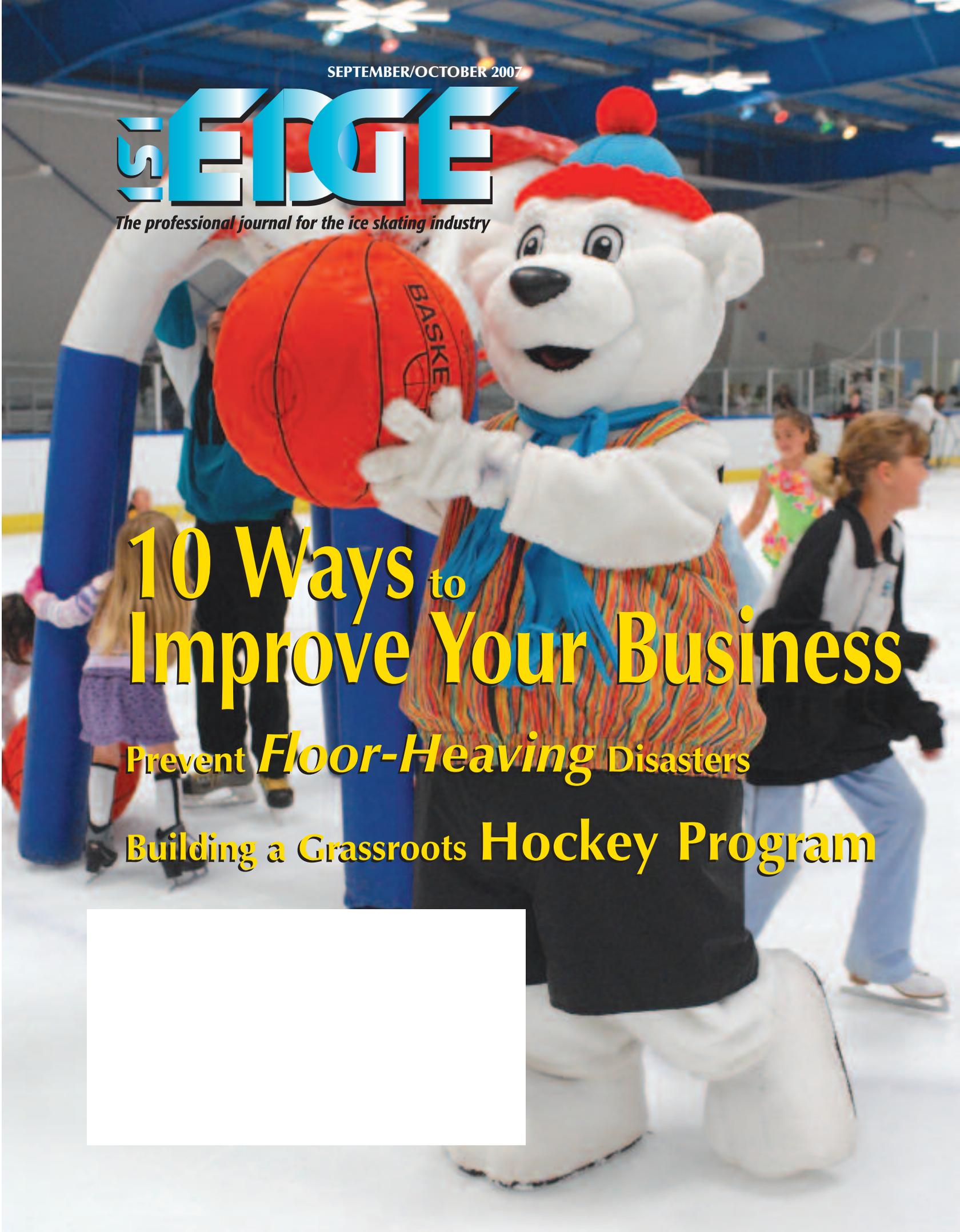


SEPTEMBER/OCTOBER 2007

IS¹ EDGE

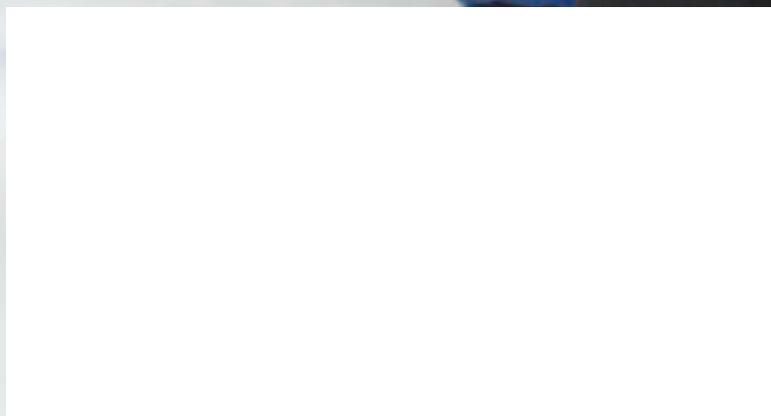
The professional journal for the ice skating industry



10 Ways to Improve Your Business

Prevent *Floor-Heaving* Disasters

Building a Grassroots Hockey Program



On the cutting edge!



For over 50 years, K&K Insurance has been known as the company who insures the world's fun—and it's a responsibility we take seriously. Our insurance products were developed specifically for the unique needs of ice rink facilities like yours.

One of K&K's greatest benefits is our claims service; you can turn to K&K with confidence for proven claims resolution expertise. What may be your worst moment is when we're at our best—and our clients know they can depend on K&K when they need us the most.

Call us today and join the thousands of organizations that choose K&K Insurance.

K&K
INSURANCE

Insuring the world's fun!

866-554-4636

www.kandkinsurance.com

CONTENTS

Publisher
Ice Skating Institute

Editor
Lori Fairchild

Editorial Advisors
Peter Martell
Carrie Clarke
Randy Winship

Print Production & Advertising Sales Manager
Carol Jackson

Art Director
Cindy Winn Livingston

Contributors
Sean Flynn
Trish McGonnell
Art Sutherland
Jim Thompson

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

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

Subscriptions available through membership only.

©2007 by the Ice Skating Institute. Reproduction in whole or in part is prohibited unless expressly authorized in writing by publisher. All rights reserved. Opinions expressed by contributors do not necessarily represent the views of the Ice Skating Institute, the publisher or the advertisers. Submissions of manuscripts, materials, photographs, and artwork are made at mailer's risk and must include self-addressed envelope with sufficient postage for return. No responsibility will be assumed for unsolicited materials. ISI reserves the right to edit material submitted for content and space consideration.

OPERATIONS

Prevent Costly Floor-Heaving Disasters 6
by Art Sutherland

MANAGEMENT

Predator Prevention 10
ISI's New Background-Screening Program
by Trish McGonnell

PROGRAMMING

Building a Grassroots Hockey Program 12
by Sean Flynn

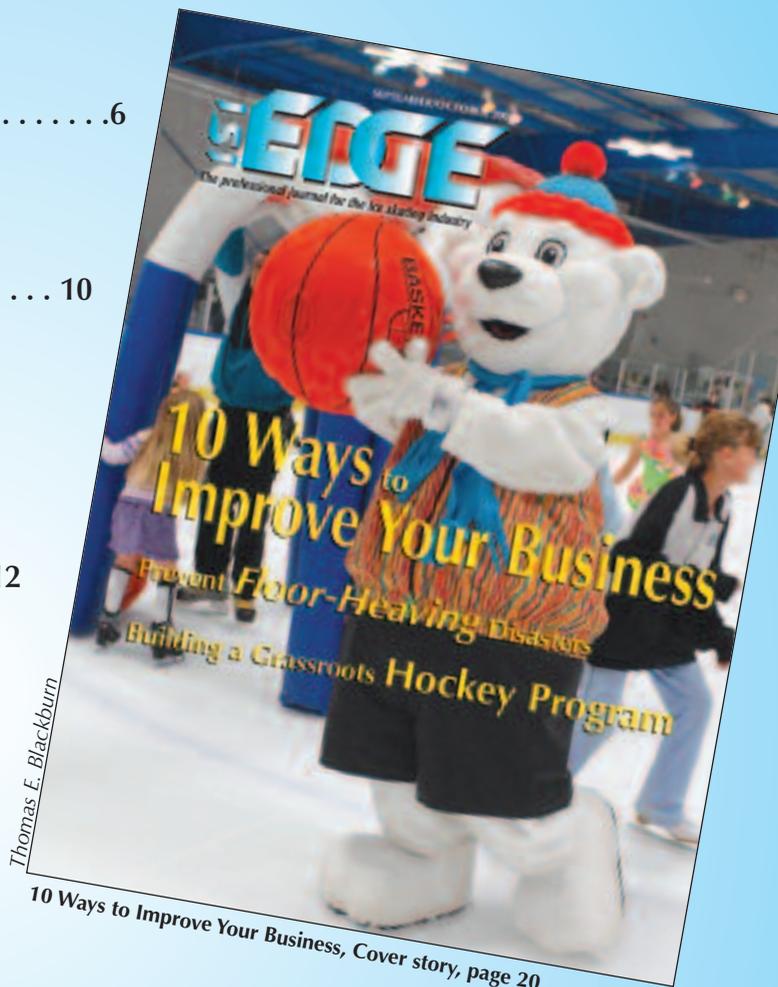
iAIM Expands 2008 Schedule 16

10 Ways to Improve Your Business 20
Tried-and-true ice arena business boosters

How to Conduct a Pre-Season Parent Meeting 30
by Jim Thompson, PCA

DEPARTMENTS

NEW column: Simple Solutions for Skating Directors 4
ISIA Education Foundation Report 18
Coaches' Corner 26
Ice Arena Association News 34
Calendar ISI-Endorsed Competitions & Shows/Exhibitions 38



Thomas E. Blackburn

10 Ways to Improve Your Business, Cover story, page 20



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

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

ISI INTERNATIONAL HEADQUARTERS

Executive Director
Peter Martell
Director of Skating Programs & Services
Carrie Clarke
Controller & Tradeshow Manager
Karen Schaffer
National Skating Program & Events Coordinator
Randy Winship
Administrative Assistant
Kathy Chase
Membership Coordinator
Kimberley Russelle
Advertising Sales & Print Production Manager
Carol Jackson
Sponsorship Sales Manager
Stuart Sedransky
Marketing & Graphic Design Coordinator
Selma Filipovic
Information Services Coordinator
Jeff Anderson
Customer Service Coordinator
Angela Tooley

ISI OFFICERS

President	Jim Hartnett
1st Vice President	Mike Paikin
2nd Vice President	Janice Forbes
Treasurer	Richard Arenella
Secretary	Margy Bennett
Immediate Past President	Jim Lange
Past President	Boyd Wietecter

DIRECTORS

District 1	Scott McCoy
District 2	Robyn Bentley
District 3	Lisa Fedick
District 4	Christine Wilson Brinton
District 5	Larry LaBorde
District 6	Toni Cooper
District 7	Jamie Baringer
District 8	Alane Swiderski
District 9	Dan Smith
District 10	Char Martin
District 11	Liz Mangelsdorf
District 12	Debbie Lane
District 13	Cindy Jensen
District 14	Paige Scott
District 15	Bert Blanchette
District 16	Cindy Solberg
District 18	Glyn Jones
Hockey	Sean Flynn
Builders & Suppliers	Doug Peters
Instructors	David Santee
Commercial Facilities	Kevin McCormack
Public/Not-for-Profit Facilities	Pete Carlson
Schools, Colleges, Universities	Glen Danischewski
iAIM Chair	Rob McBride
PSA Representative	Gerry Lane
USFSA Representative	Homer Hagedorn
ISIA Asia Representative	Raul Gomes
AMMA Representative	Trudy Ivory
MAMA Representative	Rob Mueller
MIRMA Representative	Judy Sniffen
Education Foundation	Don Bartelson
Lifetime Honorary Member	Carol Zdziebko



SIMPLE SOLUTIONS FOR SKATING DIRECTORS

by Carrie Clarke, ISI Director of Skating Programs & Services

Editor's note: "Simple Solutions for Skating Directors" is a new column that will appear regularly in the ISI EDGE.

Boost Your Business with Badges!

The opportunity to mark accomplishments and milestones by earning colorful badges is as popular with ISI members as it is with Girl Scouts and Boy Scouts. Children are proud to show them off on their jackets and skate bags, and adults often post them on their cubicle walls at work.

A strong ISI badge testing program at your facility is an easy way to encourage participation and retention, while increasing enthusiasm, private lesson business and practice on public and freestyle ice. Follow these tips for building your program:

- Look at your calendar for some "dead" ice time. Testing can also be done on any slow session or often in a coned-off end of a public session. Keep in mind the entry/test deadline for upcoming ISI competitions.
- Post signs! Be sure to have a supply of ISI badges on hand and on display.
- Visit your classes. Show badges and explain how easy it is to get one. This is a great time to review required moves or suggest a private lesson.
- Have skaters sign up at least a day ahead, giving you time to verify their ISI membership and prepare a test form. The patches cost \$2.50 each, so charging something like \$5 for beginning tests and \$10 for freestyle tests is reasonable. They must be taken in order, so some skaters will be taking multiple tests if they haven't done this before.
- Test individually or in small groups. Freestyle skaters will enjoy hearing their names and levels over the microphone before they skate their program portion, alerting others on the ice to yield and inspiring those at the lower levels.
- As the examiner, make encouraging comments. You shouldn't test your own student, so you may need assistance from other coaches. Most view this as a privilege, so encourage other coaches to get their ISI judge's certification and be a part of this process.
- Remember, no skater "fails" an ISI test. If their enthusiasm has caused them to try more than what they are ready for, it is simply marked "incomplete" and finished at a later date. Successful candidates go home with a badge and a proud smile.
- Registering the test is free, and is mandatory if the skater wants to compete, so send in tests after each session. You can do this using the postcards or the Excel template we supply. Additional patches can be sent for each registered test, replenishing your supply and preparing you for next time.



Badge testing is contagious — get your skaters "hooked"!



The greatest
risk on your ice
may be the one
you'd least expect.

With over 43 years of winter sports insurance experience, Willis knows the risks associated with running an ice rink are not always obvious. That's why we created RinkGuardSM, an insurance program designed specifically to meet the unique needs of the ice rink industry.

To learn more about RinkGuard, call your insurance agent or broker today.

RinkGuardSM
Cover your ice.



1 New Hampshire Ave. Suite 200, Portsmouth, NH 03801, 603-334-3078, tim.sullivan@willis.com, www.rinkguard.com
©2005 Willis of New Hampshire, Inc. "RinkGuard" and "Cover your ice." are registered trademarks of Willis. Ice Sharks logo trademarked by Boston Ice Sharks.

Easy Steps to Prevent Costly Floor-Heaving Disasters

by Art Sutherland

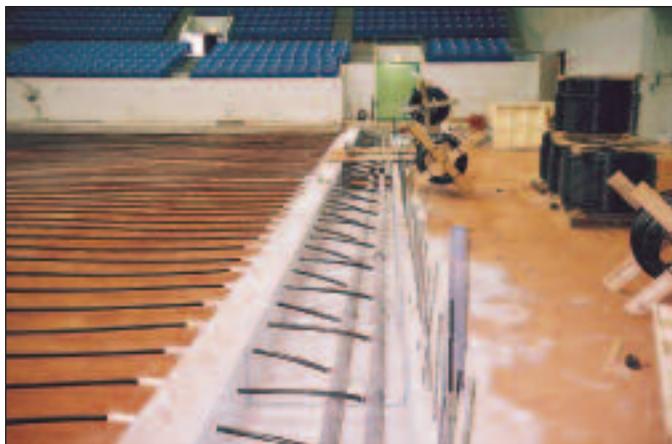
The most expensive system failure that can take place in a recreational ice facility is the heaving of the refrigerated floor as a result of ice buildup below the refrigerated slab.

If an ice facility operates more than seven months per year, it is imperative that a sub-floor heating system be installed and operating to prevent ice buildup. Unfortunately, entire refrigerated slabs have to be replaced every year at costs that can easily run over \$1 million because a sub-floor heating system was not operating properly.

This year alone, we have been called in to replace three floors that have failed due to non-operating sub-floor heating systems. In all three cases there was a sub-floor heating system installed, but in each case it was inoperative without the operator's knowledge.

It is critical to maintain the sub-floor temperature above the freeze-point with enough margin of safety to prevent ice buildup. A sub-floor temperature of 38 to 40 F is sufficient to prevent ice formation.

A large part of the problem is that the proper operation of the sub-floor heating system does not affect the immediate operation or revenue stream of your facility. If your refrigera-



Heating floor headers and piping

tion system was not operating correctly, your user groups would let you know in a heartbeat. The sub-floor heating system could be inoperative for years and no one would be the wiser until disaster strikes — and it will strike, given time.

When ice builds up beneath a refrigerated floor, it forms an inverted pyramid with the thickest section being under center ice and feathering out at or beyond the edge of the ice surface. There have been many cases of ice buildup below an ice surface approaching 30 inches thick.

Heaving of the refrigerated floor under center ice should be detected by an alert ice maker familiar with the facility. It is a good idea to survey and map the elevation of your floor so you have a baseline of where your floor should be. This can be a valuable process to assist you in your normal ice-making process as well.

Changes to the dasher boards can be an indication of a heaving refrigerated slab. The top of the glass might lose its single plane alignment and start to take on a stepped appearance. Gates could be getting difficult to open and need regular adjustments. The boards can start leaning outward and panes of glass might start falling out on the corners.

In extreme cases, the entire building can start to shift and columns adjacent to the ice surface could start to move, jeopardizing the integrity and safety of the facility. In one case, I have seen wooden columns start to bow due to the forces exerted on the footings below.

A few easy-to-check steps will ensure that your sub-floor heating system is operating properly:

- **You should have a temperature sensor that monitors the temperature beneath your refrigerated slab.** I have seen a number of occasions where this sensor is no longer functioning or is installed in the incorrect location, such as on the brine or glycol lines in the compressor room. If the sensor is installed on the heating floor brine line and the heating floor pump breaks down, the sensor will start to read the ambient temperature in the compressor room, giving you a false sense of security. If your under-floor sensor is accessible, it would be a good idea to check it in a pail of ice water to ensure that it reads 32 F.

- **Make sure that you have a level of glycol or calcium in your heating floor balance tank.** Physically look in the tank, as there have been many occasions where a stain around the tank or on a sight glass has been misinterpreted as a proper level.

- **Make sure that the heating floor pump is operating.**

A normal reading on a brine pump gauge does not mean the pump is operating. It could just mean the gauge stuck in position when the pump last operated properly five years ago. Shut off the pump and make sure the gauge zeros out. Restart the pump and ensure that the pump itself is spinning and you have pressure.

- **An indicator light on the electrical panel does not necessarily mean that the pump is turning.** It is just an indication that it should be. A



Sub-floor heating system

Continued on page 8

**NEW IDEA IN THE ICE SKATING INDUSTRY
WILL BRING NEW CUSTOMERS TO YOUR BUSINESS**

Bumper Cars On Ice

A photograph showing four people in colorful bumper cars on ice. The cars are red, green, and blue. The people are smiling and appear to be enjoying the activity. The background is a bright, icy surface with a subtle pattern.

**YOU WILL HAVE
A FULL RETURN ON YOUR INVESTMENT IN 1 YEAR**

**START SELLING YOUR ICE TIME
FOR \$500.00 OR MORE PER HOUR
GREAT FOR BIRTHDAY PARTIES,
CAMPS, SCHOOLS.**

**AGES 4 AND UP • SPEEDS UP TO 5MPH
SAFEST BUMPER CARS ON THE MARKET
FUN FOR ALL AGES
EASY MAINTENANCE**

BATTERY POWERED

818.785.2883

**VALLEY ICE SKATING ASSOCIATION, INC
14318 CALVERT ST. VAN NUYS CA 91401**

**VALLEYICE@EARTHLINK.NET
WWW.BUMPERCARSONICE.COM**



Heating floor pump



Piping from demolished floor

Continued from page 6

broken pump coupling insert will allow the motor to spin but the pump will remain idle.

- **Check your thermometers to ensure that they are reading correctly.** You can put them in an ice bath and verify that they read 32 F. Some of the older bi-metal thermometers tended to stick and give false readings.

- **Check the strength of the calcium or glycol in the sub-floor.** It should have a freeze point of approximately 10 F. This is important. If the fluid in the sub-floor freezes, it can be almost impossible to get it thawed out and moving again.

Now that you know your sub-floor heating system is full of brine, the pump is working and the thermometers are reading properly, turn on your sub-floor heating pump and let it circulate for an hour. This period of time will result in the brine return temperature balancing out to the sub-floor temperature. If you are in the neighborhood of 38 to 42 degrees, you are looking good and can feel confident that your refrigerated slab is protected from frost heaves.

If your sub-floor temperature is lower than 36 F, it must be attended to immediately or you could be on the road for the most expensive repair bill that you will ever encounter.

Art Sutherland is a co-founder and managing partner of Accent Refrigeration Systems.

SOFTWARE THAT KEEPS YOUR RINK IN CHECK



INTEGRATED SOFTWARE SOLUTIONS

FrontLine Solutions® Rink Management Software (RMS) was developed specifically for ice rinks. Our fully integrated modular architecture allows you to choose only those software products that are applicable to your facility. Find out why over 250 facilities use FrontLine Solutions.

SOFTWARE MODULES:

- **Point-of-Sale**
Check-in/Admissions/Registration, Retail/Proshop with Inventory Control, Concessions, Time Clock
- **Scheduling**
Parties, Leagues, Surfaces, Employees
- **Customer & Membership Management**
- **Programs**
Enrollments, Rosters, Passes
- **Overhead TV Display**
Surfaces, Parties
- **Integrated Web**
Online Sales, Facility Schedules, Reservations, Enrollments



one system. one solution.

489 Devon Park Drive, Suite 310, Wayne, PA 19087 • 610.225.0580 • www.frontline-solutions.com



MEETING YOUR NEEDS



**The OLYMPIA™ IceBear® and Battery Edger
The Pollution Free Solution**

The OLYMPIA™ line of world leading ice resurfacers are designed to meet your exact needs with the most innovative, leading edge ice resurfacing technology backed by built-in quality, performance proven technology and global service second to none. To meet the demand for pollution free, battery powered ice resurfacers, the ICEBEAR® Electric has been added to the OLYMPIA™ line.

The OLYMPIA™ ICEBEAR® Electric has 20 years of proven performance and reliability in Europe and is now available in Canada and the United States.

The OLYMPIA™ Millennium and Millennium Plus are powered by the Chevy Vortex engine.

The OLYMPIA™ ICEBEAR® Electric is powered by an 80 volt lead acid battery pack.

The OLYMPIA™ Battery Edger is powered by a 36 volt lead acid battery pack.



LSK Enterprises Inc.
P.O.Box 62885 Virginia Beach
VA 23466 USA
Tel: 757-438-6556
Fax: 757-321-2627
sales@lskenterprises.com
www.lskenterprises.com

Regardless of the size of your arena or ice surface there is an OLYMPIA™ ideally suited to your needs.

WHAT EVERY ICE RESURFACER SHOULD BE



Predator Prevention

ISI members receive special rates on fully managed background-screening program

by Trish McGonnell

Are your arena and the programs you offer safe for kids? Do the coaches or your employees put you at risk for loss? Is there a pedophile in your midst?

We want to believe that ice skating facilities are safe environments for kids to learn and grow, and that these dangers don't exist. But recent news coverage reminds us that child predators harming children in churches, communities, schools and youth programs across the country is a devastating reality.

The issue of harm to children, including abuse and molestation, is a serious socioeconomic concern in our country. Grim statistics tell us that there are approximately 39 million survivors of sexual abuse living in the United States. It's estimated that 1 in 4 girls and 1 in 6 boys will be affected before the age of 18, with about 50 percent of cases occurring outside the home. This is not a new problem, nor is it a problem specific to youth sports. It's a problem facing youth-serving organizations around the world. When the wrong adults are placed



in positions of trust and power, there are traumatic life-long consequences for the victims.

What can be done? A background-screening program for employees and volunteers who work with children is a preventive tool that every youth-serving organization should employ to help prevent child predators from infiltrating their programs. Often organizations are left "holding the bag" and taking responsibility for a problem we all share. Many organizations face significant hurdles, including lack of funding, administrative resources and infrastructure to implement and manage an effective screening and prevention program.

The complexity of our country's criminal records system creates further challenges. Criminal records can be sourced in a number of ways — fingerprinting, databases, state and county repositories, sex offender registries, state police and the list goes on. There is not a single source of records, so it's impossible to guarantee through any one process that every record will be found.

PROBLEM SOLVED!

The RinkMusic Inc.™ system was developed to provide a convenient way for skaters to transport, play and control their music programs without the cumbersome task of using cassettes or CDs.

What Key is your music in?

Rinkside Control Panel

RFID Key Tags

RinkMusic Inc.

4282 Prado de los Ciervos, Calabasas, CA 91302
 Phone: 818-224-7837 Fax: 818-222-9901
 E-mail: mail@rinkmusic.com Website: www.rinkmusic.com

Organizations that rely simply on a single-source database search or state-specific sex offender registry expose themselves and the children they serve to undue risks. Unfortunately, fingerprinting systems are also problematic based on the prevalence of arrest records and long turnover time for results.

ISI has taken a monumental step to proactively deal with these issues by partnering with the National Center for Safety Initiatives. NCSI is the only organization of its kind, and is the leading background-screening resource for youth-serving organizations, offering a fully managed process that works in accordance with the recommended guidelines established by the National Council of Youth Sports. Through this partnership, ISI members can establish consistent programs that protect their facilities from predators as well as remove the burdens and pitfalls of administering a comprehensive background screening.

The fully managed background-screening program offered by NCSI is uniquely focused on youth-serving organizations and is the only program that handles every issue involved in the process from the time an applicant registers through the investigation and records review to a final determination.

ISI's fully managed program benefits include:

- Special ISI rates and waived fees
- Check-it-Twice™ searches through multiple providers
 - National criminal database search
 - All available state sex offender registries search
 - Social Security number and address verification
 - OFAC federal terrorist database search
- A county courthouse search of the county of most recent and longest residency in the past five years
- "Red light/green light" results based on the NCYS Recommended Guidelines©
- Fair Credit Reporting Act (FCRA) and Fair and Accurate Credit Transactions Act (FACTA) compliance
- Identity verification
- Full follow-up and investigation of records
- Secure online self-registration form for collection of confidential information and consent directly from applicants
- Safe and confidential storage of records
- Assistance on policy development and legal issues
- Automatic re-check of one national criminal database and all available state sex offender registries six months after initial search is conducted

Ice arenas have always served as places where children could come for recreation and fun, and ISI has always been a leader in providing best-in-class resources to its members. Background-screening programs through the National Center for Safety Initiatives go above and beyond "the bare-minimum" background check to raise the bar for safety. Through this partnership, ISI members can focus on what they do best — creating quality spaces for children and families to learn and grow.

If you are interested in establishing a background-screening program for your facility, please visit www.ncsisafe.com or contact NCSI at (866) 833-7100 to speak with NCSI's business development team about a program tailored to fit your needs.

Trish McGonnell is the executive director of the National Center for Safety Initiatives.

Industry's #1 Arena Management Software



Since 1994, Maximum Solutions has been the industry's leader in providing software and support to ice arenas and organizations throughout North America.

- ★ Over 725 Customers in 42 States and 9 Provinces
- ★ Complete Scaleability and Full Integration
- ★ See Instant Improvement in the Profitability and Efficiency of your Facility.

Which Solution is Right for You?

Desktop or Web Hosted Solutions

Applications Include:

- Facility Scheduling
- League Scheduling
- Activity Registration
- Online Registration
- POS & Inventory
- Membership Management
- Credit Card Processing
- TV Schedule Display
- Integrated Web Reporting
- Building Control Systems Integration
- General Ledger Integration



Building a Grassroots Hockey Program

by Sean Flynn, CAM, CAO, CAP

Construction has finished on your facility and you are ready to open. Now what? Or maybe you are a new hockey director taking over a program that has struggled in the past. What are you going to do to get people inside your facility and into your programs? Building your program is not an easy task, however, it will flourish if correctly developed.

Where do we start?

All too often I see programs with the pyramid upside down. They have good numbers at the older levels, but are struggling at the younger levels. To effectively build a program, you must start with the beginning levels. If you can, work with the figure skating program to build the learn-to-skate program, which, in turn, will feed the learn-to-play hockey program.

If you cannot work together, all is not lost. Start a hockey-specific learn-to-skate program. A lot of facilities today will separate beginners into two groups: figure skating and hockey. Your

biggest levels should be the learn-to-skate and learn-to-play programs. This way, if you continually build your lower-level programs, kids will filter up every year to the higher and older levels. Remember, the primary objective here is to have

Continued on page 14



Courtesy of Foyd Hall Arena

SP-Teri



ZERO GRAVITY LICENSE TO FLY

The latest light weight skating boots.

Standard Features:

- V notch for optimal ankle flex.
- Low cut back for ideal toe pointing and better Achilles comfort.
- Cushioned insole for shock absorption with anti friction top cover.
- Suede synthetic lining to wick moisture from feet and ankle comfort.

Available at a SP-Teri dealer near you.

SP-Teri Co., Inc. 436 North Canal Street, Unit 1 • South San Francisco, CA 94080
Phone (650) 871-1715 • Fax (650) 871-9062 • www.spteri.com



One Size Fits All??

When it comes to outfitting skaters, is it one size fits all?? Of course not! The wrong fit will make even the easiest moves difficult. In fact, it could be dangerous.

So it is with rink management and insurance. Are you covered sufficiently? At the best price and service level? Does your insurance plan fit your business model? If not, you could be headed for a fall.

Our **I.C.E.** (Ice Center Evaluation) Program is designed specifically with the rink owner in mind. Call us to get a free evaluation and benefit from our 100+ years of combined insurance experience.

Let us help you get the right insurance fit. Then you can focus on your business.



American First Insurance
The Right Fit
1-877-336-6887

Rink Insurance Program underwritten by an A+ Insurance Company





VSCSPORTS
ENTERPRISES, INC.



expertise in all aspects of the ice skating industry

- **Facility Management**
- **Operations Analysis**
- **Design and Planning**
- **Staff Training**
- **Pre-Opening Services**
- **Consulting**
- **Feasibility Studies**
- **Job Placement**

100+ years of accumulated ice arena management and consulting experience

(800) 818-SKATE (7523) 14909 Magnolia Blvd.
 (818) 501-7252 California Suite 201
 (818) 501-4192 FAX Sherman Oaks, CA 91403

www.vscsports.com vsc@vscsports.com

Continued from page 12

fun. If the kids are enjoying themselves now, they can be hooked to these sports for a lifetime.

Skating skills come before hockey skills.

It is important that kids know how to skate and have a good base of skills before you introduce the stick and hockey equipment. If you introduce the stick too early, kids tend to look like a tripod out on the ice. Once they have a solid skating foundation, you can introduce them to specific hockey skills through the learn-to-play program. Teaching these skills should include many fun, small-area games in order to give the kids as many puck touches as possible. Cross-ice activities (running classes across the width of the ice) are great ways to fill your ice and make your programs cost-effective.

What's next?

This can be a tricky question. Depending on the area of the country in which you live, you will have a few different choices, or no choices at all. For instance, in the Chicago area, you can play in an in-house league, a travel house league or a strictly travel league. There are rinks all over, and if the patrons are not happy with your program, they can just drive five minutes down the road to another program.

However, in Grand Junction, Colo., the nearest rink is 120 miles away. All we currently offer are in-house leagues. Travel is for the serious hockey players, as they have more practices and games on a weekly basis. House league typically has one practice and one game per week. It is important to note that what works in one area might not work in another.

The logical next step out of a learn-to-play program is to a house league. After time is spent in the house league, the next step is a travel level of play, whether it is a traveling house league or a competitive travel league.

And yes, people can play anything they want. This is just an ideal scenario; unfortunately, many players move up to travel before they are ready, or they play at incorrect levels. It is important as an administrator of a league to make sure the kids are placed at the appropriate levels.

Make it happen!

All programs have the opportunity to be successful. What can you do to make sure your program is successful? You need a strong hockey director who is very passionate about what he or she does and whose philosophy is applied to all levels of responsibility. This includes marketing the program, hiring the right coaches and instructors, training them properly and following up with the parents. If you can accomplish this, you are on your way to running a successful program.

Sean Flynn is the general manager at The Glacier Ice Arena in Grand Junction, Colo. and former hockey director at Oakton Ice Arena in Park Ridge, Ill.

It's important that kids know basic skating skills before you introduce hockey equipment.

 Ice Skating Institute

NEW SERVICE for Competition Directors!

We know you have plenty to do to make the competitions happen, so let us help you out! When hosting an inter-rink competition, we'll make sure everyone follows the ISI competition rules and guidelines.

Send us your skater/event list at least two weeks prior to the competition and we will verify the competitors' information, follow up with each participating facility, and clear any test and membership discrepancies immediately.

We will make sure that all competitors are:

- Current ISI members - a guarantee they are insured while participating at your facility
- Entered at their correct level

For questions or further information, please contact Carrie Clarke, director of skating programs and services at (972) 735-8800.

COMFORT

Found in the best ice rinks in the world.

Check out our complete line of rental skates on our website!

Figure



Hockey

Classic

Figure



Hockey

Okerent

Figure



Hockey

Softrent

Figure



Figure

Softrent Sport

The US & Canadian Distributor of Okespor Rental Skates
American Athletic Shoe Co., Inc.

15 South Street • PO Box 777 • Ware, MA 01082

Phone: 413-967-3511 • Fax: 413-967-3585

Email: aaspmo@comcast.net • www.americanathleticshoe.com

iAIM™ Announces

Expanded 2008 School Schedule

by Rob McBride, CAE

The 2008 iAIM school schedule is packed full of educational opportunities for arena professionals. Five different schools will be offered throughout the country, providing the most extensive lineup in the program's history.

In an exciting new initiative, two iAIM schools will be held in conjunction with the 2008 ISI Ice Arena Conference & Tradeshow in Anaheim, Calif. Both the Certificate of Arena Management (CAM) and the Certificate of Arena Programming (CAP) schools will be offered May 26-30 at the conference hotel (Hyatt Regency Orange County). This provides arena professionals with the option of choosing the traditional "informational" conference track or the more advanced "educational" iAIM track. School attendees will participate in all the conference social activities and tradeshow, while attending 30 hours of intensive classroom instruction and final certificate examination.

Building on the success of this first year, iAIM will again offer the Certificate of Arena Operations and the Certificate of Arena Design, Construction and Renovation schools Aug. 10-15, 2008 at Adrian College in Michigan. Completion of the new ice arena on campus will provide the opportunity to incorporate more hands-on instruction into the curriculum of both schools.

The tuition for these four certification schools is \$725 each, plus room and board. To encourage arenas to include more of your management and staff in these valuable educational programs, ISI will be offering a multiple-attendee discount. When three to five persons register from the same employer (company or municipality), all will receive a \$50 discount. When six or more register from the same employer, each will receive a \$100 discount.

Plans are being finalized for the fourth annual School of Ice Technologies. This weeklong school is organized in conjunction with the International Association of Assembly Managers (IAAM). The curriculum covers every aspect of installing and maintaining the highest quality ice for professional venues to community ice arenas.

The 2007 school was sold out, so sign up early to save your spot in 2008. Information and brochures will be available soon.

iAIM Alumni Profile

This is the first in an ongoing series that will profile the personal and professional achievements of iAIM graduates and the role that education and certification has played in helping them achieve their professional objectives.



Gaston Larios, CAE

Which iAIM certifications do you hold?

I have earned my Certificate of Arena Management (CAM), Certificate of Arena Operations (CAO), Certificate of Arena Programming (CAP) and earned the designation of Certified Arena Executive (CAE) at the 2007 ISI Conference.

How has iAIM impacted your career?

Not having an ice skating or hockey background has always been a huge challenge for me; this is why iAIM has been vital. iAIM has had a tremendous impact on my career. It has given me the knowledge, confidence and credibility to implement innovative ways to improve our business in such a traditional industry.

What advice would you give to someone considering iAIM?

Keep growing! It is imperative that we keep seeking education and actualization, and iAIM offers both. If you want to make a difference and be a leader in the ice arena industry, the iAIM program is for you.

How did you get started in the ice arena industry?

By pure fate. While I was managing a moving company in San Diego, my boss offered me a job when he purchased an ice arena. We have worked together for many years and we have always complemented each other's strengths. Jumping into this new venture was a great opportunity for me.

What is your professional background?

I've been in the industry for the past eight years. Over this time I have worked in virtually all the positions in an ice arena, including general management, marketing, programming, operations and maintenance. I've also had the opportunity every year to run a seasonal outdoor rink in San Diego for a charitable program that benefits the Children's Hospital. Maintaining ice outdoors in San Diego has taught me a lot, and knowing that our efforts are benefiting such a worthwhile cause is very gratifying.

What is your position and responsibilities?

I am the general manager and novice program director of the San Diego Ice Arena. As a manager, I am responsible for creating a business culture, all arena programming, marketing, human resources and scheduling. As a program director, I am responsible for all public session programs, creating innovative and fun activities to ensure our skaters have a fantastic experience and to attract new people to ice skating.

What is the most fulfilling aspect of your position?

Without a doubt, working with young people (employees), leading them and making a difference in their lives, and the greatest thing is to see them make a difference in our customers' lives. ▀

You're in the business of fun.

We're in the business
of keeping it that way.

At Rice Specialty Risk, we understand the unique risks associated with rink and arena ownership. We offer comprehensive insurance products at competitive rates designed to protect your business. So you can concentrate on more important things, like having fun.

Turn to us for:

- Trained sports adjusters who investigate claims with expertise
- Equipment breakdown coverage
- Underground pipe coverage
- General liability
- Umbrella coverage

To learn more, contact Joan Rice
or Chuck Rice at 1-800-733-RICE.

Let's protect your rink. Together.



Evan Lysacek

Wows Benefit Show Crowd

by Lori Fairchild

U.S. national champion, two-time world bronze medalist and 2006 Olympian Evan Lysacek didn't hold back in his energetic performance at this year's ISIA Education Foundation Benefit Show. The event was held at The Edge Ice Arena in Bensenville during the ISI World Recreational Team Championships. More than 900 tickets were sold for the show, benefiting the Foundation's scholarship program.

"Evan gave us at least four triples, which is highly unusual in an exhibition performance," said Foundation President Don Bartelson. "The quality and difficulty of his content was outstanding, and the dynamic choreography was entertaining for skaters and non-skaters alike, male and female, young and old. He is definitely a crowd-pleaser, and we look forward to seeing where his skating career will take him."

Lysacek performed the final numbers at the end of both the first and second halves of the two-hour Benefit Show. But the Olympian was not the only skater to bring the audience to its feet. In addition to a "celebrity" skater, the show is built around Worlds participants invited by Foundation trustee Jean Albrightson and her selection

committee. As always, the diverse lineup included skaters representing a variety of ages, skating levels, events and home arenas from all over the country.

The local star power of Naperville, Ill. native Lysacek and father-daughter Family Spotlight team Steve and Carly Andrews of Northbrook Sports Center helped ISI and the Foundation garner Chicago TV coverage. Steve is a cancer survivor who shared his inspirational story as well as one of the show's most endearing performances.

Unflappable Foundation board trustee Boyd Wietecter once again put his smooth delivery to work as Benefit Show announcer.

The 2007 Foundation scholarship recipients — Alice Murphy of Greenbelt, Md. and Stephanie Zastrow of Forest Lake, Minn. — were announced following intermission. Alice was present to accept her scholarship and skate a stunning Artistic 7 program.

Courtne Coon of Bowie Ice Arena and Liza Birnbaum of Northbrook Sports Center were the lucky Worlds participants who held the winning "Skate with a Star" raffle tickets drawn earlier in the week. The raffle has become a popular feature of Worlds week and an important component of the Foundation's fundraising program for annual scholarship endowment.

While the appreciative audience clearly was not ready for the show to end, the promise of an autograph and photo opportunity with Evan got the attendees out of their seats and into a line that spanned the width of the arena. Thanks to the efforts of arena personnel and ISI staff, the line moved quickly and efficiently, and everyone left the arena glowing from the excitement of the evening.

"The Benefit Show was a tremendous success and exceeded our expectations in every way, including ticket sales," said Foundation Treasurer Judy Sniffen. "We were also very gratified by the results of our silent auction, held throughout the week in the Skaters' Marketplace. We had bidding wars on several items, including some of our



ActionPhotos.com

Foundation President Don Bartelson and trustee Heather Aseltine presented Alice Murphy with her scholarship certificate. Scholarship recipient Stephanie Zastrow was unable to attend.



ActionPhotos.com

Following his crowd-pleasing performance, Evan Lysacek warmly greeted ISI skaters, autographed their memorabilia and posed for photos.

Emily Hughes-autographed items, the Zamboni coffee-table book and the Riedell boots and blades — and we ended up selling everything."

Marketplace vendors at this year's event donated items that Lysacek autographed for future auctions, Sniffen added. "We want to sincerely thank all those who have donated to our auction and fundraising efforts, as well as those who bid on and bought the auction items," she said. "And special thanks to the Northbrook figure skating parents who worked in our booth and sold raffle tickets. We couldn't have done it without you."

**Special Thanks to
2007 ISI Worlds Sponsors:
Lindy Z
Step & Glide**



● ● ●
arenasupplies



view our new catalog online at
www.arenasupplies.com

ROUSTAN REFRIGERATION

● ● ●
arenasupplies

■ ■ ■
dashersystems

>>
arenafinance

CUSH
 RENTAL SKATES

Maximum
Solutions
 Strategic Alliance Partner

FirlandManagement
 A Partner of Group Ice

Save time and money with one point of contact service from experienced field representatives, and buying power unmatched in the industry.

As rink owners, Roustan United understands the challenges rink owners and operators face and want to see them succeed. The Roustan United Arena Solutions Team was formed to provide rink owners and operators with solutions. The integration of an extensive portfolio of companies will now have a team of representatives dedicated to supporting the arena facility industry.

One team. One call. One relationship.

1.814.262.7313
 1.800.ROUSTAN
info@roustanunited.com
www.roustanunited.com

ROUSTANUNITED
arena solutions team

10 Ways to Improve Your Business

Tried-and-true ice arena business boosters

1 Know your niche.

The first step to improving our business is recognizing what industry we are in. Ice arena owners and operators often think of themselves as being in the ice skating or hockey business rather than realizing that, first and foremost, we are in the *entertainment* industry. Yes, we provide ice time, instruction and other services to ice skaters and hockey players, but 98 percent of them are doing it for fun and recreation — or they should be!

Therefore, if we are to be successful, we must first entertain them so that they have a good time *and want to return*. Second, instruct them so that they develop the skills to continue to participate *and want to return*. And third, properly serve them so that they enjoy the experience *and want to return — again and again*.

Part of serving them includes providing a safe, clean, friendly and inviting environment. This requires a well-trained and courteous staff providing excellent customer service in a well-maintained, customer-friendly facility. Combine that with knowledgeable, professional leadership committed to providing fun and entertainment, and you'll be on your way toward improving your business.

—Peter Martell, Executive Director, ISI



Thomas E. Blackburn

2 Keep phone system and Web site current and customer-friendly.

In today's competitive market for entertainment and services, a customer-friendly telephone system and a well-maintained Web site are vital to an ice arena. These two areas provide the public with its first impressions of your facility and their initial opportunities for interaction with you. The quality of either your telephone system or your Web site can make the difference between gaining and losing a customer, in a matter of seconds.

A live voice is always preferable to a recorded one. The arena employee who answers your phone must be courteous and knowledgeable regarding your facility's schedule and program offerings. Callers appreciate a helpful attitude and accurate information, and will leave the conversation with a good feeling about coming to your facility and telling their peers about it.

A well-maintained and appealing Web site both encourages new customers to visit your facility and fosters retention of your current customers. For many people today, a quick click is the most convenient way to obtain information, and it can be done on their own time, around the clock, at home or at work. Displaying program options, open session schedules, birthday and group rate information and current events makes your site a great advertising vehicle. Of course, it is crucial that all calendars and session and event information are kept up to date.

When it comes to customer contact, attention to detail will go a long way.

—Jada Gullstrand, Marketing and Skating School Director, Tampa Bay Skating Academy-Oldsmar

3 Convenience counts! Don't take public session guests for granted.

Public sessions can, and should, be the lifeline of your operation. They are the source of participants for your other programs, and they contribute significantly to pro shop and snack bar sales.

Public session scheduling can determine a large portion of your revenue stream. Your numbers are sure to suffer if your schedule does not offer user-friendly times. Consistency is also key; frequently changing public session times to accommodate other programs sends the wrong message and will eventually drive away business.

Public session skaters depend on rental skates. Skates in



Luis Garcia

poor condition — without edges and offering little or no support — result in a poor experience and guarantee that the skater will not be back. We all know that the “weak ankle” idea usually comes from wearing skates that lack support or are too big.

Treat your public session guests to your very best, including everything that contributes to their comfort and convenience.

—Mike Paikin, President, VSC Sports Enterprises Inc.

4 Host birthday parties.

More than 4 million people celebrate birthdays every week, according to Hallmark statistics. Parents spend in excess of \$3 billion each year on birthday parties. Where are they spending their money? Is it at your arena — or at the business next door? Arenas hosting effective birthday parties have an average of eight per week, generating more than \$100,000 in annual revenue. Additionally, effective parties generate revenue for public skating, skating lessons and more.

Many birthday guests are first-time ice arena patrons. This is your facility’s opportunity to shine! Effective birthday parties provide a complete stress-free, fun experience for parents and guests, with skating lessons, on-ice games and a free pass. When guests return, party planners should remember and greet them, creating a stronger relationship. These customers may register for classes or participate in other programs as a result of their initial party experience.

The key to success is to send the guests home with a smile and a positive memory of your arena so they will return for future family fun.

—Toni Cooper, Fun Director, The Peak



Luis Garcia

5 Build a strong skating school and staff.

A well-run skating school is a key element to a successful facility. These skaters not only generate high income on an hourly basis from their weekly class fees, but will feed into your other programs as well. To retain them as continuing customers, however, takes organization, a solid curriculum, strong program marketing, clear and ongoing communication with both skaters and parents, constant evaluation and a well-trained instructional staff.

Students also need incentives to keep them challenged, motivated and rewarded. The ISI badge testing program, as well as show performances and recreational competitions at your rink, generate additional income while encouraging extra practice time and private lessons. Hiring staff instructors who depend on and are dedicated to the overall success of the facility and its programs increases the camaraderie and teamwork needed among coaches to make the skating school run effectively, and will result in the same loyalty and commitment from your skating school clientele.

—Carrie Clarke, Director of Skating Programs & Services, ISI

6 Keep hockey in the house.

As the old saying goes, “If you want something done right, do it yourself!” The same holds true for running your own in-house hockey leagues and learn-to-play programs. Some rinks will outsource their house leagues to avoid the headaches and logistics of youth recreation leagues. While there are challenges that arise



Courtesy of Floyd Hall Arena

from scheduling, parents, team parity, etc., with a good hockey director and a capable rink staff, there is no reason why your rink can’t benefit and profit from running its own programs. Running your own programs also offers a financial advantage over simply renting the ice out to an outside company.

The idea is to get players on skates at a young age (4-6), starting with a basic skating program. With an enjoyable first experience based on fun, games and learning activities, the child is likely to continue to the next level of a basic learn-to-play program. With a hockey stick in hand, the skating basics are still emphasized, but now the exciting introduction of the puck is incorporated into new drills. Next is the house recreational program, then possibly onto travel. Remember, every step of the way they are paying your facility — not an outsider — for these programs.

—Phil Mintzberg, Hockey Director, Incredible Ice

Continued on page 22

7 Start a synchro program.

A synchro program can be an important asset to your arena. If you run it through your skating school as an additional class, it will boost your revenue potential, thus having a huge impact on your entire skating program.

Synchro teams can be fun for all ages and levels of skaters, building confidence and self-esteem and creating camaraderie. They can also be great promotional tools for your business. Having your teams perform for class lesson parties, public sessions and holiday and special events creates interest in learning to skate and encourages more participation and the desire for current students to improve skills. Rink-run teams can also have a positive impact on your pro shop if it supplies warm-ups, pins and practice attire.

—Candy Goodson, Skating Director, Logitech

8 Spread the word.

Have you ever had someone come into your arena and say, "I've lived in this community 10 years and I didn't know this place existed"? While it's true that word of mouth is important advertising for an ice arena, it cannot completely replace other forms of marketing, promotions, publicity and media relations.

Plan some large-scale non-skating events to increase your local visibility. Do the Girl Scouts have an annual food drive? Offer to let your center be the drop-off point. Sponsor a kids' toy sale. Kids sign up for a space in your parking lot to sell their used toys. You'll get a large turnout of families looking to get toys at a bargain price. How about offering to let the local Rotary Club or Boy

Scouts use a section of your parking lot to sell Christmas trees in December or fireworks for the Fourth of July? These events all give your arena free public awareness and stimulate interest in what's inside. Be sure to distribute flyers and let the local media know about your programs.

Every skating facility decorates with red hearts on Valentine's Day and toothless pumpkins on Halloween. How about standing out from the crowd by celebrating some untraditional holidays? Celebrate National Twinkie Day on April 6 by offering half-price admission if people dress in beige to look like a Twinkie. Play broom hockey with frozen Twinkies as pucks. Jan. 13 is National Frisbee Day. For more fun "holidays," look at www.chases.com. The media are more likely to give you coverage for celebrating an untraditional holiday.

Plan a few special skate sessions that attract people who might not normally come to an ice arena. How about offering half-price admission for students who bring their report cards containing at least two A's? Sponsor an "Ashley and Jacob Day," where anyone named Ashley or Jacob gets a free soft drink during public skate sessions. You'll attract lots of Ashleys and Jacobs — and their friends. Change it up with different popular names each month or quarter.

A strong community image is vital to the success of a recreational facility, and it doesn't necessarily require a huge budget.

—Silvana Clark, Professional Speaker & Author

9 Hire a sales/marketing director.

It has never been more important for businesses to concentrate on sales. You can no longer just "build it and they will come." The consumer is looking for high perceived value and expects you to deliver on your promise. Your future success will be determined by how well you sell, market and deliver memorable experiences to

Continued on page 24

The #1 choice of the professional ice maker...

Jet Ice
WE BRING ICE TO LIFE™

PRO-ICE
DEVELOPED BY ICE MAKERS, FOR ICE MAKERS



Looking for clear ice with low maintenance and reduced operating costs?

Our Pro-Ice® Reverse Osmosis Water Treatment System is designed specifically for ice making

"Our ice is beautiful, perfectly clear, everyone loves it"
Craig Wotta, Operations
University of Michigan

"The Pro-Ice system should be the standard for ice making"
Bill Harpole, VP of Operations
Verizon Center, Washington Capitals

"Our best sheet of ice ever"
Chris Jones, Operations
Gaylord Entertainment Center, Nashville Predators



www.jetice.com



FMC ARENAS



PUTTING QUALITY, AFFORDABLE RECREATION ON ICE



Not getting the most out of your rink?

FMC is an innovative leader of public recreational facility management, specializing in ice rink operations. FMC's team has over a century of combined experience in the industry; it is time to put their knowledge and skills to work for you.

**Management & Operations • Feasibility & Design • Vending & Food Services
Marketing & Programming • Consulting & Planning**

781.982.8166

www.fmcarenas.com

PO Box 93, Rockland, MA 02370

2007 iAIM Seminars

Attend a one-day seminar at an ISI member facility near you and receive valuable hands-on training designed for ice arena managers and operations professionals.

- Los Angeles - 10/9/07 at the Toyota Center
- Detroit - 10/21/07 at The Peak



The seminars will be comprised of four 1.5 hour courses and one hour for lunch (lunch is included for all registrants.) Each seminar will start at 8:30 a.m. and end at 3:30 p.m. The course topics will be a range of management and operations such as energy efficiency, equipment maintenance, maximizing ice utilization, safety and risk management, etc.

Course includes:

- **Management:** Ice Arena Energy Efficiency (classroom)
- **Operations:** Refrigeration System Maintenance and Mechanical Room Safety (hands-on)
- **Management/Programming:** Strategic Scheduling and Programming to Increase Revenue (classroom)
- **Operations:** Building and Grounds Maintenance (classroom and hands-on)

\$75.00 for one registrant
\$125.00 for two registrants from the same facility
\$50.00 per registrant for three or more from the same facility



Please check www.skateisi.org regularly for any schedule changes or updates.



iAIM is a program of the Ice Skating Institute. For more information on iAIM seminars or schools, visit www.skateisi.org or call us at 972.735.8800.



Continued from page 22

your customers. Creating a dedicated sales/marketing position could be the key to that success.

Why a dedicated position? A sales and marketing person will increase gross sales by 5 to 20 percent. Having someone represent your facility in this position enhances your image in the community. A good marketing director is capable of formulating a sales and marketing plan.

The ideal candidate is a stay-at-home mom with previous sales experience. Commission or small-salary-plus-commission programs work best to motivate sales personnel.

A sales/marketing person can sell *fun*, too, including: overnight lock-ins for Scouts and other youth groups; after-school and summer arts and crafts programs for elementary-age kids; tutoring opportunities for skaters and non-skaters; a "Toddler Village" with soft play shapes; a non-skating "Cone Ice Dodgeball" activity; birthday party "heroes" — the possibilities are endless.

Don't forget: Fun sells!

—Bill Carlson, Founder, The Profit Mentors

10 Take advantage of the full complement of ISI programs.

ISI programs have proved to be the foundation of many ice arenas' business. ISI programs benefit user group activities, encourage pro shop sales, increase private ice bookings and generate community involvement. Students in the *weSKATE* classes bring their friends to the ice arena to enjoy birthday parties, participate in public sessions and even inspire school field trips. The *weSKATE* Skating School graduates continue in private lessons, participate in competitions, skate in the annual holiday show and join the local figure skating club.

Learn-to-play hockey is a strong component of many ISI group lesson programs. Youth skaters who complete this year-long progression move into the house league. With continued



development, these skaters have the opportunity to play on a travel team, the local Junior B franchise or a school or university team. Adult skaters graduating from learn-to-play can enjoy year-round recreational league play.

ISI programs help develop an enthusiastic ice arena staff, including the coaches who grew up with ISI and understand its philosophy and the employees who have a keen interest in offering a comprehensive skating program.

—Cindy Jensen, Manager, Lane Events Center-ICE Center

SAFETY THROUGH INNOVATION

BUILD



CRYSTAPLEX DASHER BOARDS SYSTEMS:

- » Seamless Glass for optimal viewing
- » CheckFlex® impact-absorbing boards
- » GlassFlex® impact-absorbing shielding
- » SoftCap® impact-absorbing cap rail



- » Acrylic
- » Goals and nets
- » Poly
- » Ice dams
- » Tempered glass
- » Line kits
- » Cleaning products
- » Ad boards
- » Ice paint
- » Ice covers
- » Flooring
- » Protective netting
- » Glass clips
- » And much more



MAINTAIN

» www.athletica.com » 800.809.RINK(7465)


Athletica.



COACHES' CORNER

by Randy Winship

ISI National Skating Program & Events Coordinator

2008 ISI Test and Competition Updates

These updates are optional beginning Sept. 1, 2007 and mandatory beginning Jan. 1, 2008.

Here is a summary of current rule changes, clarifications and other items of interest for 2008. Please print this page and keep it with your current *Skaters and Coaches Handbook*. These changes will be included in the 2008 edition.

The ISI testing program is 47 years old, and better than ever, thanks to you, the skaters and coaches who participate in our programs and events. As with anything that has some age, the ISI program is reviewed annually and updated by our committee to fit the ever-changing needs of the skater — just like your skate blade being sharpened!

1. All events offered at any local or national ISI competition will receive **team points** — including our newest national events, Ensemble and Rhythmic Skating. In the past, experimental events did not receive team points until the event became nationally standardized. See the current National Event List and National Event Descriptions at www.skateisi.org.

Ice Skating Institute

ISI Instructor Liability Insurance

Once again it's time to renew your Instructor Liability Insurance policy through ISI. As always, coverage includes both General Liability and Professional Liability for all of your ice skating instruction and coaching activities.

This year, coverage has been expanded to include a **\$5,000,000 General Aggregate** to meet the requirements of all skating organizations. The new policy is effective **September 1** and your **Professional membership must be continuously active** for coverage to remain in effect.

Membership and liability application forms are available online at www.skateisi.com.

If you have questions regarding the program, please contact Kathy Chase at 972.735.8800 or kchase@skateisi.org.

2. During **Production Team events**, skaters will *no longer* be required to exit the ice in 30 seconds. Competition directors may combine the warm-up and set-up times for production numbers as their schedule allows. The competition director can determine the length of the warm-up and exit times.
3. In the **Team Compulsory events**, skaters *will* be allowed to participate on two different teams, as long as they are not on two teams in the same freestyle level. Teams competing in FS 7 must have the skater perform the opposite jump in both directions. The Arabesque requirement in FS 1, 2, 3 and 4 and the Arabesque/Spread Eagle/Bauer combination in FS 9 needs to be performed only once.
4. During **Spotlight events**, the competition director may waive the rule about “no assistance with props on and/or off the ice” for the safety of the skaters. Sometimes there are special situations or a particular difficulty in the rink access door, especially for younger skaters.
5. In the **Couple Spotlight events**, the following maneuver limitations apply:

Low	Pre-Alpha-Delta	Skaters can perform maneuvers from Freestyle 1 and below.
Medium	FS 1-4	Skaters can perform maneuvers from Freestyle 4 and below.
High	FS 5-10	Skaters may perform any maneuvers.

Partner note: If partners from two different category levels want to compete together, they must be prepared to follow the maneuver limitations of the higher category level.
6. The **Death Spiral** requirement in Pair 5, 7 and 8 will now require the spiraling partner's head to be held at least as low as the pivoting partner's knees.
7. For **synchronized teams** that have skaters' ages split evenly between age divisions, the team must compete in the higher age division.
8. For **synchronized teams**, the adult age division will be divided into:

Adult	Majority of skaters 20-39 years
Master	Majority of skaters 40+ years

Note: These age divisions may be combined at the discretion of the competition director when there are not enough teams to make this division possible.
9. For the annual **ISI Synchronized Skating Championships** competition only:
 - a) We will use five judges for all Final Round events.
 - b) The top half of each Initial Round event group will proceed to the Premier Round and the remaining teams will proceed to the Select Round.
 - c) If there are fewer than eight teams in any one age group or category level, the Initial Round will not be held and there will be only one Final Round performer for that

Riedell Rental. Remarkable.

Rely on Riedell to keep your customers coming back. Our 850 Soft Series is so remarkably comfortable & durable, your skating patrons will have a great experience. That's why more rink managers watch their profits soar when they outfit their rinks with Riedell Rentals.

Riedell. Behind every successful rink.

- Soft mesh nylon uppers with nubuck PVC trim
- Comfortable non-woven man-made linings
- Multi-layer wrap reinforcement
- Deluxe 3/8" thick ankle foam padding
- Heavy-duty steel eyelets and lacing hooks
- Durable one-piece PVC outsole and heel



850 Soft Series

Choose from our full line of rental skates



50 Series



Hockey Series



60 Series



Riedell

riedellskates.com
651.388.8251

ISI District Fall Seminars

As part of ISI's ongoing dedication to providing leadership, education and services, the Institute is again offering FREE Fall Seminars for instructors and managers.

Take advantage of the opportunity to network with school directors, instructors, managers and other arena staff members from your district.

Plan now to attend your District Seminar.



Please visit
www.skateisi.org
for the most
up-to-date schedule.

Judges' Certification Updates

2008 is a year for rule changes in the *Skaters and Coaches Handbook*, and once again, there will be another update test. This is a true/false and multiple-choice exam, currently free of charge and available on our Web site (www.skateisi.org). All coaches who have previously received any judging certification must take the update tests to demonstrate their understanding of new rules and changes.



Skating directors, please remember that using certified judges for all events in ISI competitions is not an option — it has been the rule since Jan. 1, 2004. And coaches, being certified at the highest level possible will only help you build your business. After all, what parent wouldn't like their child to be taking lessons from a knowledgeable skating judge?

The ISI database shows that we have more than 800 coaches who are gold-level certified, but unfortunately, most of them are not qualified to judge because they have never taken the 2004 update test to keep their certification current. However, upon successful completion of the 2008 update test, the ISI will award gold-level judges a new gold lapel pin that can be proudly worn on their jacket to mark the accomplishment.

All judging exams can be taken online in the Members Only section of our Web site, but the 2008 update test can be found under Educational Programs-Judges Certification this fall. This test will be free of charge for our professional members through Dec. 31. Effective Jan. 1, it will move to the Members Only section and there will be a \$10 fee to update your certification, so don't wait! 

CLASSIFIED ADVERTISING

FIGURE SKATING COACHES — Space City Ice Station in Houston, Texas is recruiting figure skating coaches. Our ice rink is located in the southeast suburbs of Houston close to NASA and the Kemah Boardwalk. The beaches of Galveston Island are only 30 minutes away! The successful applicant will be a team player, highly motivated and enjoy working with children. Facility amenities include a 200' x 85' ice surface, fitness center, ballet studio and dance school. Send résumé to Andrew Foland. Fax: (281) 486-9121. E-mail: andrewfoland@spacecityicestation.com. Mailing address: 18150 Gulf Fwy., Houston, TX 77546.

DIRECTOR OF HOCKEY OPERATIONS — Danbury Ice Arena in Danbury, Conn. seeks energetic, positive and organized person to join our team. Candidate must have minimum of five years' experience as a hockey director, strong customer service and marketing skills, and experience in hockey administration. Marketing skills are a must. iAIM graduates preferred. Please fax your résumé to (973) 655-8021 or e-mail to manager@floydhallarena.com.

SKATING ACADEMY DIRECTOR — Ice Station Valencia in Valencia, Calif. Ideal candidate will have excellent time management and people skills, be extremely organized and computer literate, and must have great customer service skills. Director must be present during all classes, and will be responsible for representing and growing the Academy, developing new programs and running various FS events. For more information, go to www.icestation.net. Please e-mail résumé to Amanda@icestation.net.

Heartland Agency, Inc. 

Have you looked everywhere and still have not found the insurance coverage you need at the price you can afford?

Check us out on our website at:

www.heartlandagencyinc.com

we can offer:

General Liability (various limits)
Property, Excess & Boiler/Machinery
All with "A & A+" rated carriers
Financing (if needed)

over 20+ years combined experience

Check our website, or call us at:

1-800-266-8314

for more information

"Setting the Standard In Insurance"



2008 ISI Ice Arena
Conference & Trade Show
MAY 26 -30, 2008

Adrian College
AUGUST 10-15, 2008

*Five days of intensive
training and education
will be offered in the areas
of arena management,
programming, operations
and design.*

2008 iAIM Programs

Take the first step towards attaining a long-lasting knowledge in the areas of *Arena Management, Programming, Operations, and Design, Construction and Renovation*. Receive the Ice Skating Institute's certification – a proof of professional achievement from the industry's leading provider of comprehensive hands-on training and instruction. Participate in classes that will give you the skill set you need to keep up with the latest industry trends, techniques and technologies.

The Ice Arena Institute of Management (iAIM) is offering the following educational programs at two locations next year – at the 2008 Ice Arena Conference & Trade Show, Anaheim, California, and at the Adrian College, Adrian, Michigan.

Both locations will provide 30 hours of intensive educational training and an opportunity to interact with those experienced in all aspects of ice arena operations. The Adrian school will offer a unique chance for attendees to witness the construction process of an on-site arena, while Conference & Trade Show attendees will enjoy the convenience of getting certified while attending one the most popular industry gatherings.

**2008 ISI Annual Conference & Trade Show Classes, Anaheim, California
Hyatt Regency Orange County
May 26-30, 2008**

- Certificate of Arena Management (CAM)
- Certificate of Arena Programming (CAP)

Tuition: \$725.00 plus room and board

**Adrian College, Adrian, Michigan
August 10-15, 2008**

- Certificate of Arena Operations (CAO)
- Certificate of Arena Design, Construction and Renovation (CAD)

Tuition: \$725.00 plus room and board

Space is limited so register today! Download your registration forms at www.skateisi.org.



ICE

100 Arena Projects in 23 States...and Counting

CORNELLVILLE, PA ZEPHYR RIDGE OVAL ARENA CHICAGO'S DETROIT ICE SHEET MORRIS COUNTY, NJ ICE ARENA EXPANSION

Bonestroo
Formerly Bonestroo Sports

1-800-880-4700
www.bonestroo.com

Improving Places
Improving Lives

PAINT YOUR ICE WHITE, WITH 3 COATS, IN AN HOUR!

No need to stop and mix paint

Hose stays on the rink during the entire process

Quick disconnects make assembly easy

Works with any current ice paint

Can be modified to work with existing systems

Single tank designs available

OMG!TM Spray Systems

Tanks, Pumps, Wands, Hoses, and more

866-631-4423 www.nafsicepaints.com

Base Coat White
Line and Custom Colors
Line Kits

In-Ice Logos
Ice Painting Services
Training

How to Conduct a Pre-Season Parent Meeting

by Jim Thompson

Approaching the upcoming competition season, it is important to set expectations for skaters and parents alike. A pre-season parent meeting is a wise investment. People tend to live up to expectations if they know them. A meeting can help mold the behavior of your skaters' parents.



The most effective way to have your pre-season parent meeting is in a quiet setting, where you can have the full attention of the group. The meeting could be held before one of the first practices or games when parents would need to drop off their children anyway.

Following are a sample agenda and notes to help guide your parent meeting.

1. Welcome and introductions

Share your excitement about the upcoming season and having their children on your team. Share some of your relevant background as an athlete, coach, parent and community member.

Learn more about the parents, too. You may say something along the lines of, "We're going to spend a lot of time together, so let's get to know each other." You may then ask everybody to share their best, worst or funniest personal moment in sports.

2. Coaching philosophy/team values

Share your values as a Double-Goal CoachTM, who strives to win while also teaching life lessons through sports. Give them the PCA Parent Letter (which you can download from the "Use Our Resources" section of www.PositiveCoach.org), describing PCA's three principles:

- Honoring the Game/ROOTS of Positive Play (where ROOTS stands for respecting Rules, Opponents, Officials, Teammates and Self)
- Filling the Emotional Tank (Aiming for the "Magic Ratio" of five truthful, specific praises for every truthful, specific, calm and constructive criticism)
- The ELM Tree of Mastery (where ELM stands for Effort, Learning and Mistakes Are OK, so skaters try to learn to master their sport, rather than worrying about the implications of mistakes)

Ask for questions on each before you go on to the next. Ask for their support in building a team culture that reinforces those principles. Ask a "what-if" question: "What if you disagree with the judging or an official makes a bad call

Continued on page 32



Are energy costs
creeping up on you?

Harness the power you already paid for.

With these innovative technologies from Pace Industrial.

Enviro Ice™

'Smart Energy' by PACE



The Enviro Ice™ System Patent Pending

Enviro Ice collects, stores and recycles the energy from the refrigeration system, providing complete or supplemental cooling for the building cooling system as well as refrigeration for the ice rink. Enviro Ice systems can provide heating for the building, locker rooms, under floor systems, ice resurfacer systems, snow melting systems, hot water systems or any other heating applications. Typically the heat produced in the refrigeration process is discharged into the atmosphere. This heat is "wasted" because you have paid for it to be produced. Enviro Ice collects up to 100% of this waste heat and utilizes it throughout the building. Heat storage is engineered to match your facility's heating profile.

The innovative Enviro Ice "smart energy" recycling equipment fits conveniently into most mechanical rooms. It's design is environmentally friendly, requires no special fluids, is simple to operate, safe and proven! The modular design allows maximum flexibility in choosing components that best suit your overall energy saving strategy. For new arenas or retrofit applications, Enviro Ice will lower the overall energy costs for your facility - up to 40%, saving the environment and your bottom line.

The Enviro Ice energy strategy is to collect, save and reuse the energy you have already paid for!



- Low Humidity
- Low Operating Cost
- Low Maintenance Cost
- Reliable Operation

Ice Arena Dehumidifiers

These patented dehumidifiers deliver very low supply air dew point temperatures (below 30°F) by utilizing spare chiller capacity. The reclaimed compressor waste heat is used for dehumidification reheat. The low dew point supply temperature allows BRR Technologies™ dehumidifiers to hold arena humidity levels much lower than mechanical dehumidifiers. The result is no fogging or dripping ever. The BRR dehumidifiers do not use any natural gas, and about the same amount of electricity as a gas desiccant system. This means saving thousands of dollars per month in utility costs; and because BRR dehumidifiers do not use a desiccant material, there is no expensive desiccant wheel replacements to worry about.

This innovative system will save you money, and is now available from PACE Industrial - your ice rink refrigeration experts. Call us toll free at 1-800-414-0990, or visit us at www.paceindustrial.com for more information.

Your ice rink refrigeration experts. Nobody knows ice better.

1-800-414-0990

VANCOUVER • CALGARY • EDMONTON • WINNIPEG • DENVER www.paceindustrial.com
DESIGN & ENGINEERING • ADVISING & CONSULTING • MANUFACTURING • INSTALLATION & SERVICE



PACE INDUSTRIAL

(Formerly Commercial Refrigeration)

If The Arena Must Be Dry, Call C.D.I.

Concepts & Designs is the premier supplier of Arid-Ice™ desiccant dehumidifiers. Equipped to reduce humidity levels, eliminate indoor condensation and fog, prevent mold, reduce refrigeration costs and improve indoor air quality, these systems utilize natural gas, steam or electric reactivation. We have provided equipment for over 300 skating surfaces throughout North America from 500 to 45,000 SCFM.

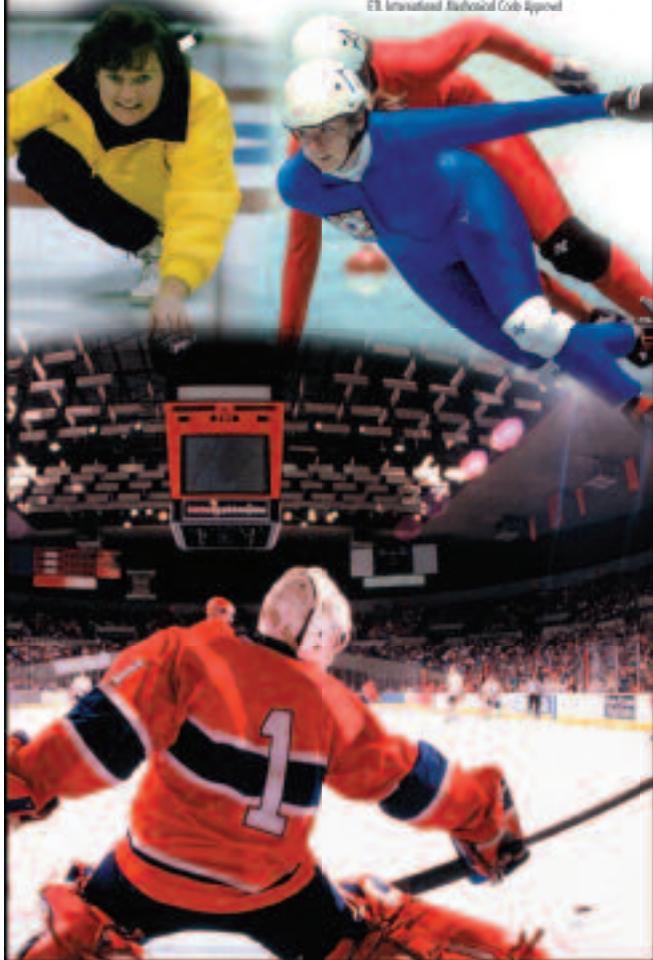
For sales and equipment specifications, call 248-344-7236.



Concepts & Designs, MS

"Keep it Dry With C.D.I."

29235 Lorie Lane
P.O. Box 1013
Wixom, MI 48393-1013
Phone: 248-344-7236
Fax: 248-344-9401
contact: sales@cdims.com
website: www.cdims.com



Continued from page 30

against our team? Will you be able to set a good example for the skaters and Honor the Game?"

Because mistakes are such a motivational problem, share the Mistake Ritual you intend to use with your team (such as the "no sweat" gesture of wiping sweat from your brow) and ask them to reinforce it from the sidelines.

Finally, refer parents to PCA's online Second-Goal Parent Course at www.PositiveCoach.org.

3. Goals and hopes for the season

In addition to goals such as winning and qualifying for post-season, share such goals as:

- Every skater will love the sport at least as much at the end of the season as at the beginning.
- Every skater's skills and tactical knowledge will improve.
- Every skater will get chances to compete in meaningful situations.
- Every skater will want to return next season.
- The parents will enjoy the season as much as the skaters will.

Ask parents about their goals and hopes for the season. This may give insight into the skater's motivation. You also will begin to discern who will be most helpful and supportive of your goals, and who may present a potential problem. You don't have to respond to everything right then — you can think about it and talk with parents later if they express goals that are inconsistent with your values.

4. Logistics

Make sure everyone has practice and game schedules. Hand out a phone and e-mail list (or get parents to sign up on a list for later distribution). Make sure they understand what equipment their children need, and leave plenty of time for questions.

Share your policy on playing time and missing practice, which will help avoid future conflict. Let parents know when they can contact you (at work during the day, only in the evening, etc.)

5. Ask for volunteers

Your parent meeting is a good time to find volunteers for any duties you need help with, such as a snack or carpool coordinator. This provides another chance to see who is most (and least) enthusiastic to support the Positive Coaching culture you are trying to establish.



Jim Thompson is the founder and executive director of Positive Coaching Alliance. To learn more about how the ISI-PCA national partnership benefits your organization, contact PCA at (866) 725-0024 or PCA@PositiveCoach.org. To request information on partnering your organization with PCA, please visit

www.positivecoach.org/inforequest.aspx.

Quality & CONFIDENCE

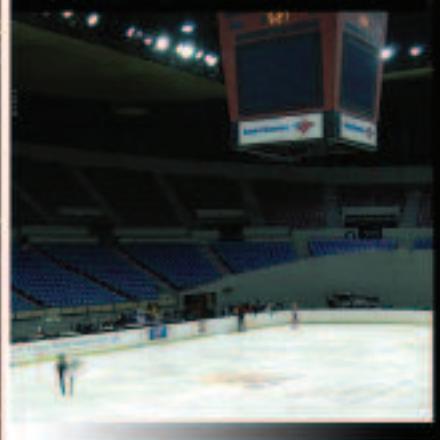
The Pond at Bryant Park
Midtown Manhattan
New York City



CONCRETE
OR SANDBASE



PORTABLE
OR PERMANENT



**MODULAR ICE RINK TECHNOLOGIES
BUILDING ON OVER 30 YEARS EXPERIENCE**

WORLDWIDE



1-877-423-3836
icerinkevents@yahoo.com

www.IceRinkEvents.com



Minnesota Ice Arena Managers Association (MIAMA)

by Douglas Brady, President

It is already that time of year once again when our arenas are filled with eager children, ready to play the game they love. I hope the summer allowed you time to put up your feet and think about something other than the arena business, but now it is time to snap to it. Each of us should take the time to make sure that our equipment is running properly, our facility looks top-notch and our staff is prepared and well trained for the upcoming busy period.

To get the skating season started, there will be a workshop on the Sept. 5 at the Schwan Super Rink. The day will consist of a tour of the new facility, a general session with topics focused on the upcoming season and an outing on the links to close the day. The \$10 fee will cover the golfing, a continental breakfast and a Mexican buffet.

I would like to thank the MIAMA members who are participating in this year's upcoming board elections. Being a part of the board is an excellent way to make new contacts and obtain an even better understanding of an arena manager's responsibilities. I would like to personally thank all of the MIAMA members who helped while I served as president for the past year. It was a wonderful experience to meet and work with all of the individuals that make this organization so successful.



Douglas Brady

Wisconsin Ice Arena Management Association (WIAMA)

by Tom Hammill, 2nd Vice President

The 8th Annual Fall Fire-up was held July 26 at the Onalaska OmniCenter in Onalaska, Wis. The full slate of activities included: safe ice resurfer training; building tours of the newly completed OmniCenter addition; sessions in building maintenance, concessions profitability, compressor operations and preventive maintenance; a tradeshow; and dry-floor events. Early attendees were treated to a pizza and "beverage" cruise on the Mississippi aboard the Island Girl yacht, followed by a night touring the 150 local pubs and clubs in the LaCrosse area.

The 2008 WIAMA Spring Conference will be held April 23-25 at the Wilderness Resort and Conference Center in the Wisconsin Dells. For more information about the location, go to www.wildernessresort.com.

The annual spring conference consists of a golf outing on Wednesday, April 23 followed by a daylong training session featuring top industry professionals on Thursday. Friday concludes the activities with a half day of sessions, allowing travelers to get an early start on their return trip.

WIAMA is exploring an exchange program with other associations that might offer one complimentary spring conference pass in exchange for the WIAMA conference pass. Any ice management associations interested in participating in this exchange should contact randd3@tds.net. Don't forget to check us out at www.wiama.com.



Tom Hammill

Zamboni® remains the overwhelming choice for professional, private & municipal ice rink operators throughout the world.

Trusted & proven performers, Zamboni® ice resurfacers bring unequalled quality & superior value to the rink every day.

OFFICIAL ICE RESURFACER OF THE



Zamboni Company
15714 Colorado Avenue
Paramount, CA 90723-4211
Phone (562) 633-0751
Fax (562) 633-9365

www.zamboni.com



® and the NHL shield are registered trademarks of the National Hockey League. All Rights Reserved. ZAMBONI and the configuration of the Zamboni® ice resurfacing machine are registered trademarks of Frank J. Zamboni & Co., Inc. © Frank J. Zamboni & Co., Inc.

ZAMBONI®

Nothing else is even close.

Ice Rink Owners for California (IROC)

by Bert Blanchette, President

Hockey and figure skating programs are still doing very well here in District 15, but public skating and learn-to-skate programs fell below expectations during the spring and summer.

We occasionally hear rumors of new ice arenas being planned, but nothing has been confirmed. A new sports arena being built in the Ontario, Calif. area will help amateur hockey in that area.

The 2008 ISI Ice Arena Conference and Tradeshow will be in Anaheim, Calif. — home of Disneyland, Knott's Berry Farms, Universal Studios, and the list goes on and on. IROC looks forward to working with the ISI office on this annual event.



Bert Blanchette

North East Ice Skating Managers Association (NEISMA)

by Tom Morton, President

The NEISMA board of directors elected new officers during its June meeting. I was re-elected president for a fifth two-year term. Jeff Doucette was elected first vice president; Jeff Bardwell, second vice president; Jeff Rubin, secretary; and Ed Peduto, treasurer. I thanked the board of directors for its vote of confidence as well as for its



Tom Morton

strong support during my previous term.

The future holds new challenges for NEISMA, including new programs for selling ice time, utility costs, membership growth and involvement, membership services, education and training, continued emphasis on ice rink safety and updating facilities in order to meet current user and customer needs.

Director Deane Pomeroy, chair for the NEISMA 2008 Annual Spring Conference, reports that he has already started a survey of possible locations, with costs, travel, facilities, convenience, promotion and vendor involvement and access on his checklist.

Director Ed Peduto, chair of the 2007 fall conference, reports that, following last year's successful format, the fall event will consist of one-day conferences in two or three separate, convenient locations. Each will include a barbecue with all the "fixins" as well as a raffle.

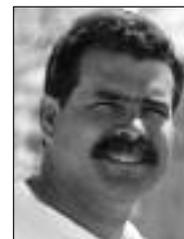
Michigan Arena Managers Association (MAMA)

by Rob Mueller, President

MAMA has several announcements following our summer conference.

The new Charles R. Mueller & Sons/Bob Mueller Award will be presented each year to a rink that inspires the growth of ice sports in Michigan. Bob Mueller was a founding member of MAMA.

Two scholarships will be introduced for the 2008 season. An ice hockey schol-



Rob Mueller

Continued on page 36

Upcoming 2008 Skating Events

2008 skating season is right around the corner, so why not start planning right now? Ice Skating Institute always brings you exciting, fun-filled competitions at attractive locations so you and your skaters have more reasons to participate.

We look forward to seeing you!

 <p>2008 Winter Classic Tampa Bay Skating Academy Oldsmar, Florida February 15-17</p>	 <p>2008 Synchronized Championships St. Peters RecPlex St. Louis, Missouri April 11-13</p>	 <p>2008 World Recreational Team Championships South Suburban Ice Arena South Suburban Family Sports Center Denver, Colorado July 27-August 2</p>
---	---	---

Please visit www.skateisi.org for entry forms and additional event details as they become available.





ISI NATIONAL INSTRUCTOR TRAINING PROGRAM



BECOME A MORE KNOWLEDGEABLE COACH. LEARN HOW TO USE THE *weSKATE*® PROGRAM—THE ICE SKATING INSTITUTE'S PROVEN LEARN-TO-SKATE PROGRAM.

The Ice Skating Institute has developed the *weSKATE* National Instructor Training Program. Now you can acquire the knowledge, skills and techniques to teach the program that set the standard for learn-to-skate classes.

Get a clear understanding of what your duties and responsibilities are and learn how to build a clientele, deal with parents, management and co-workers. ***That*** knowledge will increase your earning potential!

Choose the training level that is best for your individual needs:

CORE: Tots-Delta • INTERMEDIATE: FS 1-5 • ADVANCED: FS 6-10

UPCOMING CLASSES

- Tacoma, WA - 9/9/07
- Los Angeles, CA - 10/9/07
- Tampa, FL - 9/16/07
- Detroit, MI - 10/21/07

Other locations are available upon request. Locations are based on minimum of forty registrants per level.

For more details on the *weSKATE* National Instructor Training Program and classes in your area, contact the Ice Skating Institute at 972.735.8800 or online at www.skateisi.org.



Ice Skating Institute

weSKATE is a program of the Ice Skating Institute.

Continued from page 35

arship will be open to any male or female high school hockey player. Qualifications are being determined, but, in general, applicants must have a good grade point average, be playing varsity hockey in their senior year and be recommended by their coach. An essay may also be required.

A figure skating scholarship also will be offered, open to any high school-age figure skater, with qualifications similar to those of the hockey scholarship.

For more information, contact me at rob@charlesrmueller.com or (586) 783-7194, Ext. 12.

Metropolitan Ice Rink Managers Association (MIRMA)

by Lisa Fedick, Secretary

MIRMA is excited to be hosting the 2007 ISI Artistic Challenge event Nov. 3-4 in Bridgeport, Conn. A competition with no technical scores, it is a perfect introduction for any skater new to the ISI program, as well as those who have never competed, coming right out of *weSKATE* classes. We are looking forward to a great turnout for this fun-filled event. More information is available at www.skateisi.org.



Lisa Fedick

MIRMA was pleased to once again award four college scholarships at our fourth annual ISI District 3 "Skate for Knowledge" Championship. Endowed annually from the revenues generated at the district championships, the scholarships were awarded to: Heather Spoelstra, FS 7, Nutley, N.J.; Jacqueline Sullivan, FS 5, Yonkers, N.Y.; and Dominique Photos, FS 4, and Gabriella Photos, Delta, both of Shelton, Conn. The awards were based on the quality and frequency of the skaters' participation in ISI District 3 and national events during the past year.

In 2008, one full tuition will be awarded to the iAIM school in Adrian, Mich., in lieu of one of the skating scholarships. This is an effort to offer continuing education to a more diverse cross-section of our membership. The actual selection process for this candidate is yet to be determined.

The Robert Kelton Memorial Trophy, "A Circle of Friends," will be awarded annually to the production team champions at the District 3 Championships. With the input of Robert's son, Ted, it was decided that this event best embodies Bob's love and commitment to our sport, as well as to the Institute. The inaugural winner in 2007 was the Great Neck Park District.

At press time, newly appointed District 3 assistant skating directors Mori Betz of the Great Neck Park District and Karla Jones of the Danbury Ice Arena are busy planning a series of fall instructors' educational seminars throughout the district. Any arena that would like to host a seminar, or seek answers to any question — technical or otherwise — should contact me at LAFMIRMA@aol.com. I am also collecting questions, comments and concerns to present to the full ISI board at our November meeting. Everyone can make a difference, so please speak up and help us provide you with everything you need to have a prosperous arena. ■

ratings



THE
PROFESSIONAL **SKATERS** ASSOCIATION
IS INVESTED IN YOU!

Our Rating Professionals are here to provide you with the crucial feedback and knowledge to help you reach your *goals*. We are here to help you invest in your future!

PSA Coach Feedback:

"Better than I expected!"

Elizabeth Floriani

"Thank you for giving me the opportunity to grow!"

Michele Miranda Phaler

So come on over and visit our website at www.skatepsa.com. Take a peek at our Rating System page. It will provide you with valuable information, and should you have any questions, feel free to contact us. We will be glad to help!



AND REMEMBER, the time and resources you devote directly increase your value to the skaters, clubs, and arenas that you represent! Become the best coach that you can be!

CALENDAR

ISI-endorsed competitions & shows/exhibitions

Deadline for the next EDGE calendar: September 15

For regular calendar updates, see www.skateisi.org, event info

COMPETITIONS

SEPTEMBER

- 14-16 **Arlington, Texas**
ICE at The Parks
4th Annual ISI Open
Competition



- 21-23 **Las Vegas**
SoBe Ice Arena
ISI Adult Championships

OCTOBER

- 6-7 **Newark, Ohio**
Lou & Gib Reese Ice
Arena
2nd Annual ISI
Competition
- 12-14 **Aliso Viejo, Calif.**
Aliso Viejo Ice Palace
12th Annual Aliso Viejo
ISI Open
- 13 **Coral Springs, Fla.**
Incredible ICE
8th Annual Incredible
Challenge
- 19-20 **Clearwater, Fla.**
Tampa Bay Skating
Academy
TBSA Countryside ISI
Fall Competition
- 20 **Simi Valley, Calif.**
Iceoplex Simi Valley
5th Annual ISI Open
Competition
- 27 **Boardman, Ohio**
The Ice Zone
Autumn Fest
- 27-28 **Rockland, Mass.**
Winterland Skating
School
21st Annual Halloween
Classic
- 27-28 **Naperville, Ill.**
All Seasons Ice Rinks
The Great Pumpkiin

NOVEMBER



- 3-4 **Bridgeport, Conn.**
Wonderland of Ice
ISI Artistic Challenge
- 3-4 **Yorktown, Va.**
Hampton Roads IcePlex
6th Annual Fall Classic
Open
- 9-11 **Northbrook, Ill.**
Northbrook Sports Center
Falling Leaf Open Team
Competition
- 9-12 **Portland, Ore.**
Lloyd Center Ice Rink
20th Anniversary Ice
Crystal Classic
- 11 **Anaheim, Calif.**
Anaheim ICE
7th Annual Anaheim
ICE Synchronized
Championships
- 17 **Marlboro, Mass.**
Navin Arena
Thanksgiving Classic
- 24-25 **Skokie, Ill.**
Skatium
All America Competition

DECEMBER

- 8-9 **Centennial, Colo.**
South Suburban Ice
Arena
Winterfest ISI Competition
- 28 **Rolling Meadows, Ill.**
Rolling Meadows Park
District
Frost Fest

2008

JANUARY

- 5-6 **Brockton, Mass.**
Bay State Blades Brockton
2nd Annual Brockton
Blizzard

- 12-13 **Centennial, Colo.**
South Suburban Family
Sports Center
ISI Competition

FEBRUARY

- 1-3 **Glenview, Ill.**
Glenview Ice Center
February Freeze



- 15-17 **Oldsmar, Fla.**
Tampa Bay Skating
Academy
2008 Winter Classic

APRIL



- 11-13 **St. Louis, Mo.**
St. Peters RecPlex
2008 Synchronized
Championships

JULY



- 27-
Aug. 2 **Denver, Colo.**
South Suburban Family
Sports Center
2008 World Recreational
Team Championships

SHOWS & EXHIBITIONS

SEPTEMBER

- 8 **San Jose, Calif.**
Logitech Ice at San Jose
Bay Skates
- 23 **Vacaville, Calif.**
Vacaville Ice Sports
Bay Skates Vacaville
2007-Ice Funtastic

DECEMBER

- 7-9 **Evanston, Ill.**
Robert Crown Center
33rd Annual Nutcracker
on Ice
- 8 **Eules, Texas**
Dr Pepper StarCenter
Ice Fest 2007
- 8 **Highland Park, Ill.**
Centennial Ice Arena
An Evening at
Centennial- Winter
Exhibition
- 15 **Marlboro, Mass.**
Navin Arena
Snowflake Sparkler
- 15 **San Jose, Calif.**
Logitech Ice at San Jose
Skate a Holiday Present
- 15-16 **Frisco, Texas**
Dr Pepper StarCenter
Rudolph on Ice 2007
- 16 **Arlington, Texas**
ICE at The Parks
Holiday In The Park
2007

2008

APRIL

- 13 **Highland Park, Ill.**
Centennial Ice Arena
Spring Exhibition

MAY

- 3 **Marlboro, Mass.**
Navin Arena
Summer Splash

Visit the ISI Web site: skateisi.org

THE BIG ARENA

1999: INSTALLATION

10,000 SKATERS / WEEK

MONDO
RAMFLEX

DURABLE BY DESIGN

SPORT RUBBER SURFACES



Where the Games come to play



800 361 3747

mondo@mondousa.com

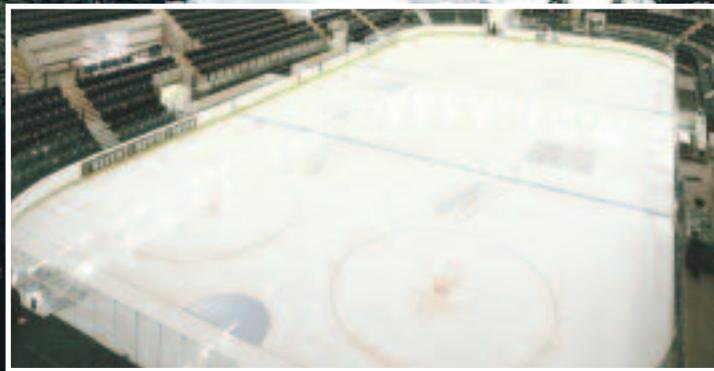
www.mondousa.com

ECO CHILL...THE NEW ENERGY EFFICIENT ICE RINK

Today the effect of greenhouse gases on our environment combined with current electrical and gas rates are the cause of serious concern for all ice rink owners, operators and users.

ECO CHILL by CIMCO® is our newest, most energy efficient system available.

ECO CHILL begins paying back both the owner and the environment the day the system starts.



ECO CHILL Overview

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

ECO CHILL is modular in nature, allowing the designer to choose those com-

ponents that best match the needs of your facility. In all cases, quality ice is the number one priority of an ECO CHILL system, ensuring your facility users' satisfaction while you benefit from greatly reduced energy costs.

ECO CHILL systems may entitle the purchaser to municipal or other government energy grants to assist in the purchase of this high performance product.



Over 4,500 ice surfaces installed around the world!

TOROMONT

CIMCO

ECO CHILL

Conserve today for the Future

CIMCO REFRIGERATION

1-800-263-3035

Hartford • Syracuse • Detroit • Mobile • Houston
Dallas/Ft. Worth • Salt Lake City • Phoenix
London, UK • Beijing, PR. China

Visit our website at www.cimcorefrigeration.com



*Cimco.
Expect the
best*