running an outdoor ice rink on a mountaintop puts him in a category by

himself, but he says it's a small price to pay for the unique daily experience.

"It's the most beautiful rink in the world," he says of the Ice Pavilion, an Olympic-size rink perched on a platform at an elevation of 8,200 feet, over a dramatic 532-foot drop above the Silverado ski run. Lake Tahoe lies 2,000 feet below, and the Sierras rise majestically on the eastern horizon. "You have

the feeling of being on the edge of the world. I don't think I have found another ice rink anywhere in the world that can parallel it."

The breathtaking views, however, come with a couple of caveats: access and mountain weather. And those factors dictate every aspect of managing this facility.

With average annual snowfall of 450 inches, every day can be an adventure for Thurston and his crew, which numbers between two and 20, depending on the season.

"There was no benchmark for the maintenance and operation of a rink at this elevation," notes Thurston, who has managed the rink since its opening in 1990. "I came from running an indoor ice skating rink and I had to reinvent the wheel here, because of the snowfall and the logistics of the location."

Snow removal has evolved significantly from an early makeshift system

in which two people pushed the snow off the ice using tiny square shovels and a sheet of plywood cut into an hourglass shape. When the rink acquired a 5 hp snow blower, Thurston took the crew out to celebrate. Today his fleet includes a Zamboni, an all-season track vehicle, a Bobcat and a Bombardier blower that boasts a 160 hp Ford hydrostatic transmission and a 60 hp gas-powered engine just for its 3-foot auger.

"With everything on the ice at the same time, we can usually get it cleared within 15 to 30 minutes and keep skating, even during heavy snowfall," says Thurston, adding that it's not uncommon to get a 2- to 3-foot snowstorm driven by 80 mph winds that create 6- to 15-foot berms. That's where his Pisten-Bully grooming machines come in.

"We used to just look at a heavy snow for days and not know what to do, but now we have it down. We can get up there at 6 or 7 in the morning and have it open by 11 a.m." Major winter storms sometimes require the crew to rotate round-the-clock shifts.

Because there isn't a similar rink anywhere in the country — or in the world, for that matter — Thurston says he borrows bits and pieces of others' experiences and adapts them into his own operations framework. "I'm constantly tweaking and redesigning after 15 years. Every day is a new day, and you can always do it better."

Most of the facility's equipment is less than three years old, including two 250 hp Vilter screw compressors, two

*Continued from page 22*

# The Olympic Connection

While the Olympic Ice Pavilion does have the word "Olympic" in its name and it is located near the Olympic Museum at Squaw Valley USA's High Camp, it is not the same ice arena that put the California ski resort in the world spotlight during the groundbreaking 1960 Winter Olympic Games.

In fact, the Olympic Ice Pavilion did not exist until 30 years after the 1960 Olympics. Its ice sheet is, indeed, Olympic-size. But its location is 2,000 feet above the site of the arena where the United States claimed its first Olympic gold medal in hockey.

Those Winter Games were played in the Blyth Arena, constructed as the centerpiece of the Olympic Village in Squaw Valley. "It was a great venue," recalls Dick Meredith, who played left wing on the 1960 U.S. Olympic hockey team. "It was a beautiful rink, designed with one end open so you could look out onto the vast mountain range."

Carol Heiss Jenkins, who took the women's gold medal in the 1960 Winter Games, also has fond memories of Squaw Valley: "It was a terrific little village and the rink was lovely. I remember seeing Liberace and other Hollywood stars. Some even came to the practice rinks to watch us."

Sports programming reached new heights that year when ABC brought the Olympics to live television for the first time, remembers Ron Ludington, who, along with his then-wife, Nancy Rouillard Ludington, took the bronze in pairs. "It was the first time ice skating got that kind of notoriety, and it was great exposure," Ludington notes. He remembers seeing Roy Rogers, Dale Evans and Jane Mansfield, and meeting Walt Disney, who served as head of pageantry for the event. Vice President Richard Nixon opened the Games.

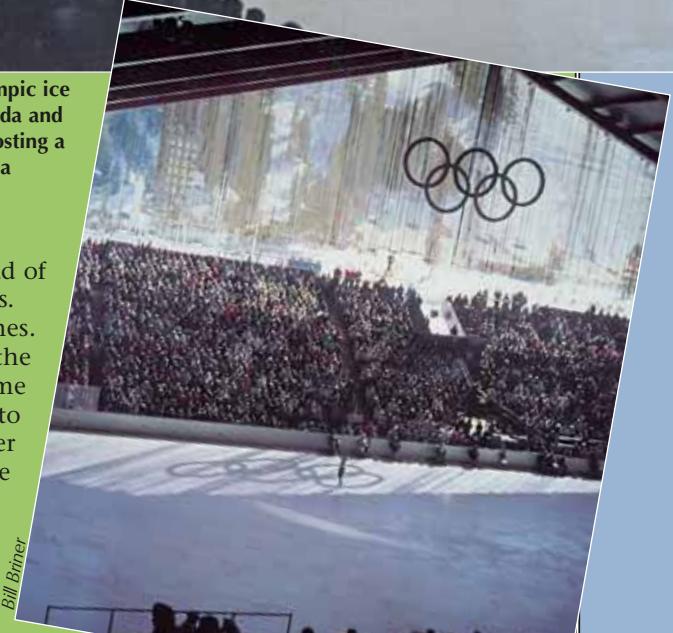
The 1960 Winter Olympic Games marked several other milestones. Computers were used to tabulate results for the first time. Heiss took the Olympic oath on behalf of all participating athletes, marking the first time a woman received that honor. A crowd of 47,000 spectators packed into Squaw Valley, the largest audience that had ever gathered for a winter sports program in the United States. Zamboni introduced the first ice resurfacing equipment at an Olympic venue.

It was the beginning of a new era for the ice skating industry, ushering in the first wave of new arena construction across the country and inspiring unprecedented interest in figure skating and hockey.

The sports have endured, and yet another resurgence is anticipated as a result of the upcoming Winter Games. Sadly, Squaw Valley's Olympic landmark, Blyth Arena, did not survive. On March 29, 1983, the roof of the facility collapsed, and the 23-year-old arena was destroyed. Read the extraordinary account of the demise of Blyth Arena at [www.skateisi.org/directory/isionline](http://www.skateisi.org/directory/isionline), as reported by Squaw Valley Fire Chief Pete Bansen, who was Blyth's manager in 1983.



*Bill Briner*  
The 1960 underdog U.S. Olympic ice hockey team upset both Canada and the USSR (pictured) before posting a six-goal third period to claim a gold-medal victory over Czechoslovakia.



*Bill Briner*  
Blyth Arena was constructed as the centerpiece of the 1960 Olympic Village.

—Lori Fairchild

250-ton capacity evaporation towers, a 100 hp brine pump and a state-of-the-art water treatment system. "Our new chillers are plate-and-frame titanium," says Thurston. "They're smaller and double the capacity, and they're amazing."

Waste heat is pumped to a heat exchanger and used to heat the swimming lagoon and spa and the surrounding decks and walkways at the nearby High Camp Bath & Tennis Club. "But our new system is so efficient that we don't generate as much heat as we used to. We are using about one-third the power that we were using before we got the new compressors," Thurston says.

The new water treatment system, installed in September by Harrisonburg, Va.-based Industrial Water Treatment Equipment Corp., is a large filter that uses spherical silica sand to clear scale and algae. "It's a \$25,000 filter, but it will pay for itself very quickly," Thurston says. "Instead of using up to 30,000 gallons of water a day, we're using about 500, and we reuse the water for ice resurfacing. We keep it clean without using any chemicals — we've bypassed that whole maintenance routine."

Each piece contributes to the overall efficiency of the facility's operations, he adds. And having cutting-edge equipment lends an element of confidence to those weather-related adventures.

The Olympic Ice Pavilion has none of the typical parking issues that plague some ice arenas. That's because patrons can reach the facility, located at the resort's High Camp, only by cable car. (A 3.2-mile mountain run is accessible during the summer for maintenance crews.) When there's a 35 mph steady wind, which generates gusts up to 60 mph, the cable car and the Ice Pavilion are off-limits.

The ice rink's structure provides an open-air skating experience like no other when it is uncovered, between November and April. A Clam shelter cover is installed over the skeletal structure for the warmer months, but even then, the eastern end is left open to preserve the scenic mountain views. Three-foot glass is also installed around the rink during the summer to help retain the thermal load. That's a feature the hockey players appreciate.

Saturday-morning pickup hockey games are common at the Olympic Ice Pavilion. Tahoe Extreme Sports Camp

will offer a hockey camp this summer that Thurston hopes to open to the general public.

Programming, however, is not a major part of this rink's business, since 95 percent of its business is tourism. "The experience of skating here makes up for the lack of programming," Thurston explains. "My programming is 'get it open, keep it open.'"

Daily skating is set up on a continuous schedule, allowing skaters to arrive any time during the day and skate for two hours. Private lessons can be arranged, primarily during the warmer months when the weather conditions offer the instructors, who are independent contractors, more predictable schedules and income.

From operations to management to programming, the Olympic Ice Pavilion is in a world of its own, and its manager wouldn't have it any other way. "I don't think I could go back to a 'normal' ice skating rink after experiencing the daily challenges and rewards of this one," Thurston says. "I like to tell people that I've died and gone to ice rink heaven. Big storms used to scare me, but now I thrive on being able to turn them into a skateable experience." ▀



A sunny day is a good day at the Olympic Ice Pavilion, where snowstorms and heavy winds are a common occurrence.

Nathan Kendall

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# COACHES' CORNER

by **Barb Yackel**

*ISI National Events Coordinator &  
Skating Program Director*

With the holidays behind us and the excitement of an Olympic year ahead, we are looking forward to another whirlwind year of ISI events and activities. So happy new year, and let's make a resolution to be energetic, prepared and educated in 2006!

## Get energized

Does this mean take a "step class" from the Energizer bunny? Maybe, but as skating directors and coaches, we can also energize our students, staff and parents by being positive, creative, enthusiastic and passionate about what we do. Sound like you? Hope so!

## Get prepared

"Plan ahead" is my motto. Make sure you are up to date on all memberships, certifications, event dates, deadlines and new materials.

2006 brings new testing and competition revisions along with the much-anticipated revision and consolidation of our *Skaters & Coaches Handbook*, *Competitors Handbook*, *New Free Dance Structure* and *Special Skater Standards* manuals. The new publication is now available for \$18 and can be ordered online, by fax or by phone. This will be a great resource tool and is a must for all ISI professionals.

The new ISI testing and competition revisions are effective Jan. 1, 2006. All new rules will be included in the new manual and can also be found on the ISI Web site under "What's New."

All ISI judges' certification tests can now be taken and paid for online 24/7. Results are also posted on the Web site.

Guess there are no more excuses for not being certified or aware of the new rules. Right? RIGHT!

## Get educated

This one is easy. With all the resources you have at your fingertips via the ISI Web site ([www.skateisi.org](http://www.skateisi.org)), education opportunities are both abundant and easily accessible.

Do we have your CURRENT e-mail address? If not, send it today to receive important e-mail blasts regarding skating events, rule changes and educational opportunities.

The Boston Seaport Hotel will be a spectacular venue for the 2006 iACT/NEISMA conference and tradeshow. The conference will offer on- and off-ice educational sessions for managers, hockey/skating program directors and instructors, plus the latest in industry products and services. Even with all the seminars and social events planned (I hear a harbor cruise is on the agenda), there will be plenty of time for networking and sightseeing opportunities. Start making your travel plans to join us in Beantown May 31-June 3.

This year will be exciting, productive and rewarding, so let's make every day an ICE DAY! ■

## Attention Coaches: New Team Point Structure for Individual and Team Events

Effective Jan. 1, 2006 for all ISI national events, and optional (until Jan. 1, 2007) for all ISI competitions:

In an effort to reward skaters' and teams' participation in ISI competitions, the ISI Test and Competition Standards Committee has announced a new scoring system for team points.

One "participation point" will be awarded to every skater who participates in an event at an ISI competition.

Five "participation points" will be awarded to every team that participates in the following group events: pattern skating, production teams, all synchronized team events, Kaleidoskate and team compulsories.

At this time, these "participation points" will be included in the team totals, but will not be individually reflected on the results page for each event.

Additionally, as previously announced, the team points will

be as follows for these group events: pattern skating, production teams, all synchronized team events, Kaleidoskate and team compulsories.

1st Place	25 points
2nd Place	20 points
3rd Place	15 points
4th Place	10 points
5th Place	5 points

A patch updating the EDGE software version 6.2 with these changes will become available Jan. 1, 2006. Watch your inbox for more details.

In 1964 ISI developed the first national learn-to-skate program. Today, the program is used worldwide and has set the standard for teaching people to skate.

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# A Sports Guy Working in Sports Heaven

by Lori Fairchild

**L**ike many ice arena managers, Pete Carlson's career has humble roots — his early arena jobs included cleaning locker rooms and restrooms. Then he learned how to drive the ice resurfacer and, eventually, he was entrusted with the keys to the building. "It was the essence of 'on-the-job training,'" says Carlson, who recently joined the ISI board of directors as the representative for the public/not-for-profit section.

Carlson's responsibilities have increased significantly since his toilet-scrubbing days. He is the director of operations and programming for the Schwan Super Rink, a four-sheet arena at the National Sports Center in Blaine, Minn. The arena recently broke ground on a \$10 million, four-sheet expansion. By the end of this year, the 660-acre NSC

Pete Carlson

will be home to the largest ice arena in the United States in addition to its 18-hole golf course, indoor and outdoor tracks,

velodrome and 52 sports fields. "Let's just say I'm a sports guy working in sports heaven," Carlson says.

The sports guy was playing hockey in Eau Claire, Wis. before he was in kindergarten. He played through high school and junior college and worked as head hockey instructor at Heartland Hockey Camp in Deerwood, Minn. "That's where I not only learned to coach hockey but also learned the operations of an ice arena," he recalls.

He went on to serve as assistant coach of a high school hockey team and later finished his education at Winona State University in Minnesota with a degree in physical education. While at Winona, he worked as an arena attendant for the Bud King Ice Arena.

"At the time, I didn't know this part-time job was going to be my career," Carlson says. "I learned all about ice insulation, painting ice and logos, maintaining the ice, ice resurfacer repair, refrigeration systems, skate sharpening, concession operations and, of course, customer service."

He co-founded Peak Performance Hockey Camps in Winona, where he spent six winters marketing and planning summer camps before selling his half of the successful business to his partner in 1997.

Carlson got his first experience as an arena manager when he and his wife, Jennifer, moved to Madison, Wis. and he landed the top position at Eagle's Nest Arena, a brand new

*Continued on page 28*

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*Continued from page 28*

\$2 million facility in nearby Verona. He was still cleaning bathrooms, but he was also learning how to schedule ice, create budgets and programs, sell sponsorships and work with youth hockey and figure skating groups — and getting plenty of customer service practice.

By the time the Carlsons decided to move to the Twin Cities area, the NSC was looking for a manager to run its new rink. Carlson had paid his dues and was clearly the man for the job.

He has built operations and programming departments that he proudly describes as "second to none." Even with some 15 ice sheets within a 15-minute radius, the Schwan Super Rink manages to keep all four of its rinks busy 12 months a year and even purchase ice at many of the other surrounding facilities. "Our programming has exceeded our four rinks, so we go outside our facility, which creates good will," Carlson explains.

He is employed by the NSC, which is a nonprofit foundation and a managing company for the Minnesota Amateur Sports Commission, the state entity that owns the land the center occupies. However, the Schwan Super Rink receives no government operating subsidies. "We are constantly creating new programs, bidding on events and operating the building as efficiently as possible," says Carlson. "All major repairs and replacement come from reserves built up in the past eight years of operation."

The ISI has twice held its World Championships event at the Schwan Super Rink, in 2000 and 2004. Each time, Carlson and company received rave reviews for their accommodating, hospitable service.

"Customer service is always number one for events at

the Schwan Super Rink, and that comes from Pete and goes all the way down the line," says Erick Sutherland, who worked as Carlson's assistant for six years before becoming facility manager at nearby Andover Community Center.

Sutherland says Carlson fosters a team atmosphere among arena employees and was a valuable mentor to him. "He let us be very independent and bring our own skills, and he is good at identifying other people's strengths," says Sutherland. "I definitely shaped a lot of my management style from Pete's and brought it to my job at Andover."

Carlson, who attended his first ISI board meeting in November, says he is eager to continue his education in the arena business by communicating with industry leaders. "It is so important to see what other facility managers and program operators are doing in their cities and facilities. I hope I can provide some ideas to others based on what is working well at the Schwan Super Rink. I'm looking forward to contacting arenas throughout the country to learn about their users, their insurance and how ISI membership can benefit them."

Carlson has also served on the USA Hockey Adult Council and is in his third year on the Minnesota Ice Arena Managers Association (MIAMA) board. In 2007, MIAMA and ISI will team up for a joint annual conference and tradeshow. "There's a nice buzz going on now about 2007," he notes.

Playing and coaching hockey, golfing, fishing and lake vacationing with his family are Carlson's favorite ways to spend his down time. Son Tait also plays hockey and daughter Claire figure skates, so Dad often ends up back at the workplace after hours. But for a sports guy who works in sports heaven, that's not such a bad place to be. ■

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# Foundation Needs Silent Auction Donations

The ISIA Education Foundation needs your generous donations for its silent auction fundraiser to be held during the 2006 iACT/NEISMA event in Boston. Popular auction items include hockey, sports and ice skating memorabilia; sporting and entertainment tickets; art and consumable items; and gift certificates.

All items will be displayed at the Presidents' Reception on Wednesday, May 31. Selected items will be closed out that evening; the remaining items will be displayed at the Foundation's tradeshow booth on Friday, June 2 and Saturday, June 3 and closed out at noon on Saturday. All items at the tradeshow will have a "quick buy" predetermined price allowing immediate purchase.

Funds raised through the silent auction support the ISIA Education Foundation's scholarship program, which has awarded more than \$200,000 to outstanding ISI scholar/skaters since its inception.

Skaters are the backbone of our industry. By donating items or cash to the ISIA Education Foundation, you contribute to the future of the ice arena industry, earn a tax credit and receive free publicity for your donation.

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For more information, contact Sniffen at (516) 628-2240, by fax at (516) 628-2279 or by e-mail at [thesniff@aol.com](mailto:thesniff@aol.com).

In addition to Sniffen, this year's fundraising committee includes Lisa Fedick ([lafwonder@aol.com](mailto:lafwonder@aol.com)) and Robyn Bentley-Graham ([RobynBSK8R@direcway.com](mailto:RobynBSK8R@direcway.com)).

A Foundation golf tournament, also benefiting the scholarship program, is planned for Tuesday, May 30. Box lunch, beverage cart and transportation will be provided. Watch the next issue of the *EDGE* for more details.

## Recent Contributions

### Donor

Kathy Vackar  
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### Contributor

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### Friend

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### Other

Kristen Meredith

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  - Remind your high school seniors that the application deadline is March 1.
  - Write an evaluation or letter of recommendation, if asked.
  - Help skaters document their service hours.
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# CALENDAR

## ISI-endorsed competitions & shows/exhibitions

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

### COMPETITIONS

#### JANUARY

- 7-8** **Plymouth, Minn.**  
Plymouth Pandas FSC  
Chilley Challenge
- 8** **Marlboro, Mass.**  
New England Sports  
Center  
Electric Edge NESC  
Winter Showdown
- 12-15** **Mamaroneck, N.Y.**  
Riverdale Ice  
ISI Lake Placid Team  
Competition
- 14-15** **San Diego**  
Ray & Joan Kroc  
Community Center  
Kroc Center Ice 4th  
Annual ISI Open  
Competition
- 16** **Laurel, Md.**  
The Gardens  
Ice House  
2006 Winter Open
- 20-21** **Knoxville, Tenn.**  
Icearium  
Icearium Invitational
- 20-22** **Homewood, Ill.**  
Homewood Flossmoor  
Ice Arena  
27th Annual Open  
Team Competition
- 20-22** **Westland, Mich.**  
Mike Modano Arena  
In The Jungle
- 20-22** **St. Peters, Mo.**  
St. Peters Rec Plex  
Eleventh Annual  
Missouri State  
Invitational
- 27-29** **Williamstown, Mass.**  
Lansing Chapman  
Arena  
Bay State Games
- 28-29** **York, Pa.**  
York Ice Arena  
Keystone State Games

#### FEBRUARY

- 3-5** **Glenview, Ill.**  
Glenview Ice Center  
February Freeze

- 10-12** **Niles, Ill.**  
Niles Park District  
Iceland  
26th Annual  
Sweetheart Open
- 10-12** **Blaine, Minn.**  
Schwan Super Rink  
Frosty Blades 2006
- 10-12** **St. Louis**  
Kennedy Recreation  
Center  
ISI District 9  
Championships
- 12** **San Jose, Calif.**  
Logitech Ice at  
San Jose  
Sweetheart Skate
- 17-19** **Oxford, Ohio**  
Goggin Ice Arena  
2006 ISI Miami Open
- 18** **Fort Washington, Md.**  
Tucker Road Ice Rink  
Snowflake Invitational
- 18-19** **Nashville, Tenn.**  
Centennial Sportsplex  
21st Annual  
ISI Invitational
- 18-19** **Bensenville, Ill.**  
The Edge Ice Arena  
6th Annual Mardi Gras



- 3-5** **Melvindale, Mich.**  
Melvindale Civic  
Arena  
ISI Winter Classic
- 4** **Columbus, Ohio**  
CoreComm Ice Haus  
Arnold Classic Skating  
Competition
- 4-5** **Irmo, S.C.**  
Ice Land Irmo  
Palmetto Classic
- 4-5** **Highland Park, Ill.**  
Centennial Ice Arena  
The Lucky Stars Open
- 4-5** **San Diego**  
San Diego Ice Arena  
2006 California  
State Games  
Championships

- 11-12** **Overland Park, Kan.**  
Pepsi Midwest  
Sunflower Invitational
- 18-19** **College Park, Md.**  
Herbert Wells  
Ice Rink  
Spring Inter Rink  
Competition
- 31-April 2** **Knoxville, Tenn.**  
Ice Chalet  
37th Annual  
Mississippi Valley  
District Competition

#### APRIL

- 1** **Crestwood, Ill.**  
Southwest Ice Arena  
Spring Invitational
- 7-9** **Bensenville, Ill.**  
The Edge Ice Arena  
ISI Synchronized  
Championships
- 8-9** **El Segundo, Calif.**  
Toyota Sports Center  
6th Annual Spring  
Fling Competition



- 21** **Boxboro, Mass.**  
Nashoba Valley  
Olympia  
27th Annual ISI  
Team Competition
- 29-30** **Franklin Park, Ill.**  
Franklin Park  
Ice Arena  
Spring Fever

#### MAY

- 6-7** **Fairfax, Va.**  
Fairfax Ice Arena  
Annual ISI Spring  
Competition
- 27-28** **San Diego**  
San Diego Ice Arena  
ISI Open  
Championships

#### JULY

- 13-15** **Honolulu**  
Ice Palace  
2006 ISI Hawaiian  
Open



- 24-30** **Marlboro, Mass.**  
New England Sports  
Center  
ISI World Team  
Championships

#### SEPTEMBER



- 8-10** **Nashville, Tenn.**  
Centennial Sportsplex  
ISI Adult  
Championships

#### NOVEMBER



- 2-5** **Denver**  
South Suburban Ice  
Arena  
ISI Artistic Challenge

### SHOWS & EXHIBITIONS

#### JANUARY

- 22** **Highland Park, Ill.**  
Centennial Ice Arena-Highland Park  
Winterfest 2006

## MARCH

- 3-4      **Pekin, Ill.**  
Pekin Memorial Arena  
The Land of OZ
- 11      **Luverne, Minn.**  
Blue Mound  
Ice Arena  
Annual Ice Show
- 11-12    **St. Louis**  
Kennedy Recreation  
Center  
30th Annual Ice  
Revue
- 12      **Salem, Mass.**  
Viking Skating Club  
Let Us Entertain You
- 25-26    **White Plains, N.Y.**  
Ebersole Ice Rink  
End of Year Show
- 31-  
April 1   **White Plains, N.Y.**  
Ebersole Ice Rink  
Night in the Spotlight

## APRIL

- 9      **Highland Park, Ill.**  
Centennial Ice Arena-  
Highland Park  
Spring Exhibition
- 9      **Franklin, Mass.**  
Franklin Blades  
Skating School  
Showtime '06
- 21-23    **Park Ridge, Ill.**  
Oakton Ice Arena  
37th Annual Oakton  
Ice Show-  
Love Laugh &  
Dance
- 21-22    **Carol Stream, Ill.**  
Carol Stream Ice Rink  
Fairy Tales



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- 28-30    **Chicago**  
McFetridge Sports  
Center  
Let's Dance
- Wasilla, Alaska**  
Brett Ice Arena  
Spring Ice Show

## MAY

- 5-7      **Crestwood, Ill.**  
Southwest Ice Arena  
Spring Ice Show
- 10-21    **Highland Park, Ill.**  
Centennial Ice Arena  
A Celebration of  
Colors on Ice
- 12-14    **Niles, Ill.**  
Niles Park District  
Iceland  
Television Treasures
- 17-21    **Glenview, Ill.**  
Glenview Ice Center  
33rd Annual  
Ice Show
- 19-21    **Franklin Park, Ill.**  
Franklin Park Ice  
Arena  
Books on Blades-  
Volume 5



- 31-  
June 3    **Boston**  
Seaport Hotel/World  
Trade Center  
2006 iACT/NEISMA  
Conference

## JUNE

- 10-11    **Boxboro, Mass.**  
Nashoba Valley  
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## Minnesota Ice Arena Managers Association (MIAMA)

by Tom Moriarty, President

The MIAMA board meeting was held in early November in Albert Lea, Minn. Chairpersons were selected for our 2006 spring and fall conferences, and



Tom Moriarty

various board assignments were made. Welcome to new board members Ted Mateski, vendor representative from BRR Technologies, and Gordy Atol of Duluth's Fryberger Arena.

We had the opportunity to meet with ISI Executive Director Peter Martell and ISI President Jim Hartnett at the fall MIAMA conference in September. We discussed the 2007 iACT (Ice Arena Conference & Tradeshow), to be held in the Twin City metro area at a site to be determined. Board members shared thoughts and had questions for both Peter and Jim regarding the conference. Future meetings were discussed and preparation is under way. Russ Rose from Buffalo Arena and Pete Carlson from Schwan Super Rink represented MIAMA in November at the ISI annual board meeting in Dallas.

Our membership donated \$1,130 to Katrina relief on behalf of MIAMA. Thanks to our generous members who donated.

We encourage our users to visit our Web site, [www.rinkfinder.com](http://www.rinkfinder.com), for available ice hours, directions to arenas and game schedules. Our board continues to improve the site presentation and offerings for our users.

Our arenas are busy with boys' and girls' high school games, associations practicing and playing youth games, and adult groups finishing out the evenings. It won't be long before playoffs will be under way. MIAMA wishes everyone a happy new year.

---

## North East Ice Skating Managers Association (NEISMA)

by Tom Morton, President

NEISMA held its fall conference Oct. 2-3 at the Ice Rinks at Shelton in Shelton, Conn. Approximately 50 attendees represented 22 ice rinks, mostly from Connecticut, as well as area colleges and industry organizations.

Representatives from the Connecticut Light and Power and United Illuminating gave a detailed presentation on Energy Conservation. Howard Saffan of the Rinks at Shelton gave an in-depth presentation on customer service and promotion in sports complexes, followed by a tour of the new dual-rink facility.

Tom Laidlow, former NHL player and current NHL player agent and Greenwich High School coach, spoke on the state of the NHL and the psychological side of youth hockey.

NEISMA hosted lunch for the attendees. From the comments received, the fall conference was an outstanding success.

NEISMA Director Deane Pomeroy, chairman for the conference, is to be commended for the outstanding program. We also want to express our appreciation to the conference



Tom Morton

participants and the other segments of the industry for their attendance and support.

Safety issues in the ice rink industry continue to be a point of focus for the NEISMA board of directors. The board has noted that, for whatever reason, ice rink incidents involving personal injury and property damage are on the rise.

Local ice rink managers have no direct control over such incidents as heart attacks involving players and spectators. NEISMA's publication, the *Rink Rat*, has published at least one article on the importance of having defibrillators available in ice rinks. As a result, this matter will be a point for discussion at the next meeting of the NEISMA board, which will consider a further study of defibrillators and their use, and publishing additional related articles in the *Rink Rat*.

Another safety matter concerns the age at which a person should be allowed to operate an ice resurfacer. At least one state inspector has suggested a minimum age of 18.

A further matter to be addressed by the board will be the applicability, if any, to ice rinks of a new OSHA regulation that requires employers to post a summary of all job-related injuries and illnesses that have occurred in a previous year, and a further requirement that employers must keep detailed illness and injury logs and have them available for agency inspectors.

Due to an increase in incidents in youth hockey, the NEISMA board will address ways for ice arena managers to be more proactive with prevention.

---

## Metropolitan Ice Rink Managers Association (MIRMA)

by Lisa Fedick, Secretary



Lisa Fedick

In an attempt to increase communication among all facets of our membership, MIRMA is launching a new Web site, [www.skateMIRMA.org](http://www.skateMIRMA.org), which is under construction. We plan to use the site to display a calendar of both ISI and USFS events, in hopes that by increasing awareness we can help prevent conflicts that we cannot directly control. All event announcements, forms and schedules will also be available through the site, either directly or through links. The MIRMA site will take advantage of the ISI Web site link offered to all districts. We also plan a members-only, password-protected page that will host the *MIRMA Memo* newsletter. We are hopeful that the operational costs can be defrayed through sponsorships on the home page.

The 2005 Skate for Knowledge scholarship recipients were announced at the E.J. Murray Skating Center at their competition on Nov. 20. Lauren D'Ascanio, FS 8, age 14, of the Wonderland of Ice; Robert Photos Jr., Pre-Alpha, age 8, of the Wonderland of Ice; Jacqueline Sullivan, FS 4, age 11, of the Yonkers FSC; and Audrey Wessel, FS 5, age 12, of the Montclair Inside Edge will have \$1,000 contributions placed in their 529 college funds.

Our district was well represented at the first ISI Artistic Challenge event, which was held Nov. 4-6 in Orlando, Fla. Wonderland's five-member Photos family, anchored by mom Kim, laced 'em up in the name of team points and brought home the fifth-place team trophy. William Duffy and Heidi Renfer also brought a team from Scranton, Pa. and spent countless hours on the judges' stand. I believe participants and coaches alike will agree that it was wonderful to do an entire competition without a sin-

gle technical mark. It was a great event and one that you should plan to attend next year in Denver.

As we move into the Olympic season, please take advantage of all that the ISI has to offer to help us build our businesses. Also, experiment, think outside the box, be brave, try something new and remember: *Every great triumph started as a single thought in one man's mind* — and then please be sure to share it with the rest of us (LAFMIRMA@aol.com).

See you all in Boston ...

## Mid-Atlantic Arena Managers Association (MAMA)

by Trudy Ivory, Co-director

The fall MAMA meeting was held Oct. 19 at IceLand USA in Strongsville, Ohio. Our host was Eric Coleman from IceLand, who gave us a tour of the facility and provided a meeting space and a great lunch.

IceLand has two full-size ice surfaces with bleacher seating, a studio rink, 10 locker rooms, a huge lobby, a snack bar, a pro shop, separate high school locker rooms, meeting rooms, an upper lobby and a bar. The facility is well planned and easily accessible. A representative from Rapid Shot offered a presentation on their computerized hockey training system, designed to improve player accuracy, speed and reaction time.

Twelve MAMA-member facilities were represented at the meeting. A roundtable discussion focused on how to improve public session and program attendance. We are looking forward to the Winter Olympic Games and the NHL season to boost interest. Rising energy costs are a common concern and we all need to look carefully at our own facilities to see where we can make a difference in energy use. We need common-sense, easy-to-use ideas to help us all.

Our next meeting will be in January. We are hoping to meet at the War Memorial Arena in Johnstown, Pa. and see a Chiefs game at the same time. ■



Trudy Ivory

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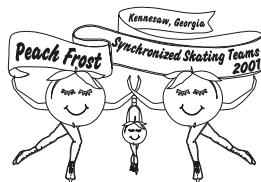
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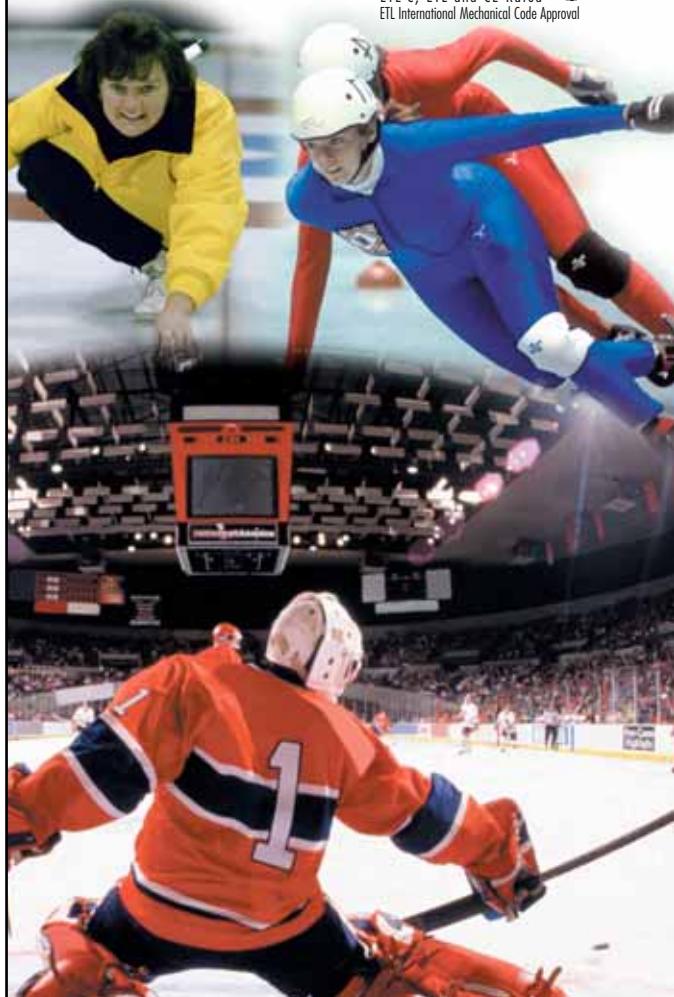
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The deadline for the next issue of the **EDGE** is Jan. 15.  
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# AND ANOTHER THING...

by Patti Feeney

*ISI Managing Director, Member Programs & Services*

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