

NOVEMBER/DECEMBER 2009

EDGE

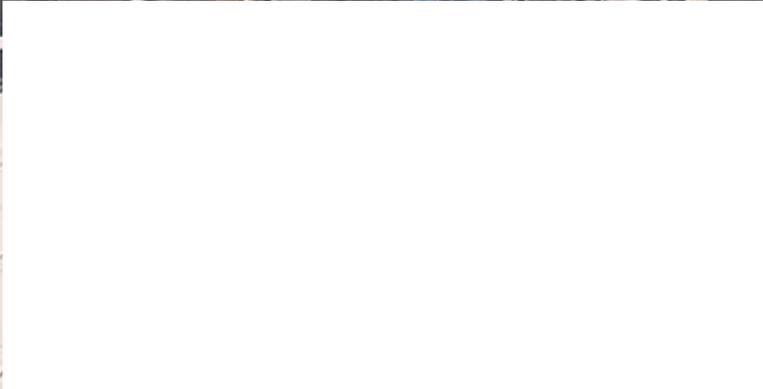
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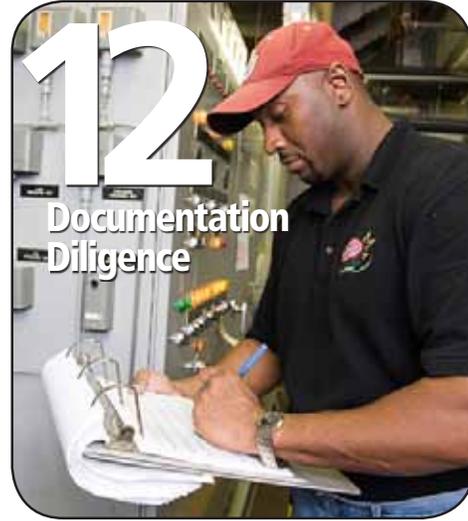
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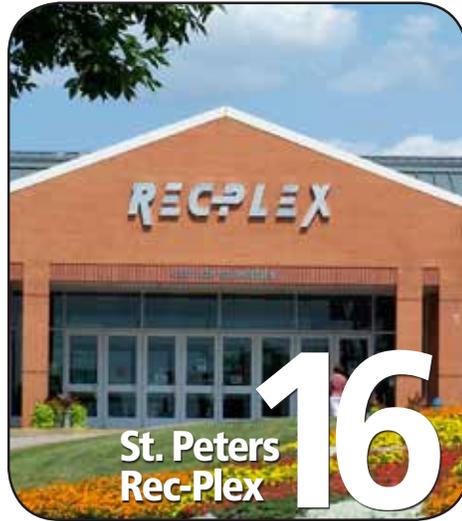
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8 Going Geothermal



12 Documentation Diligence



16 St. Peters Rec-Plex



21 Keep Them Coming Back

Announcements	4
MIAMA and iAIM Team Up	6
Going Geothermal	8
Documentation Diligence	12
Success in the Midwest: St. Peters Rec-Plex	16
Keep Them Coming Back! Skater & Player Retention	21
Coaches' Corner	28
ISIA Education Foundation	29
Ice Arena Association News	32
Judge Certifications	33
Calendar ISI-Endorsed Competitions & Shows/Exhibitions	34
And Another Thing	38



Dedicated to providing leadership,
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ice skating industry.

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Announcements

Free ISI Seminars Under Way

ISI staff members have attended free ISI seminars throughout the country recently, with more scheduled in the coming months. These seminars provide valuable education and unique networking opportunities for industry newcomers as well as seasoned veterans. *weSKATE* Instructor Training will be offered at many of the instructor seminars. The seminar schedule will be regularly updated on the ISI Web site, or contact your ISI district director for details.

Facebook-Friendly

Due to popular demand, ISI is now on Facebook. Sign up as a fan and receive regular association updates (not just for the kids!), plus the opportunity to be selected for randomly awarded prizes. For instance, the 1000th fan, Shelley McKaughan of Clearwater Ice Arena, received a personally autographed copy of Scott Hamilton's new book, *The Great Eight: How to Be Happy (Even When You Have Every Reason to Be Miserable)*.

Don't Miss ISI eNews and Monthly Industry Trends Survey Results

If you have not been receiving *ISI eNews* — the electronic newsletter sent to ISI members on the first and third Wednesdays of each month — please make sure that we have your e-mail address and that ISI is an approved sender in your address book. *ISI eNews* is a convenient way to regularly receive both association and industry news, including the results of the monthly ISI Industry Trends Survey.

Are Your Skaters and Hockey Players Current?

The 2009-10 ISI membership term started on Sept. 1. Are your skaters and hockey players current? Remember, they may renew individually but may also be registered "in bulk" by your facility. This is a great way to begin earning your Membership Rewards today!

ISI Offers Endorsed Hockey Tournament Program

In yet another move to provide additional benefits and services to its members, ISI has extended its Hockey membership program to provide temporary membership and insurance coverage to players participating in an ISI-endorsed tournament. The tournament program offers the same accident, catastrophic injury and liability insurance coverage currently provided to ISI Hockey members at significantly reduced rates for a specific period — usually a three-day tournament. The cost of coverage depends on the age of the participants; youth players up to age 15 and adults over 21 are \$9 per tournament, and players age 16 through 21 are \$13 per tournament.

Now Due: Professional Memberships and Insurance Renewals

If you have not already renewed, please note that current ISI Professional memberships and liability insurance renewals are now due. You can do it all online — purchase your insurance, print your certificate — everything! And when you purchase your liability insurance and renew your Professional membership, you'll get BOTH for only \$150 — the industry's best bargain! ISI insurance policies continue to meet all other association requirements with an extended term of July 1 through Aug. 31 of the following year.

Please send announcements to editor@skateisi.org.



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iAIM® Report

by Kevin McCormack, CAO

MIAMA & iAIM Team Up to Provide Ice Arena Management Certification

Nearly 50 ice arena professionals completed Ice Arena Institute of Management (iAIM) certification classes in programming, management and operations in August and September.

Our most recent school certified 23 candidates with Certificates of Arena Management (CAM) during the 2009 MIAMA Fall Conference at Sugar Lake Lodge in northern Minnesota. Despite the distractions of the beautiful scenery and weather, participants managed to focus their concentration on 30 hours of classes in such subjects as budgeting, ice scheduling, event planning, marketing, human resources, computer management and loss control.

“I learned so many important concepts this week and will use much of this in my job,” remarked Cale Politoski of the renowned Shattuck-St. Mary’s School.

Many participants commented on the networking opportunities and the knowledge of the instructors. “The educational opportunities this week were unparalleled in anything I have done before, and I am looking forward to seeing what the ISI Conference has to offer,” said Scott Fredrickson of Moose Sherritt Ice Arena, who won a 2010 ISI Conference registration at the closing lunch.

As with all iAIM schools and ISI networking functions, many valuable ideas, perspectives and helpful tips were shared among the instructors and attendees. “Wow, I never thought of that! That might work at my facility!” was a common refrain heard throughout the week.

From registration to closing, the attendees were treated to relevant stories and experiences from all of the instructors, especially, of course, from Dr. Jack Vivian. Thank you to all of the instructors for volunteering their time and providing an outstanding and unique educational opportunity. Many thanks to Sean Flynn of ISI for organizing the details of the school and creating a first-rate experience for everyone.

Our wonderful MIAMA hosts for the week — Joe Balzer, Dean Mulso and Mike Sheggeby — took fantastic care of us with excellent accommodations, great food and plenty of laughs. Our thanks go out to them and all the members of the MIAMA organization for a memorable week.

We look forward to seeing this year’s graduates at another iAIM school in 2010, and meeting some new faces as well.

Kevin McCormack is chairman of the iAIM board of regents.



Twenty-three ice arena professionals earned iAIM Certificates of Arena Management at the 2009 MIAMA Fall Conference.

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- Mark Vaughan, Eagan Civic Arena

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- Jackie Edwards, RACC Manager

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Going Geothermal

Energy-efficient technology projected to save nearly \$25,000 annually for Minnesota's 40-year-old Roseville Skating Center

by Lori Fairchild



Drilling begins on 96 vertical 105- to 117-foot wells for the geothermal ground loop under a parking lot.

The EPA's phase-out of the production of ozone-depleting R-22 Freon for use in new equipment begins in January. With many aging ice arenas due for refrigeration system replacement, the concept of "going geothermal" is gaining momentum, and Minnesota is leading the way.

Instead of burning costly and environmentally harmful fossil fuels, geothermal systems use the natural energy of the earth to keep facilities warm in the winter and cool in the summer. While temperatures above ground vary significantly from day to day and season to season, temperatures in the upper 10 feet of the earth's surface hold nearly constant between 50 and 60 degrees Fahrenheit. For most areas, this means that soil temperatures

are usually warmer than the air in winter and cooler than the air in summer.

In a conventional refrigeration system, the waste heat from ice making is expelled into the atmosphere through the cooling tower. Alternatively, the geothermal system transfers the heat from the ground into buildings via water lines in winter and reverses the process in the summer. During warmer months, a 9-inch-thick thermal storage buffer requires less energy to maintain a high-quality ice skating surface.

According to the EPA, geothermal heat pumps are the most energy-efficient, environmentally clean, cost-effective systems for temperature control — up to three to four times more effi-

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cient than the most efficient conventional system. In recent years, the U.S. Department of Energy and the EPA have partnered with industry to promote the use of geothermal heat pumps. Because they do not burn fossil fuels to make heat, they provide three to four units of energy for every one unit used to produce power for the system. Direct use and heating applications have almost no negative impact on the environment.

Even when it's extremely cold outside, heat needs to be extracted from the surface of the ice to maintain the skating surface. This heat can be captured and used to heat the building, melt snow from the resurfacer or heat a nearby building. If it can't be used, the heat is stored in the earth ground loop around the building, available for use when needed. Instead of spending money to eliminate the heat taken out of the ice during refrigeration and then using additional energy to heat the building, the geothermal system recycles the heat within the building with the help of the ground loop.

The energy savings allow for more of the budget to be used in the promotion of the facility and skating programs. Integrated systems can get up to seven units of energy for each unit of electricity purchased.

Roseville Skating Center is among the most recent of the Minnesota facilities to embrace this environmentally friendly technology. Built in 1969, the facility serves an estimated 300,000 patrons annually with: an NHL-size indoor ice rink with seating for 1,800 spectators; the Guidant John Rose MN Oval, a multipurpose outdoor refrigerated surface featuring a 400-meter speed skating track surrounding four small hockey rinks; and a banquet facility.

Roseville's original refrigeration system was replaced in 1980 with a direct R-22 Freon system, which was scheduled for replacement in 2006. "During the design process, one of the city council members suggested that we look further into geothermal technology to integrate the ice-making equipment with the facility heating and cooling system to allow the use of waste heat from the refrigeration process. After extensive analysis, we determined

The feasibility study was completed in September 2007 and the city council approved the installation in December 2007. At the time of the project, grant opportunities were not available, al-



The new mechanical room features IceKube geothermal heat pump equipment.

though the project did qualify for a custom efficiency rebate from Xcel Energy. The balance of the \$2.2 million project was funded by municipal equipment bonds. St. Paul, Minn.-based Karges-Faulconbridge Inc. provided engineering services, and Harty Mechanical Inc. of Austin, Minn. was hired as the general contractor.

"It was a very fast-paced project, and much of the work was done while the facility was still functioning to reduce the time that our loyal customer base had to skate in other arenas," Tullberg notes. "We are a year-found facility, so it was essential to relocate a number of our regular users during the construction period. We were fortunate to be able to partner with Ramsey County ice arenas to provide ice for our regular users in the month of September, and because of this collaboration, all of our users were able to continue their regularly scheduled programs without disruption."

Due to the unique nature of the project, Roseville staff offered tours to user groups, community groups, arena managers and other interested individuals. Web cams were set up in the arena and the ground loop drilling area to allow real-time viewing of the installation process.

The project scope included:

- Arena refrigeration system replacement with geothermal system using new R-410A refrigerant (similar in cost to R-22, with greater efficiency and no ozone-depleting potential)
- Replacement of steel piping in rink floor with HDPE piping for ethylene glycol circulation
- New concrete floor
- New dasher boards and glass
- Replacement of rooftop heating and cooling units with water-to-air heat pumps to heat and cool locker rooms, banquet rooms and other general gathering areas
- Drilling of geothermal well field
- Replacement of cooling tower with a fluid cooler to control well field temperature
- Replacement of parking lot surface



The old insulation and sand floor are removed in preparation for a new refrigeration system and concrete floor.

that geothermal would be appropriate for our facility and serve as the base of a campus-wide heating and cooling system," explains Brad Tullberg, superintendent of the Roseville Skating Center.



The newly renovated rink is ready to reopen less than four months after the start of the project.

» The drilling of 96 vertical wells (105 to 117 feet deep) for the geothermal well field began in June 2008. The arena was closed on July 25 to begin demolition of the existing rink, and by Sept. 25, the new geothermal refrigeration system was launched. On Oct. 1, 2008, the facility was reopened to the public, on time and on budget, with local news media airing features on the project and its results.

Following a full year of operation with the new system in place, Tullberg says Roseville Arena has maintained its reputa-

tion for excellent ice quality, with users reporting no noticeable changes or issues.

Harty Mechanical has guaranteed a minimum annual savings of \$23,400 based on 2008 utility rates. While the initial cost of installing a geothermal system is greater than that of a conventional system, Roseville Skating Center concluded that the annual utility cost savings and greatly reduced carbon footprint made the initial investment worthwhile.

What makes the Roseville project unique in Minnesota is that it represents the first phase of a planned campus-wide heating and cooling system. The waste heat generated by the ice-making process in the arena, and possible future connection of the oval refrigeration system, could be stored in the earth to provide enough energy to heat other campus facilities such as the city hall, maintenance garage and fire station. The arena geothermal system was designed and constructed with the idea that these additional facilities could be easily connected with minimal piping when the heating and cooling units in those facilities need replacement. The arena and oval refrigeration systems will operate even more efficiently as the adjacent buildings are connected to the ground loop by using more waste heat than the skating center alone can use.

"I think the geothermal rinks have evolved to a point where they should be given serious consideration for use in new construction or replacement of existing systems," Tullberg says. "I feel the best candidates for these types of installations are facilities that have a number of other areas to use the waste heat generated by the refrigeration process. The ability to 'store' heat in the ground is a very efficient way to heat your facility." 

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Documentation Diligence

by Carl Sasyn

"If it isn't in writing, it doesn't exist."

Public skating, figure skating, ice hockey, curling and broomball create lasting memories — ideally, fond ones! Our customers count on us to maintain our facilities properly and to provide a fun and safe environment. That's our responsibility as ice rink operators.

First impressions of our property are of the utmost importance to our success. Patrons expect and deserve a clean, well-maintained and cosmetically appealing facility. Collective staff effort in this endeavor is valuable, and should be enforced daily; however, our work does not stop there.

Our responsibility to provide an enjoyable experience is exceeded only by the necessity to document every aspect of facility operations. This obligation extends to our facility owners, insurance companies and clients. As I learned long ago, if it isn't in writing, it doesn't exist.

It is paramount that ice skating facilities compile and maintain information on every aspect of the operation, including but not limited to the following:

Resurfacing

Each and every ice cut must be logged. Information to record includes: the amount of water placed on the surface (full flood, half flood, etc.), the amount of shavings removed and the time on and off of the resurfacer. Battery strength and the last fuel charge readings also help provide an indication of needed maintenance or repairs. It is mandatory that the name and signature of the employee who made the cut and took the readings is included.

Depth measurement

Ice surface depth should be measured weekly. Focus on the ice sheet's corners and middle. This information is stored in a binder with the most recent reading posted on a dry-erase rink diagram in a visible location. This reading helps to educate the drivers and dictates how they should be resurfacing.

Compressor readings

Compressor readings should be taken a minimum of four times a day, for instance, at opening, noon, 6 p.m. and closing. The information may vary according to the type of system in use. These logs can be bound and broken down into daily, weekly or monthly reports.

Compressor maintenance

Keep all records for preventive maintenance from a qualified company. Monthly oil, primary and secondary refrigerant levels, filter and valve checks are advisable. Quarterly inspections are more in-depth, while a thorough, all-inclusive inspection should be performed annually.

Evaporative condenser

A visible inspection of belts, fans, water sprinklers, scaling and chemical treatment equipment should also be documented monthly. Your refrigeration company may perform these checks for an additional fee.

Nightly ice maintenance

Edging should be done at the end of each night with proper footwear, eye and hearing protection. All information pertaining to this maintenance is kept in the log.

Dehumidification

Document your filter changes (according to manufacturer recommendations), mechanical component lubrication and belt wear-and-tear inspections (by a qualified service provider).



Risks and hazards

Hazardous areas and equipment warnings must be clearly marked as required by law, visible to patrons as well as employees. Waivers and code of conduct signage also should be prominently posted.

Contracts and waivers

Each user group should be required to sign a contract for use of the facility. In addition, each participant from that group should be required to complete a waiver. Safety disclaimers for public skating can be posted on signage and on admission wristbands.

E-mails

All e-mail interaction regarding any aspect of the facility should contain a read receipt. Then, in the event of a dispute regarding ice bookings or confirmations, you can always refer back to the e-mail.

Accident reports

It is imperative to document every accident in a facility, no matter how minor, and to record the following:

- time of day
- ice conditions
- number of skaters involved
- staff positions
- eyewitness accounts
- ice surface condition
- skate condition
- type of injury
- time of last ice cut
- injured party's information

When available, video surveillance is useful to assist in documenting an incident. Designated staff should be trained on the completion of these reports to ensure accuracy and legality.

Material safety data sheets

The OSHA Communication Standard requires a compilation of information on the identity of hazardous chemicals, health and physical hazards, exposure limits and precautions. These sheets should be accessible to every employee.

Emergency preparedness

This list should be available to all employees and at the front desk:

- emergency contact numbers
- actions for a bomb threat
- chemical emergency procedures
- evacuation plans with meeting locations
- explosion procedures
- fire procedures
- active shooter plan
- injury plan
- major medical plan
- national security response plan
- robbery/burglary/theft plan
- utility emergency plan
- severe weather plan
- employee contact information

This information must be updated regularly, included in staff training and be in compliance with federal, state and local laws.



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» Daily/weekly/monthly facility inspection

These reports consist of the daily inspection of:

- dasher boards
- glass
- players' benches
- locker rooms
- lighting
- nets
- arena netting
- ice surface
- front desk
- cash-handling area
- rental skates
- rubber flooring
- pro shop
- restrooms
- parking lot

Cash-handling procedures

Cash-handling information and documentation should include:

- float bag recording
- safe combinations
- close-out procedures
- opening procedures
- money drop locations, time and date
- refund procedures
- deposit schedule

Ice resurfacers training

Before receiving clearance to operate the resurfacers, drivers should be required to:

- watch the ice resurface video
- read and study the manual
- perform a pre-fabricated operation test
- perform 10 drive patterns with the conditioner up
- perform 25 dry cuts
- perform 15 supervised wet cuts

All the information should be documented in their employee files.

Rental skate maintenance

We recommend numbering each pair of rental skates and maintaining a log showing skate inspections, sharpening and maintenance (including replacement of laces, insoles, etc.). Quality rental skates and their functionality are vital to keeping your learn-to-skate and public skating customers coming back!

Skate host training

Skate host training materials should include:

- employee manual
- public relations procedures
- rule enforcement
- crowd control
- patrolling procedures
- accident assessment and reporting
- discipline
- first aid/AED training

Each employee should receive a copy of the training materials and sign an acknowledgement of receipt, which is then kept in his/her file.

Personnel policies and files

Information on the following policies and procedures should be clearly documented, with copies provided to each employee:

- employee manuals
- employment policies
- proof of citizenship
- training information
- probationary policy
- disciplinary action
- sexual harassment policy
- wage and salary policies
- payday schedule
- lost checks, benefits
- performance reviews
- work schedules
- safety
- confidentiality
- media communications
- computer usage
- housekeeping
- appearance and dress code
- name tags
- visitation and phone calls
- non-compete waivers
- criminal background checks
- equal opportunity employer information

Employee meetings

Regular employee meetings should be held and documented, with information submitted to the corporate office, if applicable. Our company requires weekly meetings for all full-time staff, monthly safety meetings for all staff and quarterly meetings for part-time staff.

.....

This list may seem daunting, however, if diligently applied, thorough facility documentation is well worth the effort. It can help establish a basis for future staff meetings and maintenance contracts, assist in efficient and effective reactions to incidents and serve as a highly functional source of historical data.

Can we prevent every accident in our industry? Of course not, but by following the above recordkeeping recommendations, you can provide a clear, accurate picture of your facility's operations. Your documentation will aid your claims adjuster, arbitrators and service providers with the necessary clues to establish a sequence of events.



Carl Sasyn is a regional manager for Virginia-based Rink Management Services Corp., which manages 30 properties across the United States. Sasyn is based at Ice Skate USA in Houston.



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Success in the Midwest

St. Peters Rec-Plex puts ISI programs to work for fun and profit

by Dianne Powell

What is located 30 minutes west of St. Louis and is known as the community crown jewel and a mecca for sports enthusiasts? If you guessed St. Peters Rec-Plex, perhaps you have had the pleasure of experiencing the Midwestern hospitality served up with smiles and service during the many events that have been hosted here.

Built in 1994, Rec-Plex opened as the host of the U.S. Olympic Festival aquatic events. In 1998, with only one ice surface, the facility hosted the ISI World Recreational Team Championships, and on its 10th anniversary it was home to the 2004 U.S. Olympic diving trials.

Two years ago, Rec-Plex nearly doubled in size to its current 236,000 square feet. The year-round facility now encompasses two impressive buildings in a lush park setting, offering opportunities for all age groups and skill levels to work out, get fit and have fun. Among its amenities are: three NHL-size ice rinks with seating capacity from 300 to 1,200; a world-class natatorium; three gymnasiums; an elevated running/walking track; fitness, spinning and aerobics/dance rooms; family locker rooms and adult locker rooms with steam and sauna; a meeting room; food courts and lounge/viewing areas; and a babysitting service.

ISI and Rec-Plex: A perfect fit

From the beginning, Rec-Plex and ISI connected. The facility joined ISI during its initial construction stage and has been a member ever since.

“We have used the ISI Learn-to-Skate/*weSKATE* program since the Rec-Plex opened,” notes Laura Lindsey, recreation superintendent for the city of St. Peters. “As we begin our 16th year of classes, the ISI motto of ‘participation, not elimination’ and the ISI programs continue to be a perfect fit for the city of St. Peters.”

Rec-Plex’s group class program is successful due to the involvement of skaters at all levels, adds Phil Boettge, recreation leader for the city’s ice programs. “All of our skaters are enrolled in group classes. Some skaters who are learning swizzles are alongside a class working on double jumps. Not only is it inspiring to the beginner skaters to see that kind of skating; it also challenges us as a staff to keep coming up with new ideas for classes that will challenge and hold the interest of all skaters.”

Rec-Plex skating instructors are ISI Professional members. They teach group classes and are required to attend ISI's free seminars. Instructors are encouraged to progress through the ISI Judge Certification program, and half of them are ISI Gold Certified.

"Through encouraging coaches' education, the involvement of all skaters and having all coaches teaching group classes, we promote a team feeling among our staff and skaters," says Boettge. "We believe this is vital to the continuing development of our program."

Camaraderie is also promoted through Rec-Plex's synchronized skating program, Boettge continues. "The Rec-Plex is proud to have a large, successful synchronized skating program; we believe it is a key part of our success as a skating school. Team members are required to improve and develop their individual skating skills, and the majority of them do this through our group classes."

Boettge explains that synchronized skating builds interest in the facility's total skating program. "Team ice time and coaching are run as a skating school class, which helps to keep skaters in our programs, while also keeping the expense down for the skaters," he says.

Hosting ISI events

In addition to local ISI competitions, shows and district events, Rec-Plex has also hosted ISI national and international competitions, including the 1998 ISI Worlds and the 2008 ISI Synchronized Championships.

Rec-Plex has consistently won the Boyd Wietecter District 9 Champions trophy that's awarded for the most cumulative team points for a competition season.

"With the expansion of our building and the addition of two more surfaces, we were awarded the bid for the 2008 Synchro Champs," says Heather Hyatt, 2008 Synchro Champs event chair and Rec-Plex competition director. "It was an honor not only to host the event but also to work with the ISI staff. It was beneficial to our rink in so many ways, including bringing our synchro program closer together through volunteerism and the spirit of the event."

Rec-Plex hosts two in-house competitions annually, one in January and one in the summer. "Our Summer Get-Away Competition is always such a fun event," says Hyatt. "It's a smaller competition, so it's a great one for new skaters to 'try out' competing. It's also a great warm-up for skaters who are going to Worlds."

"Our January competition is much larger — often with more than 400 skaters and 20-plus synchro teams," she adds. "Both events focus on FUN, especially at the end of the competition. We always wrap up with Interpretive and Surprise events, complete with sportscaster-type announcing and rowdy cheering from the stands."

Rec-Plex also hosts two ISI-endorsed ice shows annually. "For many skaters, the ice shows are the first things they participate in outside of group classes and public sessions. Fun, music, costumes, lights, skating with their friends — the ice shows are often what gets them hooked on skating," says Cindi Thomas, Rec-Plex show

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director. “For others, just coming to see the show is what makes them want to sign up for classes for the first time.

“For skaters who are not interested in competing, the shows are the perfect thing for them, a time to get out there and perform in front of friends and family and show off what they’ve learned. For others, it gives them new ideas for competing; we often see group numbers as Ensemble or Production entries and solos as Spotlight programs during the competition season,” Thomas says.

Home base for hockey programs and more

In addition to its successful skating school program, St. Peters Rec-Plex is the home rink for many large hockey organizations, including the St. Peters Spirit Youth Hockey Organization, which contracts for more than 1,200 hours of ice time per season. This fall, Rec-Plex is the host for the North American Prospects Hockey League Tournament.

Other organizations and programs based at Rec-Plex include Mid-States High School Hockey, Hockey North America, St. Louis Select AAA Midget Hockey, St. Peters Figure Skating Association and Synchro St. Louis Synchronized Skating Teams.

With its well-rounded roster of ice sports offerings, community support, strong ISI program, dedicated professional staff and

beautiful, well-equipped campus, St. Peters Rec-Plex is a prime example of an ice arena success story. 



Proudly representing the St. Peters Rec-Plex staff are: (front, from left) Kelly Haynes, Mandy Whitacre, Pam Forster, Kelsey Himmel, Mandy Hauk and Laura Lindsey (recreation superintendent); (middle row) Heather Dirksen, Brittney Pfister, Heather Hyatt (competition director) and Phil Boettge (recreation leader, ice programs); and (back) Blake Ditch and Scott Helling.

ISI SYNCHRONIZED CHAMPIONSHIPS



FOR MORE INFORMATION
skateisi.org
ice.muohio.edu

Schedule and venue subject to change.

March 26-28

Miami University • Oxford, OH
Entry Deadline: Jan. 15

Synchro Skaters Are Headed in the Right Direction!

All signs point to the state-of-the-art Goggin Ice Center for the 2010 ISI Synchronized Skating Championships. Located on one of the most beautiful college campuses in the nation, 200-year-old Miami University, Goggin is home to the national champion RedHawk synchronized skating teams. If you love synchronized skating, you'll love this event and this arena!

Registering Your Skaters with ISI Is Good for Business – and Easy, Too!

If you aren't aware of the benefits of ISI skater registration, or if you think it will be too complicated or time-consuming, you're in for a pleasant surprise!

Registration is a value-added service that you can provide for your skaters, and boost your facility's bottom line in the process. And the new ISI Membership Rewards Program makes it a better deal than ever before! Here's what some of our members have discovered:

With skating programming in the majority of our facilities, we service thousands of kids through our learn-to-skate classes and free-style ice each year. It's important to us to make sure every skater and all of our facilities have the protection needed for safe participation. ISI membership allows us to do that.

Enrolling so many skaters seems daunting, but it's a just matter of creating the spreadsheets from our registration software and sending them via e-mail — a small investment of time that reaps a huge benefit.



Alane Carin Swiderski, CAP
Director of Skating Programs
FMC Ice Sports



Our facility requires all participants to become Individual members of ISI. We have a join/renew item on our learn-to-skate and learn-to-play registration forms. When we first implemented this mandatory membership, we were concerned that our patrons would be upset by the additional expense. In reality, it has generated very few concerns or questions. When our staff explains the benefits of joining, it quickly resolves any financial concern.

The benefit to the customer is that the ISI is their window to opportunities within the sport. For most families, this is their first introduction to ice skating, and it's a valuable resource for our commu-

nity. ISI also is a great benefit to the facility, as most rinks wouldn't be able to provide all the resources ISI affords to their patrons.

Registration is really quite painless. Having the entire program registered makes it easier when processing skills tests, ISI competitions, shows and camps because we already know they are members.



Janice Forbes, CAP
ISI Program Coordinator
Sprinker Recreation Center

Our six facilities started including the ISI membership fee as part of the registration process for our skating school over two years ago. We had some reservations that customers would simply view it as a fee increase and have a negative perception of it. But amazingly, we have had almost zero complaints! There is a registration fee for almost any youth sport or activity today, and skating is no different. We market our skating school fees as "discounted" for current ISI members, which creates a strong selling point.

Coaches and skating managers have found that registration for shows, competitions and advanced testing is easier to promote among current ISI members.

Registering all of our skaters into the ISI program is a no-brainer. It's quick and easy to download a roster of your class skaters and send it off to the ISI office. It's so simple that I wish we would have started this process a lot sooner.

We also love the ISI monthly comprehensive report, which is the quickest and easiest method for verifying skater information for competition entries.



Liz Mangelsdorf, CAM
Senior Director of Skating Programs
Dallas Stars Hockey Club
Dr Pepper StarCenter / PSA StarCenter

For more information, contact the membership department at members@skateisi.org.

ISI SKATERS ARE GOING PLACES in 2010



Feb. 12-14

Anaheim ICE - Anaheim, CA
Entry & Test Deadline: Dec. 1



March 26-28

Miami University - Oxford, OH
Entry Deadline: Jan. 15



July 26-31

New England Sports Center - Marlboro, MA
Entry & Test Deadline: May 1



Oct. 8-10

Las Vegas Ice Center - Las Vegas, NV
Entry & Test Deadline: Aug. 15



ISI ARTISTIC CHALLENGE
**CHICAGO
2010**

Dec. 10-12

Northbrook Sports Center - Northbrook, IL
Entry & Test Deadline: Oct. 15



GO TO WWW.SKATEISI.ORG FOR ENTRY
FORMS AND ADDITIONAL EVENT DETAILS



Keep Them Coming Back!

by Carrie Clarke

Now that you got them through your front doors, your job has just begun. What will you do to make your skaters and players want to become **regular customers?**

It's the winter season, the music is playing, the rink is ready and the skaters are coming through the doors – maybe not as many as in past years because of the current economic situation, but that makes it even more important to hang on to the ones who are here and turn them into repeat customers, for the long term.

Some are signing up for lessons immediately, some are chasing their friends around the ice and others are scared, cold and clinging to the wall for dear life. But they've come in and paid their admission because they *want* to ice skate. Who could ask for more? Arena owners, managers, directors and coaches love this time of year. It's what makes the slow times bearable and keeps the business in operation.

So does this mean your marketing efforts have paid off nicely and you can now sit back and reap the benefits? Absolutely not. Not if you want to keep them coming back.

Employee attitude

Once the customer walks through the front door, the entire staff should become involved in a continued marketing process. It is up to everyone — from the cashier to the skate guard to the resurfacer driver, as well as the instructors and management, of course — to make each customer feel welcome and motivate them to want to return again and again.

This can be achieved with a “home away from home” atmosphere, complete with warm greetings, smiles and a sense of

» friendliness and fun from the employees. A simple compliment to a younger child about his nice warm gloves or her cute, sparkly hat can make their entire day. Likewise, being ignored can also send a strong and unforgettable message — but one you can never afford to convey.

Are your staff members walking by, pretending not to notice that wobbly public session skater in skates that are obviously too big? If so, don't expect that one to come back next week, or to tell their friends how much fun they had at the local ice skating rink when they went home with blisters on their feet.

It's critical that every employee understand the need to turn each customer into a "friend" and to treat them as such.



Every opportunity counts

Take some time to evaluate the way the phone is being answered at your facility. This is often a customer's first impression of your business.

Anyone should be able to pick up the phone promptly, and although they may not have all the answers, they should be able to direct the call to the appropriate person. Be sure that all staff with voicemail are returning calls promptly and that outgoing messages are kept current.

Has the staff on duty been trained to effectively answer customer questions? Or do they simply tell patrons to ask at the front desk, hoping they'll remember to do so on their way out?

Many staffers will know open skate times (at least on the days they work), but can they tell an inquiring parent the start date for the next session of learn-to-skate classes?

Do your instructors have an answer when their students ask them the cost of a birthday party?

Is the skate guard yelling at those little boys to slow down before they get hurt — or telling them how great they'd be at playing hockey with that kind of speed? What about the little girl at center ice who is trying to copy a seasoned skater and teach herself how to "twirl"?

We are surrounded by free marketing and promotional opportunities every day, and it is vital that we act on them if we hope to retain this business.

Entertainment value

Most new business comes from public sessions, so this is the ideal time to get customers hooked.

One of the best things our industry has going for it, especially during difficult economic times, is that it provides a chance for families to spend quality time together. When strapped for cash, parents are more likely to give up their own gym memberships or individual tennis or golf lessons than to sacrifice family time.

“It's critical that every employee understand the need to turn each customer into a “friend” and to treat them as such.”

But gone are the days when kids (and even adults) were happy skating around in circles for hours on end. We live in a modern, fast-paced world now, and being a part of the entertainment industry, it is important to keep our customers involved and entertained while they are in our facility.

On-ice games have become quite popular during public sessions, but the key is to offer inclusive activities that don't require advanced skating skills. For example, dances at center ice, such as the “Hokey Pokey” or “Chicken Dance” can be enjoyed by even the very first-time skater.

Why not schedule an exhibition after each ice resurfacing? It's wonderful practice for skating students and inspiring to new skaters. These exhibitions do not require an ISI endorsement. They do not need to be performed by your highest-level skaters; the beginner often can better relate to the little Alpha student skating to her favorite song. Even young hockey skaters enjoy being asked to suit up and show off their stick-handling and shooting skills for a few minutes while the ice is drying.

This is also a good time to allow your synchro teams to try out their new routines for the season. Many new skaters are terrified to go out and perform alone, but the thought of being out there with friends in matching costumes is quite appealing, and most newcomers have no idea that synchronized skating exists unless they've perhaps caught a glimpse of it on TV.

Consider offering a free 15-minute group introductory lesson to beginners at a coned-off end of the ice during the busier sessions or allowing some to take a few shots into the net. If you can get a first-time skater off the wall, even to just walk forward, wiggle backward and do a simple "helicopter" spin their first time out, you'll certainly have them wanting to come back again and telling their friends how "easy" it was. Be sure the instructor mentions the group classes and gets them thinking about how much they'll be doing in only eight or 10 weeks if they continue!

weSKATE group classes

The ISI Learn-to-Skate program was originally developed to promote the sport and to retain skaters for as long as possible. It is important that both coaches and customers understand that *weSKATE* is a stair-stepped program, with each element leading to the next. This allows the skater a constant sense of accomplishment and promotes retention. Although each level is based on mastery of a limited number of required elements, it is important that these are not the only maneuvers being taught.

Classes must be both productive and fun, and skaters should always be able to leave each class saying they learned something new that day, and looking forward to the next class. A good instructor should be comfortable teaching things like pair spins or inside spread eagle turns to help the Gamma student turn out for a Mohawk, and not expect students to want to return week



after week to just work on the Mohawk turn itself. Quite often, skaters are lost at the Alpha level when they just can't bear to come to class to spend another week of going in circles doing crossovers. Teaching such moves as undercut spirals and alternating crossovers, or having a contest to see who can glide with their feet crossed the longest, will keep the class fresh and exciting while still working to accomplish the end result.

Remember that Pre-Alpha through Delta competitors must perform a maneuver from Freestyle 1 in their technical event, so introducing these moves early on (without expecting a passing standard) will keep them challenged, motivated and anxious to keep learning more. >>

ISI WINTER CLASSIC



Feb. 12-14

Anaheim ICE • Anaheim, CA
Entry & Test Deadline: Dec. 1

A Sweet Getaway: Valentine's Weekend in Anaheim

What could be better than a winter escape to southern California for Valentine's weekend? Skating in the 25th Annual ISI Winter Classic, that's what! Head to the home of Disneyland, Universal Studios and Knott's Berry Farm for some February fun. The last time this event was held in Anaheim, it drew 1,800 ISI skaters, making it the biggest Winter Classic on record!

Schedule and venue subject to change. ★



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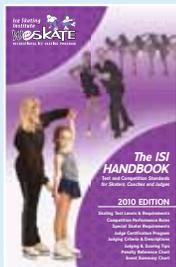
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- Competition performance rules for individual, partner and team events
- Special Skater information
- Sample dance step and program diagrams

Second section includes:

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- National event descriptions
- Membership and eligibility requirements
- Uncaptured moves glossary
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(Skaters' and Coaches' pages)
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Your ISI Learn-to-Play Hockey students do need to learn to skate first, but you want them to feel like hockey players as opposed to figure skaters as soon as possible to keep them excited about becoming part of the sport. Consider things like requiring a helmet right away or ending class the first few weeks with a relay that requires skating with the stick or handing it off to a teammate. Once they have the basics of stopping, forward and backward skating, etc., use the stick in class regularly so they “feel” the part.

Do not expect students to go eight, 10 or 12 weeks without any praise for their accomplishments and then suddenly hear how wonderful they are on the last day because you want them to continue in your program. Use progress reports and certificates to encourage and motivate them on a regular basis. Stickers and ribbons can be used as rewards for mastering certain pre-determined skills along the way.

Specialty classes

While we tend to place a great deal of focus on keeping the new customer, it's important not to forget those who have been loyally coming through our doors for years. Some skate only once a week, for a class and maybe an hour of practice, if we're lucky. They don't have an Olympic dream, but they keep coming back because they love it.

They may never land an Axel, but does your class schedule have new and different things for them to try? Or do you really expect them to stay in a Freestyle 4 or 5 class forever? Each session should offer something exciting for them. Specialty classes — such as a combination class focusing on jump and spin combinations using what they already know, footwork class, power skating, introduction to ice dancing or synchronized skating, ballet on ice or a rhythmic class — will not only expand their own skating knowledge and keep them interested, but it will also introduce them to other competition options that they may not have even known about.

Membership benefits

You know that an Individual ISI membership allows your skaters to badge test and compete, but it's also an effective tool for retaining even the earliest beginner. Encouraging membership from the start, when skaters are most excited about learning to skate, provides them with the insurance benefits and the subscription to *Recreational Ice Skating* magazine right away. The magazine itself is a marketing tool that doesn't cost your facility a cent, yet will keep arriving at your customer's house every quarter for a year as a reminder of their skating experience with you. Make it a positive experience while you have them, and even if they do leave during soccer season, you are likely to see them again soon.

Boost your business with badges

One of the things that has made scouting so popular around the world has the same thing to offer that the ISI does — the opportunity for members to earn badges to mark their accomplishments and milestones. Children are proud to show them off on their sweaters, jackets and skate bags, while even adults have been known to post them on bulletin boards and 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 both public sessions and freestyle ice. Many facilities charge a fee for taking the test and/or the patch itself. Registering the completed test is free and it must be registered with the ISI office if the skater wishes to compete, ensuring the “level playing field” that the ISI is known for, so be sure to send the results in on a regular basis. The ISI office will replenish your supply of badges each time if you’d like, so you are always ready to hand out that patch and capture that skater’s smile upon successful completion of the test.

Show it off

Skaters love to perform and show off their skills, but, for some, nerves prevent them from even considering the thought of competition — recreational or otherwise. To keep everyone involved, there must be something for everyone. You don’t want to lose the non-competitors.

This is what makes shows so popular. Skaters can be charged an entry fee to participate, which will cover ice time costs and net a profit, and the event can be as simple as a night of individual exhibitions or as elaborate as a large themed production. A winter holiday show is most popular due to the nature of the sport, but you don’t want to keep customers waiting a full year between opportunities to participate. Think about a spring show or another special holiday event, too.

Ending your class session with a short group recital number on the last day to show off the new skills learned allows the skaters to get the feel of performing in front of people and to hear the applause in a no-pressure situation, as well as to preview some of the skills they will be learning at the next levels.

Re-enrollment follow-up

If they aren’t doing so already, the skating director and/or hockey director should be keeping track of the re-enrollment statistics both by level and by instructor. This number varies from 40 to 70 percent in our industry, depending on the time of year, and produces a clear picture of who is best suited to teach certain levels, and at what levels of your program there is room for improvement.

The re-enrollment rate is always higher at the more advanced levels, since most of those skaters are already committed, so you may want to consider an incentive or reward program for instructors of the lower-level classes.

All instructors should be encouraged to call their students whenever they are absent or do not sign up for the next session. A simple “I miss you” is often all it takes.

Recreational competition

Recreational competition is a wonderful tool for retaining current clientele, and it’s open to all current Individual ISI members. An intra-rink or “in-house” event is for your skaters only and is an excellent way of producing additional revenue while building camaraderie among your skaters — which also fosters retention. Your students can also compete elsewhere or you may invite other facilities to participate at your rink by hosting an inter-rink competition. There is no limit to how many events you can do each year, and your ISI district representative can help you schedule them in a way that will maximize participation by not conflicting with other events scheduled in your area at the same time.

The ISI competition program consists of events for figure skaters and hockey players alike, at both the local and national levels.



» Equipment means commitment

It's always exciting to see a Pre-Alpha class where the majority of the skaters are already in their own skates and not using rental equipment. This is a sign of an instructor who has already made these skaters want to make a commitment to the sport and your program.

If your facility has a pro shop, be sure to have stock on hand for the new skaters; there's nothing worse than having to wait for weeks when you are young and excited — and you don't want that to wear off! Offer a discount on skates to students already enrolled, or work with your local skate shop or manufacturer to do the same.

You can also host a "Boot and Blade" educational clinic for parents during skating school time to explain the many benefits of owning your own equipment. They will appreciate any discount you can offer and seeing their child progress at a more rapid rate.

Strategic scheduling

With more people in the building now and more skaters on the ice, be sure to take another look at your current schedule. The schedule you had over the quiet summer months may not be

the best use of ice and time now. And the schedule needs to be support your marketing and promotional efforts.

Beginner classes should always be scheduled at a time when skaters can stay longer to practice, either before or after their lesson. With personal schedules as busy as they are now, it is not safe to assume that they'll come back another day to practice.

Likewise, scheduling more advanced classes before the beginners enables the less experienced skaters to watch and gain enthusiasm about their future. Don't be surprised if they ask how they can get one of those team jackets that they see the synchro team wearing!

Time is a precious commodity for all of us, so create a schedule that allows your customers to do as much as possible while they are there. For instance, scheduling a power class between freestyle level classes and more advanced hockey classes allows for more participation from both. Scheduling a ballet or stretch

class immediately before a freestyle session does the same, and provides a wonderful warm-up for the skaters. If you offer an "adult only" public session, be sure your adult classes are scheduled adjacent to it.

A schedule that allows your customers to accomplish more per visit is a smart deal for everyone involved — including the facility.

“A schedule that allows your customers to accomplish more per visit is a smart deal for everyone involved – including the facility.”

TEAMWORK *makes the* DREAM WORK



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The value of teamwork lies in the fact that it allows us to achieve the impossible; it enables us to move mountains which as individuals we could never accomplish.

Together we set and raise the bar of coaches education throughout the year long opportunities of workshops, seminars, PACE programs, E-learning courses and the annual PSA International Conference and Trade Show. Join us and achieve your dreams - *they are within reach!*



Creativity is cool

Plan ahead and start publicizing something fun *for the near future* to give everyone something to look forward to. Always have something on the calendar.

It doesn't have to cost much of anything, but its value for keeping skaters coming back can be immeasurable. How about themed days or skating school weeks, coloring contests, crazy hair days or other activities that don't require talent to win? The prize can be as simple as a pair of gloves from your pro shop, a free public session pass or a bag of popcorn from the snack bar.

The skaters at your facility are there because they wanted to come. But that's only half the battle. Your customer service and retention marketing efforts must now kick into high gear. Give everyone a reason to return once the weather warms up, and your numbers in the coming year will be better than the last.



Carrie Clarke is the skating director for Skatetown in Roseville, Calif. Skatetown earned top honors at this year's ISI World Recreational Team Championships with the most team points in the event's history.



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Coaches' Corner

by Randy Winship
ISI Director of Skating Programs & Events

Coach Checklist ✓

Things to do *BEFORE* the holidays!

✓ Last Chance to Update for **FREE**

Don't miss out on this opportunity to take your 2010 Update Test for FREE! The test must be registered with the ISI office before Dec. 31, 2009. After Jan. 1, the Update Test fee will be \$15.

All coaches who have passed any level of ISI Judge Certification exams before Dec. 31, 2009 must take the 2010 Update Test to maintain their current certification.

After Jan. 1, all online certification test questions will be updated to include the 2010 Rule Revisions, so tests passed after that date do not require the Update Test.

✓ 2010 Rule Revisions

All ISI competition events after Jan. 1 must include the 2010 Rule Revisions. Be sure you are aware of the changes — especially if you are judging. They were all printed in the September/October issue of the *EDGE* on pages 26-27 (also available on the ISI Web site).

✓ BRAND NEW! *ISI Handbook*

Along with the 2010 Rule Revisions comes a new book. For the very first time, the *ISI Skaters and Coaches Handbook* and the *ISI Judge Manual* will be combined into one comprehensive publication, the new *ISI Handbook*. Take advantage of the special discount pricing

for the new ISI Handbook and the Test Standards DVD before Dec. 31. The new book should be available for shipping before Christmas, so order your new copies today! (See Stocking Stuffer ad on page 24 of this issue.)

✓ 2010 National Events

Make your plans now to attend the 25th Annual ISI Winter Classic Feb. 12-14 in Anaheim, Calif. It's sure to be a wonderful celebration in sunny California over President's Day and Valentine's Day weekend. Entry and testing deadline is Dec. 1.

Our 2010 Synchronized Championships will be at the beautiful Goggin Ice Center in Oxford, Ohio, March 26-28, and we have some special highlights in store for this event.

The 30th Annual ISI World Recreational Team Championships returns to the New England Sports Center in Marlboro, Mass. July 26-31. It will be a treat to have five rinks all under one roof!

The Adult Championships heads back to Las Vegas Oct. 8-10, where the celebration never stops! And our final event of the year, Artistic Challenge, goes north to Chicago just before the holidays!

Please see page 20 for more details and check out the event pages at skateisi.org.

If you've completed this checklist, you should be ready to enjoy a happy holiday season! ☺

SP-Teri



Inc.



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.

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Make a Difference, Take a Deduction!

One of the primary goals of the ISIA Education Foundation is to support the academic development of ISI skaters with scholarships for post-secondary school education. The scholarship program is completely funded through the generosity of individuals and the support of our industry vendors and suppliers. And because the Foundation is a 501(c)(3) corporation (IRS # 36-3638131), all donations are fully tax-deductible. What better time than the end of the year to make a difference and get a last-minute tax deduction?

Foundation supporters are encouraged to participate in the Five-Year Capital Fund Drive, which allows you to customize your contribution based on a five-year pledge amount and payment terms that best suit you; contributions may be made annually, semi-annually or quarterly and can be paid by check or major credit card. For example, a five-year pledge of \$500 can be paid in quarterly installments of \$25.

For more information, please click on the ISIA Education Foundation tab at www.skateisi.org.

5-Year Fund Drive Pledge

I hereby pledge a total of \$_____ toward the ISIA Education Foundation Fund Drive. I understand all pledges may be paid over a period of 5 years.

- \$500
- \$1,000
- \$2,000
- \$5,000
- \$10,000

I wish to be invoiced:

- Annually
- Semi-annually
- Quarterly

Name _____

Address _____

City _____ State _____ ZIP _____

Phone _____ E-mail _____

Signed _____

All contributions are tax-deductible to the full extent of the law (IRS #36-3638131). Mail to: **ISIA Education Foundation**
6000 Custer Road, Building 9
Plano, TX 75023

Donations

Supporter

St. Peters Figure Skating Association

Donor

Barbara Ann Fitzgerald (book sales donation)
 Friends of South County Skaters (in memory: Boyd Wietecter)
 Kristen Vanorski

Contributor

De Greenberg

Friend

2009 Keystone State Games
 Francine & Russell Haefner (in memory: Boyd Wietecter)

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Craig Cichy
 Larry & Lorraine Fies
 Karen Gibbons
 FMC Ice Sports
 ISI District 1
 MIRMA
 Riedell Skate Co.
 Burt & Judith Sniffen
 Zamboni Co.



Give a Gift That Makes a Difference

When you're looking for a meaningful gift for any occasion — holiday, birthday, anniversary, retirement, appreciation — an ISIA Education Foundation donation in your gift recipient's name is sure to please. Donations may be made in any amount, are tax-deductible and support the Foundation's scholarship program. For more information, go to the Education Foundation tab at www.skateisi.org or call (972) 735-8800.

ISI Gives You a Choice!



ISI weSKATE Club

Register your participants to become a part of this exciting club. ISI gives you all the tools to keep your skaters interested and coming back for more! This club registration is cost-effective and easy to use.

Only \$5 per student

Each skater receives:

- A 13-week registration
- Excess accident insurance coverage
- Personalized weSKATE identification card
- Class rewards and incentives
- Tot, Pre-Alpha and Alpha test registration

ISI Individual Membership

As Individual members of ISI, skaters enjoy benefits and rewards for their achievements and a full year of insurance protection. Submit skater information on an easy-to-use spreadsheet or each participant can register individually.

Only \$15 per student

Each skater receives:

- Convenient annual membership term (Sept. 1-Aug. 31)
- Excess accident insurance coverage
- Personalized membership card
- Quarterly *Recreational Ice Skating* magazine
- The opportunity to compete locally and nationally
- Access to member publications
- All levels of test registration and patches

Combine these programs or use individually. Both are sure to encourage continued participation and retention, helping to grow your business. They may also assist in lowering your facility's liability insurance premium.

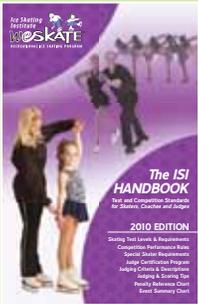
For more information, call ISI at (972) 735-8800 or visit www.skateisi.org.



Ice Skating Institute

weSKATE is a program of the Ice Skating Institute.

weSKATE[®] is the original ISI Recreational Learn To Skate Program

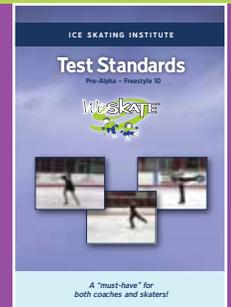


It's the Program of Choice for coaches and ice arenas wishing to increase participation and improve skater retention. The same Pre-Alpha to Delta and Freestyle 1-10 testing and competition program has been used for over 40 years. The new Open Freestyle tests and events give all skaters more flexibility and options.

Important tools to help you prepare your skaters for successful tests and competition programs include *The ISI Handbook* and the new *ISI Test Standards DVD*.

The weSKATE ISI Recreational Skating program:

- Encourages individuals to skate for *FUN!*
- Provides ice skating programs and easily attainable testing levels for all ages and abilities.
- Provides opportunities for skaters to participate in exhibitions/shows and in local and district competitions in many different events categories.
- ISI annually hosts five national/international competitions in various locations across the country that are open to all ISI members worldwide.

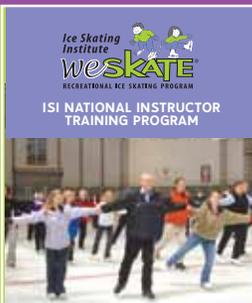


ISI Individual Membership is now on a universal membership year from Sept. 1-Aug. 31 with a pro-rated fee after March 1. **Benefits include:** a personalized membership card, excess accident and liability insurance, quarterly issue of *Recreational Ice Skating* magazine, test registration and badges for all levels, access to skating manuals and the opportunity to compete in local, district, national and international ISI competitions.

The weSKATE Club is a 13-week registration designed to be a more affordable alternative for beginning skating school students (Tot-Alpha levels). **Benefits include:** a weSkate Club identification card, excess accident insurance, ability to test and compete through the Alpha level, class rewards and incentives and one issue of *Recreational Ice Skating* magazine.

The weSKATE Class Management Software is a **FREE** benefit to weSKATE program users. This software program will help skating directors organize and administer their skating school programs from start to finish – create and schedule classes, register and track skaters, record attendance, tests and memberships – and much more!

Make your job easier and more efficient with this outstanding tool that has been specifically developed to meet the needs of busy skating directors. You'll wonder how you survived without it.



The weSKATE National Instructor Training Program is designed to educate and train instructors in the techniques, testing standards and professional requirements of teaching the ISI weSKATE program. This training program will help you develop the skills you need to be an outstanding coach while teaching the leading learn-to-skate program.

Training levels include: Core (Tot-Delta) / Intermediate (FS 1-5) / Advanced (FS 6-10)

Using ISI programs will bring success to your skaters,
to your rink and to YOU . . . *it's just good business!*



Association Reports

Arena Managers of the Mid Atlantic (AMMA)

by Trudy Ivory



Our annual fall mini-conference was held Sept. 22-23 at the Oglebay Resort in Wheeling, W.V. We met at Wilson Lodge on Tuesday evening for a trip to a local restaurant for dinner and a chance to catch up with each other. A social evening is a great time to relax, talk and share ideas.

Wednesday's meeting included speakers from Zamboni, U.S. Figure Skating, Seimens Building Technologies and Becker Arena Products. Each speaker offered valuable information that AMMA members found useful. A delicious lunch was provided and, as usual, our famous roundtable discussion as the last item on the agenda proved worth the trip!

AMMA's new officers did a great job of putting the mini-conference together. They include Terri Rosenwald and Colleen Thomas from Mentor Civic Arena in Mentor, Ohio and Erin Schopf from Shaker Heights, Ohio.

AMMA currently serves facilities in Pennsylvania, Ohio and West Virginia. Membership is also open to facilities in any neighboring states. Surely there are facilities in New York, Maryland and Virginia that could benefit from AMMA membership; please send me an e-mail at tivory@greensburgpa.org to let me know you are out there!

Wisconsin Ice Arena Management Association (WIAMA)

by Craig Petersen, 2nd Vice President



The Wisconsin Ice Arena Management Association recently completed its annual Fall Fire Up at the Oregon Community Sports Arena in Oregon, Wis. We were fortunate to have several knowledgeable speakers on topics such as dehumidification, refrigeration and energy efficiency. Thanks

to all who attended and to all of our vendors and sponsors.

Our next project is the 19th Annual WIAMA Spring Conference, which again will be held at the Kalahari Resort in Wisconsin Dells, April 21-23. For more information, please visit our Web site at www.wiama.com.

NorthEast Ice Skating Managers' Association (NEISMA)

by Ed Peduto, President



In my last report, I alluded to the disappointing level of participation at the NEISMA Spring Conference, particularly from the local facilities. My disappointment escalated to anger when a local rink was shut down for multiple days — twice in recent weeks — by the fire department for elevated levels of carbon monoxide in the rink.

Our conference featured speakers from the U.S. Environmental Protection Agency and the Massachusetts Department of Public Health. The topics of air quality, ultrafine particles and the April ESPN report on ice rink air quality apparently were not sufficient motivation to get anybody from the recently shuttered rink to drive the short distance and educate themselves on proper arena operations. Not surprisingly, this rink's level of CO was high (74 ppm) on the

The cost of a CO detector is far less than the costs associated with being closed and the bad press that accompanies the closing.

ESPN E:60.com map, which had tested arena air in early 2009.

Perhaps we should drive home the point that bad inside air harms the *workers* (OSHA states workers can work eight hours in 30 ppm or less) as well as the *skaters*, and an unfavorable news report harms *ALL of us in the rink industry!* I am sure that the cost of a CO detector with an alarmed relay to operate this rink's fans is far less than the costs associated with being closed for an extended period of time and the bad press that accompanies the closing.

The parents of the sickened skaters are screaming for the state of New Hampshire to require ice rinks to test their air as rinks are required to do in Massachusetts, Rhode Island and Minnesota.

Shame on all of us for allowing these situations to continue to occur. Dr. John Spengler studied air toxins in ice rinks in the late 1960s, and the answer is the same today as it was then: *VENTILATE your rink!*

The *ISI EDGE* trade journal is by, for and about ISI members. If you have a topic suggestion and/or would like to write an article, send a note to editor@skateisi.org.

ISI Judge Certification Tests

Congratulations to the following instructors who have recently passed ISI Judge Certification tests:

GOLD

Aeriel Dale
Melissa Fortin
Lisa Fuller
Alicia Grabel
Shellie Kioutas
Rachel Landers
Emily Miller
Victoria Morris
Laura Pickard
Karen Tiedemann
Kymerly Tompkins
Kayla Ward
Karen Watson

SILVER

Lisa Fuller
Marie Grieshaber
Brittani Morgan
Victoria Morris
Sarah Sterling
Tylar Anne Suckau
Kimberly Tompkins
Kayla Ward
Karen Watson

BRONZE

Abigail Alfajora
Oliver Asbury
Amy Bailey
Konstantin Baradakov
Aimee del Mundo
Victoria Lynn Finn
Garnet Fiordalisi
Llanel Florendo
Lisa Fuller
Sarah Hanson
Jane Jensen
Alyssa Katzoff
Jennifer Laumann-Cohen
Kristina Layton
Colleen Mickey
Brittani Morgan
Karri Nachtigal
Rebecca Nuorala
Megan Smith
Tylar Anne Suckau
Kayla Ward
Skye Wheeler

SYNCHRO

Rachel Barr
Kelly Boyles
Staci Niederlehner
Karen Tiedemann

Coaches, It's Scholarship Application Time!

You play an important role in publicizing the ISIA Education Foundation's scholarship program and supporting your facility's applicants. Here's what you can do to encourage their participation:

- 1** Assist your skaters with the application process.
- 2** Remind your high school seniors that the application deadline is March 1.
- 3** Write an evaluation or letter of recommendation, if asked.
- 4** Help skaters document their service hours.



Emily Miller, 2008 scholarship recipient

Application deadline is March 1

Scholarship application and criteria are available at skateisi.org



CALENDAR

ISI-endorsed competitions & shows/exhibitions
Deadline for the next EDGE calendar: Nov. 15
For regular calendar updates, see
www.skateisi.org, Events

COMPETITIONS

NOVEMBER

5-8 San Francisco CA
Yerba Buena Ice Skating Center
Skate San Francisco

6-8 Montgomery AL
K Lynn Skating School
1st Annual Competition

6-8 Northbrook IL
Northbrook Sports Center
Falling Leaf Open

7-8 Yorktown VA
Hampton Roads IcePlex
8th Annual Fall Classic Open

7-8 Tampa FL
Ice Sports Forum
2009 Fall Challenge

8 Anaheim CA
Anaheim ICE
9th Annual Synchronized Team Competition

12-15 Portland OR
Lloyd Center Ice Rink
22nd Annual Ice Crystal Classic

14-15 Joliet IL
Inwood Ice Arena
Harvest Gold Competition

14-15 Kansas City MO
Line Creek Ice Arena
City of Fountains Fall Fling

15 San Jose CA
Sharks Ice at San Jose
Ice Arts

21 Marlboro MA
FMC Ice Sports Marlboro
Thanksgiving on Ice

34

21-22 New Ulm MN
New Ulm Figure Skating Club
New Ulm Fall Festival

21-22 Centennial CO
South Suburban Ice Arena
13th Annual Winterfest ISI Competition

22 Yonkers NY
Yonkers Figure Skating Club
23rd Annual Holiday Classic

28-29 Skokie IL
Skatium
All America Competition

DECEMBER



4-6 Fort Myers FL
Fort Myers Skatium
ISI Artistic Challenge

4-6 Taylor MI
Taylor Sportsplex
TSX Winter Extravaganza

4-6 White Bear Lake MN
White Bear Lake Sports Center
White Bear Lake Holiday Open

2010

JANUARY

9 Plymouth MN
Plymouth Ice Arena
Blizzard Blast

16-17 Centennial CO
South Suburban Family Sports Center
7th Annual ISI Competition

24 Franklin Park IL
Franklin Park Ice Arena
KICKLine Synchronized Skating Competition

FEBRUARY

5-7 Glenview IL
Glenview Ice Center
February Freeze



12-14 Anaheim CA
Anaheim ICE
ISI Winter Classic

12-14 Oxford OH
Goggin Ice Center
2010 ISI Miami Open Team Competition

12-14 Blaine MN
Schwan Super Rink
Frosty Blades 2010

13-14 Plano TX
Dr Pepper StarCenter
ISI Love to Skate 2010

20 Mansfield MA
Golden Blades Skating School
9th Annual ISI Team Competition

20-21 Nashville TN
Centennial Sportsplex
25th Annual ISI Invitational

MARCH



26-28 Oxford OH
Miami University
ISI Synchronized Skating
Championships

APRIL

9-11 Knoxville TN
Ice Chalet
41st Annual Robert Unger Competition

24-25 Johnstown PA
Planet Ice
Spring Challenge Championship

MAY

1-2 El Segundo CA
Toyota Sports Center
2010 Spring Fling Open Competition

22 Wellesley MA
Babson College Skating School
Babson Blast

JULY



26-31 **Marlboro MA**
New England Sports Center
30th Annual ISI World Recreational Team Championships

OCTOBER



8-10 **Las Vegas NV**
Las Vegas Ice Center
ISI Adult Championships

SHOWS & EXHIBITIONS

NOVEMBER

19-Jan. 10 **San Jose CA**
 Sharks Ice at San Jose
 Holiday Exhibitions

DECEMBER

4 **Geneva IL**
 The Skate School @ Fox Valley
 Holiday Exhibition

5-6 **Franklin Park IL**
 Franklin Park Ice Arena
 2009 Holiday Recital

5 **Newark OH**
 Lou & Gib Reese Ice Arena
 2009 Holiday Exhibition

6 **Nashville TN**
 Centennial Sportsplex
 Annual Holiday Ice Show

8-12 **Knoxville TN**
 Ice Chalet
 22nd Annual Nutcracker on Ice

11-13 **Evanston IL**
 Robert Crown Ice Center
 35th Anniversary Nutcracker on Ice

11-12 **St. Peters MO**
 St. Peters Rec-Plex
 Winter Wonderland on Ice

11-12 **Eugene OR**
 Lane Events Center-ICE
 Jungle Book

12 **Dimondale MI**
 The Skate School @ The Summit
 Holiday Ice Show

12 **Anaheim CA**
 Anaheim ICE
 15th Annual Holiday Spectacular

12-13 **Indian Trail NC**
 Extreme Ice Center
 Skate a Gift

13 **Pittsburgh PA**
 BladeRunners Ice Complex
 Holiday Skate

13 **St. Louis MO**
 Wayne C. Kennedy Recreation Complex
 Holiday Celebration

13 **Redwood City CA**
 Nazareth Ice Oasis
 The Nightmare Before Christmas

13 **Oak Lawn IL**
 Oak Lawn Ice Arena
 Holly Day on Ice

18-19 **Simi Valley CA**
 Iceplex Simi Valley
 Lion Kings on Ice

19 **Arlington TX**
 ICE at The Parks
 Holiday in The Parks

19-20 **Richmond VA**
 Richmond Ice Zone
 2009 Holiday on Ice

19 **Marlboro MA**
 FMC Ice Sports Marlboro
 Winter Carnival

20 **Yonkers NY**
 E.J. Murray Memorial Skating Center
 Holiday Ice Show 2009

20 **Johnstown PA**
 Planet Ice
 Season Spectacular/Spotlight on the Season

20 **Orland Park IL**
 Arctic Ice Arena
 Arctic Wonderland 2009

26 **San Jose CA**
 Sharks Ice at San Jose
 Bay Skates

2010

FEBRUARY

5-7 **Eugene OR**
 Lane Events Center-ICE
 Love to Skate

10 **Dimondale MI**
 The Skate School @ The Summit
 Spring Follies

MARCH

13-14 **St. Louis MO**
 Wayne C. Kennedy Recreation Complex
 Annual Ice Recital

MAY

1 **Marlboro MA**
 FMC Ice Sports Marlboro
 Skating to the Movies

7 **Geneva IL**
 The Skate School @ Fox Valley
 Spring Ice Show

7-9 **Northbrook IL**
 Northbrook Sports Center
 Northbrook-On-Ice 2010

13-16 **Skokie IL**
 Skatium
 One Hit Wonders

14 **Dimondale MI**
 The Skate School @ The Summit
 Spring Ice Show

16 **Nashville TN**
 Centennial Sportsplex
 Annual Spring Ice Show

18-19 **Skokie IL**
 Skatium
 Superstars on Ice

21-23 **Glenview IL**
 Glenview Ice Center
 37th Annual Ice Show

28-29 **Orland Park IL**
 Arctic Ice Arena
 Magical Mystery Ice Tour

Classified Advertising

Figure Skating Coach — Help advance a growing, 5-year-old ISI Club located in northwest suburban Minneapolis area. Certified to coach advanced levels (ISI 4 & above). Call (763) 221-2912 or (763) 682-6209.

Full-time Ice Arena Manager — Immediate opening at The Centre Ice Rink at the Delaware State Fair. Responsibilities include operation and maintenance of The Centre Ice Rink facility, including planning, developing and marketing of figure skating, skating lessons, public skating, youth and adult hockey programs. Previous ice arena management preferred. Generous benefits package offered. Please send résumé and salary requirements to wdimondi@msn.com.

Instructors — Ice skating facilities in Indianapolis need instructors for the upcoming season. PSA, USFS and/or ISI experience preferred. Junior coaches also may be needed to assist with group lessons. E-mail résumé to jobs@skateisi.org

or fax to ISI office at (972) 735-8815, with "RESUME" on the subject line.

For Sale — (80) 16" metal halide aluminum lights, including ballasts and bulbs, (1) Model 821F Blademaster Single-Wheel Custom Radius Skate Sharpening Machine with Fan BR300 and cover. Contact Nick Flaskay at Flaskay@hotmail.com or (813) 240-6065.

Western Pennsylvania Rink Investment — Two-sheet state-of-the-art facility with fitness center, daycare and medical offices, plus separate sports bar/restaurant and approximately 20 acres of developable land. For more information, please call (412) 670-9363.

For Classified Advertising information, contact Carol Jackson at cjackson@skateisi.org.

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ISI and Vegas
A Sure Bet for 2010!



June 1-4
Caesars Palace

Room Rate: \$119
Reservations: (866) 227-5944
Group Rate Deadline: April 29



www.skateisi.org



And Another Thing...

by Peter Martell
ISI Executive Director

Benefits + Rewards = Winning Combination

As ISI winds down its 50th anniversary year, it is both timely and appropriate to reflect and remind ourselves why the programs and services that we offer today were created, and how they still serve to increase and retain participants in our member facilities.

In the 1960s, there was no nationally recognized learn-to-skate program to teach Americans the skating skills necessary to enjoy the sports of figure skating and hockey. Additionally, those lucky enough to learn basic skills had no avenue to continue improving their techniques or to participate in events without joining a private club and committing to many hours of training at considerable expense.

Even if they did have the time and the means for club membership, if they could not pass the stringent figure and freestyle tests to qualify for competitions, they were eliminated from subsequent activities. While this system may have worked to produce elite competitive skaters such as Dick Button and Carol Heiss, it did not serve to increase interest and participation among average Americans.

Consequently, ISI developed the concept of a *recreational* ice skating program offering a logical progression of skill develop-

ment, broken down into easily attainable steps, with incentive goals (tests) and rewards (patches) that could be offered by rink owners and operators at an affordable price. The original learn-to-skate program, now known as *weSKATE*, was designed to generate skating business for rink owners and professionals, and encourage repeat patronage from impulse skaters.

Shortly thereafter, rink operators and coaches realized that, while they were teaching many people to skate, these new skaters were losing interest before they attained the skills necessary to participate in U.S. Figure Skating competitions. That's when the ISI Recreational Competition program was born.

This program provided non-qualifying competition opportunities for anyone, regardless of age or skill level. Skaters were invited to participate on a team representing their rink or skating school, which encouraged team spirit and camaraderie. Events were broken down by age and ability level to ensure a level playing field. Best of all, the ISI competition environment was fun and rewarding, which resulted in a strong desire among the skaters to continue advancing in their testing levels and to participate in future events.

Today, those same principles remain the foundation of the *weSKATE* and ISI Recreational Competition programs, and are what has made them the programs of choice for hundreds of rinks and hundreds of thousands of skaters for nearly 50 years.

As we enter our sixth decade of providing innovative programs and services to the ice skating industry, it should come as no surprise that we have, once again, developed a revolutionary new program, ISI Membership Rewards, to help generate and retain business. Membership Rewards not only encourages rinks and skating directors to register their skaters to receive and enjoy all of the benefits of ISI membership, but also rewards (monetarily and otherwise) those same rink owners and skating directors for doing so.

Providing benefits that encourage new and existing customers to continue skating and earning valuable rewards for doing so creates a winning combination for everyone. It's just one more way that, after all these years, ISI still works for you! 

Improve your bottom line, both short- and long-term



ISI **Administrative members** can enjoy substantial returns by registering class or recreational skaters with ISI. ISI **skating directors** can earn rewards for registering Individual skater members to their arena/club as well as registering NEW Professional members.

It's easy money. Give it a try, and see how ISI works for YOU!

For more information, see the packet recently mailed to your facility or call the ISI office at (972) 735-8800.

Super-Glide® synthetic ice: the **green** alternative to real ice!

Global Synthetic Ice is proud to offer Super-Glide® Ice Blue, the most advanced replacement for natural ice ever created. Combined with our new Seamless Technology method of assembly, artificial ice skating rinks of any size can now be constructed for use in any weather, indoors or outdoors. Ideal for all ice sports from hockey to figure skating and recreational skating, Super-Glide® is your solution...

Anywhere, Anytime, Any Size.

Contact us today to learn how you can save money AND our environment by installing Super-Glide® synthetic ice. Initial build costs are low, maintenance costs are almost nothing, and skater satisfaction is high! A recent USA Hockey Poll found 90% of players would use a synthetic ice rink if it were available.



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synthetic ice
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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.



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