

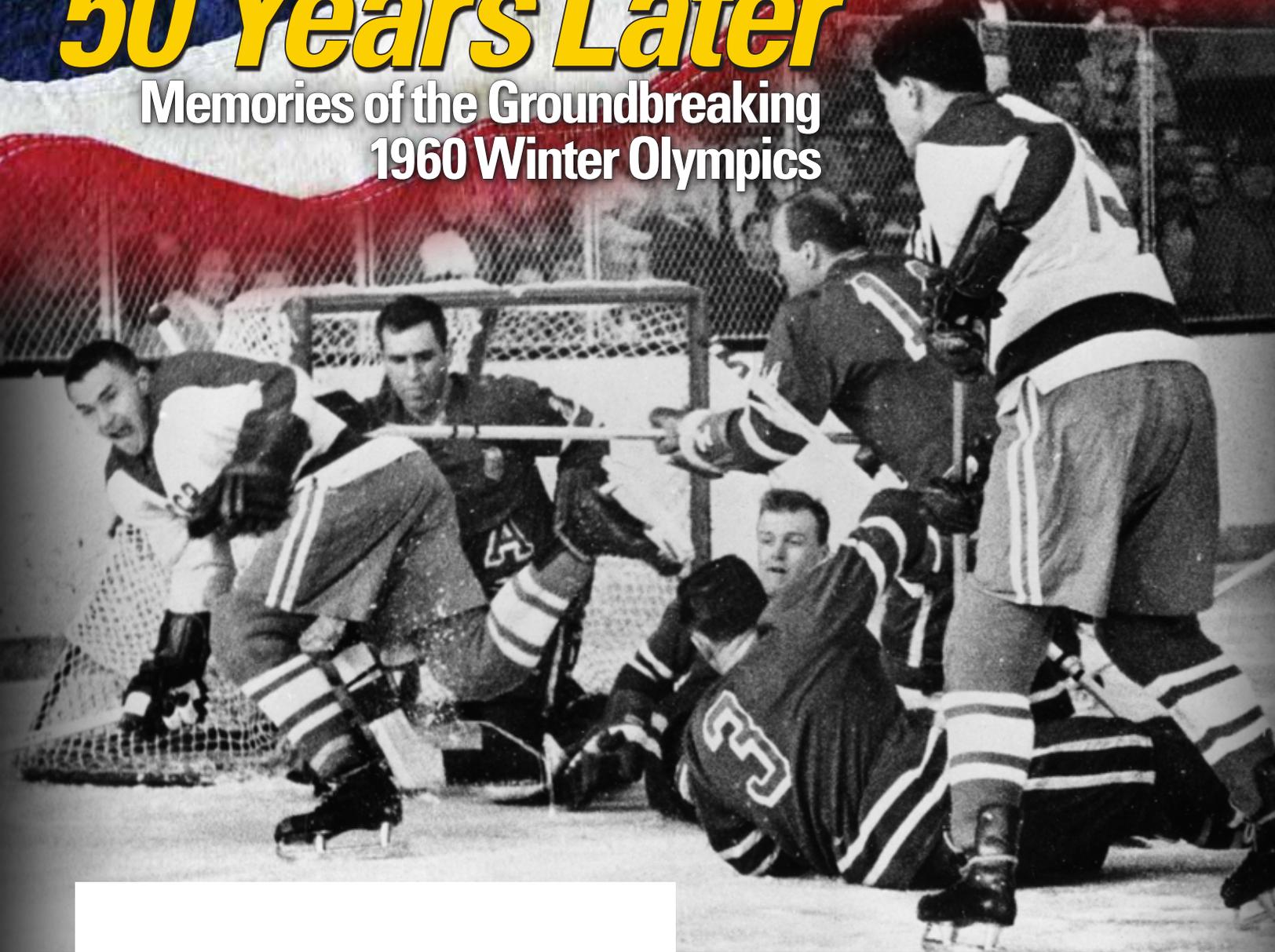
MARCH/APRIL 2010

EDGE

The professional journal for the ice skating industry

50 Years Later

**Memories of the Groundbreaking
1960 Winter Olympics**



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Ice Skating Institute

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Peter Martell
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Dawn Malone

PRINT PRODUCTION & ADVERTISING/SPONSORSHIP MANAGER
Carol Jackson

GRAPHIC DESIGNER
Logan McCoy

CONTRIBUTORS
Chris Geatrakas
Julia Smith
Clarice Tunison

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ICE SKATING INSTITUTE

6000 Custer Rd., Bldg. 9
Plano, TX 75023
Phone: (972) 735-8800
Fax: (972) 735-8815
e-mail: isi@skateisi.org
www.skateisi.org

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50 Years Later

Memories of the Groundbreaking 1960 Winter Olympics

by Lori Fairchild



Bill Briner

Designed as the centerpiece for the 1960 Winter Games, Blyth Arena was a unique A-frame building featuring glass walls and one side open to the mountains.

It's been a half-century since the VIII Winter Olympic Games in Squaw Valley, Calif. changed the face of winter and ice sports in the United States.

"The 1960 Winter Olympics were, in many ways, the genesis of our business and served as a catalyst for the American ice arena industry," notes Peter Martell, executive director of the Ice Skating Institute.

"To put it into perspective, consider that, in 1930, more than 50 years after the first artificial-refrigerated ice rink was constructed in New York, there were still only 28 ice skating facilities in the entire country," Martell says. "As of 1960, that number had still not reached 100. But by 1972, the figure had mushroomed to nearly 1,000. Many would, directly or indirectly, attribute this explosive growth to the excitement and interest generated in Squaw Valley."

The Impact on Ice Sports

The single most significant factor contributing to this unprecedented enthusiasm was the awareness created with the first commercially televised Olympic Games in the United States.

"The impact was tremendous due to the television coverage," says Carol Heiss Jenkins, the 1960 ladies' gold medalist. "Figure skating lends itself beautifully to television, because all of the action is confined to the rink space. You really have the feeling that you're watching a show. After those Olympic Games, many more kids wanted to try skating and started asking for skates the next Christmas."

In addition, she points, out, pre-1960 indoor ice skating facilities were primarily associated with exclusive private clubs, hardly accessible to the average American family. "But all of a sudden, we had community rinks in the suburbs, recreational rinks with public sessions, and the next



Courtesy of Weldon Olson

Two of Team USA's 1960 gold medalists: Weldon Olson (hockey) and Carol Heiss (figure skating).

thing you knew, the ISIA and its learn-to-skate program.”

Traveling and televised ice shows also gained in popularity and kept skating high on the list of recreational and entertainment activities.

even have a rink back when I played at BU, and now they have two.”

One of Rodenhiser’s Olympic teammates in both ’56 and ’60, four-year Michigan State Spartan leading scorer Weldon Olson, remembers 1960 as a

primary Zamboni resurfacers driver for the interior rink during the ’60 Olympics. He considers those Winter Games the beginning of a new era in ice skating. “All the rinks got busier than heck after the Olympics,” he notes. “We started offering junior hockey that year and had big sign-ups because the kids all saw the Olympics on TV, and we started running summer clinics.”

Putting Tahoe on the Map

Prior to the 1960 Winter Games, Lake Tahoe was widely known as a summer destination, but few knew of the amazing skiing the region had to offer, says Nancy Cushing, whose late husband, Alexander Cushing, was the founder of Squaw Valley and was responsible for bringing the Games to the resort.

“The 1960 Olympics were instrumental in establishing Lake Tahoe as a winter resort. In fact, at that time, skiing in western North America as a whole was not very publicized. Skiing was primarily associated with Europe and New England. It was the 1960 Squaw Valley Olympic Winter Games that put western skiing on the map, and many western ski resorts were developed as a direct result,” notes Mrs. Cushing, chair and CEO of Squaw Valley USA and board member of the Lake Tahoe Regional Sports Commission.

The Olympics also had a major impact on the infrastructure of the area, she adds. Roads and bridges were constructed specifically for the Games,



Port Clerk Collection/Minnesota Wild Archive

The 1960 men’s team, sometimes referred to as the “First Miracle on Ice,” was the first American hockey team to claim Olympic gold.

Ron Ludington, who with his then-wife Nancy Rouillard Ludington won the bronze in pairs, describes the impact of the 1960 Games as “incredible. It was the first time that ice skating got that kind of notoriety. It was great exposure.”

The United States’ performance in the 1960 Games also contributed to the excitement. In addition to Heiss, who took gold with first-place rankings from all nine judges, her future brother-in-law, David Jenkins, won the men’s gold, and the underdog U.S. hockey team upset both the powerful Canadians and the overwhelmingly favored Russians to become the first U.S. men’s hockey team to take top Olympic honors. Penny Pitou of the U.S. won silver in the women’s downhill as well as the women’s giant slalom, and William Disney took silver in the men’s 500-meter speed skating. Along with the Ludingtons’ bronze, that brought the U.S. medal tally to 10.

“Winning our first gold gave impetus to the whole hockey boom,” recalls Dick Rodenhiser, a former Boston University Terrier who played on both the 1956 and 1960 Olympic hockey teams. “We didn’t

definite turning point” for ice sports across the country. “It was the ideal time after the 1960 Olympics to spread it out into the recreational programs. The ISIA program did a great job with teaching people how to skate, more than had ever been done before.”

Olson, whose career later included positions with Madison, Wis.-based Trade and Sports Publications, rink refrigeration pioneer Charles R. Beltz Co. and Hancock Recreational Center in Findlay, Ohio, was a charter member of the Ice Skating Institute of America. Rodenhiser, who worked with the Metropolitan District Commission (MDC) for five years before becoming the first manager of the Edward F. Loring Arena in Framingham, Mass., also was an early ISIA administrative member.

Bob Skrak, another ISIA charter member and longtime general manager of East Bay Iceland in California, was the



Courtesy of Zamboni Co.

Frank Zamboni designed a one-of-a-kind resurfacing machine, pulled by a large truck equipped with a water tank, for the world’s first artificially refrigerated speed skating track.



Courtesy of Zamboni Co.

A miniature three-wheel Zamboni resurfacer (right) was created just for Blyth Arena's tight corners.

» and Lake Tahoe was transformed into a world-class destination known for its challenging terrain and one of the largest ski lift networks in the country.

Zamboni's Olympic Debut

Zamboni ice resurfacing equipment was still relatively new to the ice arena industry in 1960, when it was used for the first time at an Olympic venue.

Blyth Arena, built to house the Olympic figure skating and hockey events at Squaw Valley, was designed with nearly square rink corners with only about an 11-ft. radius. Frank Zamboni, always up for solving a challenge with a new invention, designed special electric three-wheel machines for the rink, including a small one just for the corners. In addition, at the request of Olympic ice arena manager Bill Kerth, Zamboni designed a one-of-a-kind resurfacing machine, pulled by a large truck equipped with a water tank, for the speed skating oval, which was the first track in the world to feature



Courtesy of Zamboni Co.

Never intended to be a permanent facility, Blyth Arena continued to serve northern California for years but was demolished in 1983 following a roof collapse due to heavy snowfall.

artificial refrigeration. Zamboni also loaned the Games three other units to be used on the side rinks.

The 1960 Olympics had an immense effect on the Zamboni Company, recalls Richard Zamboni, Frank's son. "Before that time, my dad had only sold machines in the U.S. and Canada. After that, he sold two machines to Swiss rinks. That prompted people in other countries to contact us about becoming dealers. Rolba became our dealer in Europe as of 1961. Then my dad was approached by the Patine Corporation, and they are still our dealer in Japan. It started us exporting machines to countries other than Canada, and that's a big part of our business today. We've had a presence at most Winter Games since then."

Visions: Past and Future

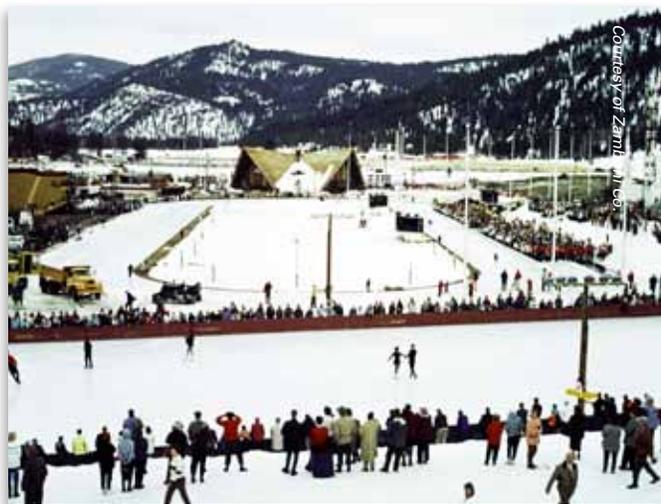
Squaw Valley's success at winning the 1960 Olympic bid is the classic underdog story. Initially dismissed as a hopeless dreamer, Alex Cushing, the lone resident of a little-known ski resort town with no mayor, one chairlift, two rope tows and a 50-room lodge, managed to convey his vision to the Olympic Committee with an ambitious campaign that eventually won worldwide support. The committee became intrigued with the idea of holding the Games in this tiny, picturesque California valley in the Lake Tahoe basin, where annual snowfall measured 450 inches.

The Games were awarded to Squaw Valley in 1955 by a 32-30 vote, bringing the Winter Olympics back to the United States for the first time since 1932 in Lake Placid, N.Y.

The next four and half years were spent constructing 50 miles of four-lane freeway, bridges, hotels and restaurants,

Blyth Arena, the speed skating oval, ski lifts and ski jumps. Willy Schaeffler, the Olympic ski course designer who had been involved in the 1936 Games in Germany and the 1952 World Championships in Aspen, was called in.

Designed specifically for the Games, Blyth Arena was a unique A-frame building featuring glass walls and one side open to the mountains, with a capacity of 11,000 spectators (8,500 seated). Never intended to be a permanent facility, the building continued to serve northern California for many years but was demolished in 1983 following a roof collapse due to heavy snowfall.



Courtesy of Zamboni Co.

Squaw Valley provided an intimate setting for the Games, with the practice rinks, speed skating oval and ski jump within view of the ice arena.

In the days preceding the 1960 Games, heavy rains washed away the snowpack, forcing the operations crew to truck snow from surrounding areas. Fortunately, a Sierra storm hit the night before the Games. The snow stopped and the sky cleared just in time for the opening ceremony, orchestrated by Walt Disney and featuring 5,000 participants.

Thirty nations competed in 15 alpine and ski jumping events, eight speed skiing contests, three figure skating competitions and 28 hockey matches. The event drew 47,000 spectators, the largest group to ever watch a winter sports program in America. Their lodging costs ranged from \$5 to \$10, and the daily admission to see five major events set them back \$7.50.

Richard Zamboni says one of his most vivid memories of the Squaw



Jeff Engerbreton

A 10-day Olympic Heritage Celebration in January commemorated the 50th Anniversary of the VIII Winter Olympic Games in Squaw Valley.

Valley setting was its compactness. "It was so small compared to what the Winter Games got to be in later years. In Squaw Valley, the venues were all just right there, close at hand. It was unique having the hockey and figure skating rink adjacent to the speed track, and the practice rinks next to them. You could look out the window and see the hill with the big ski jump. It was a hometown thing, and they pulled it off."

The 1960 Olympics came to be regarded among the most successful

and efficient Winter Games in history, even by many of their original doubters.

Five decades later, the Squaw Valley Ski Museum Foundation joined forces with the Olympic Heritage Committee to host a 10-day Olympic Heritage Celebration commemorating the 50th anniversary of the VIII Winter Olympic Games. The January event served as the official launch of a

capital campaign for the development of the Squaw Valley Ski Museum. An effort is also under way to bring the Winter Olympics back to the Lake Tahoe area in 2022.

"Due to the sheer size of the Olympics today, the effort to bring the Olympic Games back to the area is focused on the Reno/Tahoe region as a whole," explains Nancy Cushing. "Reno would most likely host all the events that would not require mountain terrain, including figure skating and hockey. The

events that require mountains would be distributed among the Lake Tahoe ski resorts, with Squaw Valley most likely hosting the giant slalom and slalom.

"The effort is widely supported by both locals and ski resorts," Cushing adds. "This area has an incredible Olympic legacy, and we would love to see the Games back in Tahoe once again."



Jeff Engerbreton

Squaw Valley CEO Nancy Cushing lights the torch for the Olympic Heritage Celebration.

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The 'Forgotten Miracle'

Team USA's surprise victory over the Soviet Union, leading to the men's ice hockey gold medal at the 1980 Winter Games in Lake Placid, N.Y., is widely known as the "Miracle on Ice." It was, however, history repeating itself.

Dick Rodenhiser. "I think that's one of the reasons we were so well prepared."

In the preliminary round, the Americans beat the Czechs 7-5 and the Australians 12-1. The championship round included victories over the Swedes and the Germans, setting up the U.S.-Canadian match, which resulted in a 2-1 upset by the Americans. An unlikely semi-final match-up against the Soviet Union went down to the wire, ending in an even more unlikely 3-2 American win. It was the first time in history that the U.S. had dominated a Soviet team, with Bill Christian scoring the tying and winning goals.

"But the real hero of both the Canadian and the Russian games was Jack McCartan, the goaltender," says Olson.

The unexpected victory over the Soviets meant the U.S. was on the ice again early the next morning, against the Czechs. "The powers that be had assumed that Russia and Canada would be vying for the gold medal on Saturday afternoon, but that wasn't the case," Olson says.

The U.S. was lagging 4-3 after two periods when the Russian captain



Courtesy of Weldon Olson

The 1960 medal stand for Olympic men's hockey featured: (center) Jack Kirrane, U.S. captain; (left) Ken Laufman, Canadian captain; and (right) Nikolai Sologubov, Russian captain.

entered their locker room and advised the Americans to take breaths from an oxygen tank before starting the final period. Olson is eager to set the record straight on that highly publicized anecdote: "You always hear about the Russian captain coming in to tell us about oxygen. Well, oxygen was nothing new to our team. But he came in and wisely brought a couple of reporters with him, and told us, with gestures, to use some oxygen. But the reason he wanted to make sure we won was that if Czechoslovakia beat us, Russia would finish in fourth place. His 'altruistic' move was really a selfish one, because if the Czechs went home with a medal and the Russians didn't, that would have changed their whole life. That's one of the myths, that we got six goals in the next period because the Russians told us to use oxygen. Well, the kid that got three, Roger Christian, didn't take any oxygen.

I didn't take any. A lot of the guys didn't take it. But the press loved that story and made a big deal out of it."

The Americans, indeed, rallied with six unanswered goals in the third period to win 9-4, for a combined 7-0-0 during the 1960 Games.

It was an exhilarating time for the young American amateurs. "In the late '50s and early



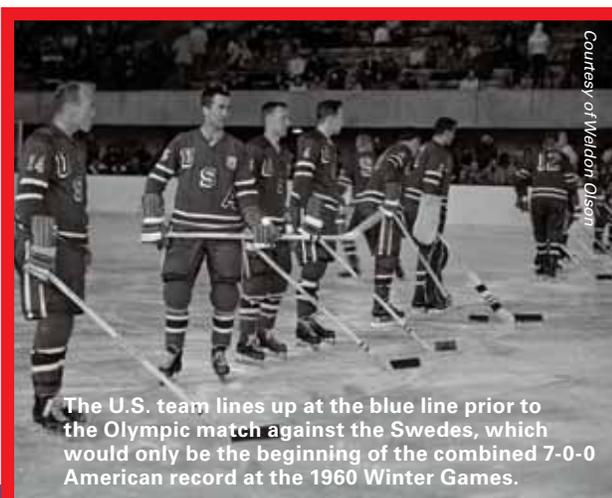
Bill Ehrler

With 17 seconds remaining on the scoreboard, the 1960 underdog U.S. Olympic men's hockey team upset the USSR, marking the first time in history that the U.S. had dominated a Soviet team.

Twenty years earlier, the 1960 men's team — sometimes referred to as the "First Miracle on Ice" or the "Team of Destiny" — was actually the first American hockey team to claim Olympic gold. Despite having won silver in both 1952 and 1956, the team was nonetheless considered an underdog to the established hockey powers in Canada and the Soviet Union.

The American team comprised college students and amateur players primarily from the Boston area, Michigan and Minnesota. "But we had about 30 combined years of international experience, and the only one who had not played internationally was the alternate goaltender," notes 1960 team member Weldon Olson.

"Five of us had played in the '56 Olympics in Cortina, Italy, and some of us had played on the '57, '58 and '59 national teams, and we all came together on the 1960 team in Squaw Valley," adds



Courtesy of Weldon Olson

The U.S. team lines up at the blue line prior to the Olympic match against the Swedes, which would only be the beginning of the combined 7-0-0 American record at the 1960 Winter Games.

1960 Winter Games Firsts & Highlights

'60s, it was quite a different atmosphere. The NHL only had six teams, and there were no Americans playing on them. The highest level we could reach as an American was to play on an Olympic team, and some of us had played on two. But we didn't feel like celebrities in the least. We all just went back to our jobs. I was fortunate to have been in the rink business, because I continued to play amateur hockey."

Only five U.S. Olympic hockey players won both a silver and a gold medal in the 20th century: Rodenhiser, Olson, Bill Cleary, John Mayasich and Dick Meredith.



A new documentary film, *Forgotten Miracle*, celebrates the gold medal run of the 1960 U.S. Olympic hockey team, featuring rare footage of the first televised Olympic Games, illustrated reenactments and interviews with team members, coaches and experts.

- First Olympic Games held in the western United States.
- First Olympic Games to be commercially televised in the United States; CBS paid \$50,000 for the right to broadcast the Games domestically, and they were televised by tape delay to Europe.
- Marked CBS' invention of "instant replay" as a result of a ski race controversy, when officials asked CBS for permission to review a videotape.
- First and only time in modern Olympic history that an Olympic Village was built to house all the athletes under one roof, creating a unique cultural camaraderie in which they bunked, dined and spent leisure time together.
- First time computers were used to tabulate results. A team was required to operate the glass-walled IBM processor, which was the size of a small building and boasted a disk capacity of 5 megabytes.
- First time mechanized ice resurfacing equipment was used at an Olympic venue.
- First time artificial refrigeration was installed for speed skating events.
- Featured the world's largest Olympic ski-jumping course at that time.
- First year women were permitted to compete in speed skating as an official Olympic event.
- First Olympic biathlon competition (combining cross-country skiing and shooting).
- First time an Olympian competed on metal skis (Frenchman Jean Vuarnet, who won gold in men's downhill).
- First time a woman (Carol Heiss) took the Olympic oath on behalf of all participating athletes.
- Disney artist John Hench's Olympic torch design was used for the first time, and has served as the concept for all Olympic torches since.

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WHAT WERE THEY THINKING?

Some refrigeration system designs that began as *inspired* have turned out to be *inefficient*.

by Chris Geatrakas

Like many of you in the ice rink business, I have spent countless early mornings and late nights in ice rink mechanical rooms, on ice floors and outdoors, high in the air on condensers and water towers, with one goal in mind: save the ice from meltdown.

Many of the costly breakdowns and repairs encountered over the years have not been the result of neglect on the part of the owner/operator but actually were created years before on the design tables of the engineer/architect and design/build installers. Some of their “inspired ideas” have turned into “nightmares” for the owner/operator and service technician responsible for keeping the systems operating.

There are many variations of the basic ice rink refrigeration principle, which is, essentially, taking heat from “where we don’t want it (the ice)” and moving it to “where we don’t care (outside).” The latter, fortunately, has changed to “where we can reclaim the heat and reuse it economically.”

Anyone who is intimately involved in the ice-making process and enters the mechanical room on a daily basis will identify with one or many of the design elements and systems below. There certainly have been many ways to make ice:

- Direct liquid over-feed systems
- Indirect brine or glycol chiller systems
- Steel, plastic and ice mat floors
- Mechanical or fusion joint connections
- High- and low-density plastics
- R-22, R-502, R-12 and ammonia primary refrigerants
- The newer offerings — R-134A, 407C and 410A, to name a few
- Fusion storage or thermal (to test how long and where you have been in the industry, name the locations where these systems were installed and I’ll buy you a coffee — \$5 Starbucks card in the mail to the first five answering correctly; sorry, only one per company)
- Industrial vs. commercial systems
- Electric chillers
- Natural-gas engine chillers
- Propane engine compressors

Let’s visit a rink or two, highlighting a few design elements that have the potential for increasing your maintenance and repair costs. The names of the rinks and designers are withheld to protect the innocent, the guilty — and me.



Here you have a typical evaporative condenser. In goes the hot gas, heat is rejected and out goes the sub-cooled liquid back to the chiller. This unit should have given the owner many years of service, had it been installed in a manner that the service tech could actually reach the

fan, motor belts and condenser tubes easily. No catwalk, protected ladder or other safe means to reach the unit was provided. The access door is 16 feet above the parking lot surface. The owner and his staff could not routinely access the important elements of this unit, so preventive maintenance was

essentially overlooked and the condenser eventually failed. Bearings, fan shaft and belts were neglected to the point of system shutdown. “Out of sight (and access), out of mind.”

To compensate for this flawed installation, the owner was forced to purchase a platform scissor lift which

required further expense, extra training for his staff and maintenance of the lift, in addition to maintenance of the chiller system. Now he is the owner of two machines — both a chiller and a lift — that have the potential to break down.

Looking further, however, we see the real flaw in the system: the relief vent line from the chiller high-pressure relief valves to outdoors. Why is the relief line exiting above the top of the evaporative condenser? Does the discharge air stream cause a problem?

As the system operates, carry-over vapor from the discharge of the evaporative condenser enters the “hood” of the relief line, condenses under that hood, drains down the steel pipe to the relief valves and collects on both the high side and the low side, eventually forming rust around the relief valve springs. This prevents them from relieving should system pressures exceed relief spring set points. Fortunately, this was discovered before a major ammonia accident occurred. If the relief valves do not relieve, the weak point in the system will eventually rupture in an uncontrolled manner. We tested the valves and two of four would not open when 250 psig pressure (the set point) and greater was applied.

Check your condensers and relief lines. If they are in the air vapor stream of your condenser or looking straight up to the sky, make corrections immediately and check all your relief lines and valves for corrosion. Certainly you are replacing all relief valves every five years, per code — right?

Last, one of my favorites, the floor vent box, which usually hides two vent valves for the cold floor and two for the warm floor. Whether venting brine (calcium chloride) or ethylene glycol, these well-intentioned but misguided system startup tools can spell disaster for an ice rink floor, sometimes by misuse and otherwise by design.

Why are they there? To help vent the headers and floor systems. Problem is, the vent lines are tapped into the top of the headers — in this example, a center header (in-floor) system which is not the high point

2
Moving inside, we have the chiller, a brine system with many positive features: backup system pumps; multiple open-drive compressors; environmentally friendly, efficient and inexpensive ammonia refrigerant.

But look closely and you'll see the potential for increased maintenance costs: open brine vent/balance tanks piped directly above the steel-based chiller. Multiple small but lethal (to steel) brine leaks from the tanks and respective piping above are about to cost the owner considerable dollars to replace not only the pumps but also associated piping. Why not design and install the brine balance tanks a few feet away from the chiller to protect the system from the effects of an eventual leak?

Refrigeration systems are often factory pre-assembled for easier

fabrication and installation. Drop this “package” into the mechanical room, pipe to and from the condenser, refrigerated floor, under-floor heat system and the snow melt, add power and control wiring to a single point, and *Voila! We have ice!* This is correct at the start, but later, someone has to service this equipment, which was carefully assembled miles away in a controlled environment, piece by piece, with little foresight to the issues of access for service. Space for service access is very limited for the average service technician. Some parts of these systems are difficult, at best, to access: the service tech must have the technical ability to troubleshoot and repair the system, as well as the flexibility of a gymnast to access the parts. Please, designers, give us, the technician and the owner/operator, some room to move around in these systems!



» of the system, nor is it the high point of the floor. The floor tubes are above the vent taps, which means the air in the floor must be pushed by the pump to the high point of the system anyway, which is the vertical riser in the mechanical room.

The vent valves in the floor box add a new potential for leaks and system damage. We have seen owners/operators periodically opening the vent boxes, accessing the vent valves

The key to the long-term successful operation of your system lies with the initial design and with the useful, hands-on information you have.

and “venting” air from the system. Unfortunately, one step is typically left out: adding a hose to the end of the

valve to safely vent the air and subsequent brine that follows this procedure to a bucket. Instead, the air and brine are vented into the vent box, where the corrosive brine saturates surrounding sand, then drains to the cold main piping, headers and under-floor heat steel mains and headers below. Accidental leaks do the same damage, and eventually a good floor system goes bad and expensive repairs and/or replacements are necessary. Make it an ethylene glycol system; lose more than five gallons of glycol to the ground and you own an environmental spill with associated costs, potential fines and some bad press.

Owners, do yourself a favor, save some installation costs and eliminate the vent boxes from your designs. Insist the designer remove them from the

project. Many floors are installed without vent boxes and all are successfully vented. Add an in-line air separator

in the mechanical room ahead of the brine pumps and your venting problems will go away.

I hope this has presented some useful information, inspired some debate and maybe sent some of you back to the mechanical room to check things out. The key to the long-term successful operation of your systems lies with the initial design, and with you, the owner/operator and the amount of useful hands-on information you have regarding the “heart” of your ice rink system: the chiller and its associated parts.

Chris Geatrakas is president and owner of East Syracuse, N.Y.-based Davis Mechanical Service Inc., providing ice rink refrigeration, dehumidification and temperature-control installations and service from coast to coast. Visit his booth at the ISI Ice Arena Trade Show in Las Vegas.



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Sharpen YOUR SAW



iAIM
Report

by Kevin McCormack
CAO, CDCR

Our company and our facilities have always been about results. Yes, we all work very hard and put in plenty of hours, but we are mostly judged on the bottom line. In order to achieve positive bottom-line results, my goal this year is to give my staff members the tools to get their jobs done. I want to make sure they are as prepared as they can be to handle any situation, to operate our facilities professionally and to make sure we are capitalizing on every opportunity.

For our company, education is an investment in our staff and a reinvestment in our facility. Financially, times are difficult, but staff education remains a budget priority because it's one of the most important tools to our success.

In order to achieve our goals, it is my responsibility to make sure that our

managers know how to manage. Managers must know and understand what each and every person in the facility is supposed to do. Coaches and instructors must know how to make our classes successful and how to interact with customers. Operations staff must make sure that our equipment does not break down and that our arenas are clean. By sending our staff to educational programs like the Ice Arena Institute of Management (iAIM), we educate them in all of these areas and more.

A few years ago, I read the book *The Seven Habits of Highly Effective People* by Stephen Covey. In fact, I learned about this book from Bryan Dodge, one of ISI's excellent conference speakers. If you have an opportunity, BUY THAT BOOK and read it! The "Seven Habits" have taught me so much about supervising staff,

cooperating with people and building relationships. Using the "Seven Habits" has bettered me personally and professionally. Among them is one called "Sharpen the Saw," which essentially means to continually educate and improve yourself. Once you learn how to do something, improve on it, try to do it better and do not allow yourself to become complacent.

Why "sharpen your saw" as an ice arena manager, owner or professional? The fact is, too often we see intelligent people attempt to join the ice arena industry only to find they are just not prepared. Intelligence is not enough for them to realize the complexity, challenges and demands of running an ice arena. Sports management is very different than it appears to be from the outside looking in. Too many ice arenas fail because



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» owners and managers repeatedly make the same mistakes and are unwilling or unprepared to change.

There is no more complete preparation for the ice arena industry than iAIM. The four tracks of the iAIM program cover every aspect of operating an ice arena. Whether you are building an arena, teaching at one, operating the back of the house or managing the entire facility, iAIM has a program for you. Each track provides you with a foundation for success and bottom-line results. Each course will teach you ways to improve procedures and efficiency and offer new ideas for marketing and services.

The Certificate of Design, Construction and Renovation (CDCR) covers different types of refrigeration systems; energy efficiency; the role of an architect, construction manager and engineer; and ways to avoid pitfalls in your construction or renovation project.

The Certificate of Arena Programming (CAP) focuses on the variety of programs and events that a facility can host, both traditional and nontraditional. The programming of an arena

is vital to its success, and you need to know how all of the different customers, programs and staff come together to achieve its goals.

The Certificate of Arena Operations (CAO) track brings to light the necessity of a consistent maintenance program for your facility, your equipment and even your ice resurfer. In addition, you'll find classes on how to run a safe public session and the importance of front desk operations.

Finally, the Certificate of Arena Management (CAM) track teaches the arena manager and owner about the business side of your facility. This includes how to interpret financial statements, risk management and insurance, and how to create a budget.

The iAIM program is the most in-depth and complete certification program for ice arena management, led by instructors with extensive experience in ice arena management, operations and programming. Each of the tracks teaches you about marketing, budgeting, human resources and customer service. Certainly all of these areas need to function well

to make an outstanding facility.

The opportunity to "sharpen your saw" has never been better. The iAIM board of regents has prepared an exciting schedule of one-day seminars and certification opportunities this year. In May we will offer a one-day seminar at the NEISMA Spring Conference as well as a one-day seminar in conjunction with MIRMA. At the annual ISI conference in Las Vegas we have scheduled a half-day Certified Arena Executive (CAE) class. June kicks off in New Jersey with the School of Ice Technologies (co-hosted with IAAM) and the CDCR, with on-ice sessions at the Prudential Center, home of the New Jersey Devils. In August, we travel back to New Jersey for the CAM, CAP and CAO schools. And we join MIAMA in September, offering CAO and CAP schools.

Don't miss out on your opportunity to make yourself and your facility better. We look forward to seeing you there! (See inside front cover and page 24 for school details.)

Kevin McCormack is chairman of the iAIM board of regents.

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2009 CERTIFICATIONS

ISI congratulates the ice arena managers, operators and programmers who earned iAIM certification in 2009:

Certificate of Arena Programming (CAP)

Chicago

Toni Cooper
The Peak

Diane Dailing
The Skate School, LLC

Susan D'Aquila
The Edge Ice Arena

Amy Forbes
Franklin Park Ice Arena

Mary Hensley
Oak Lawn Ice Arena

Gene Katz
Danbury Ice Arena

Lara Kuechel
Winnetka Ice Arena

Patrick McGannon
Danbury Ice Arena

Dawn Malone
Ice Skating Institute

Jordan Mann
Oakton Ice Arena

Anne Raucci
Franklin Park Ice Arena

Stephanie Skrzypek
Homewood-Flossmoor Ice Arena

2009 Certificate of Arena Operations (CAO) Chicago

Dwayne Adkins
Alice Noble Ice Arena

Laz Castillo Jr.
Oakton Ice Arena

Teresa Foy
Athletic Arts Academy

Gary Fischer
Rushmore Plaza Civic Center

Patrick Klaybor
Joyce Center Ice Rink

Alex Lira
Rinkside Family Sports

Tony Martin
FedEx Forum

John Owens
Newton Country Day School

Adrian Russeau

Paul Sterling
Rushmore Plaza Civic Center

For 2010 iAIM school schedule, see page 2

Certificate of Arena Management (CAM) (in partnership with MIAMA)

Grand Rapids, Minn.

Jon Balvance
St. Thomas Ice Arena

Josh Barrick
Shakopee Ice Arena

John Cole
Drake Arena

Bob Erickson
Anoka Area Ice Arena

Craig Flor
Mariucci Arena

Scott Fredrickson
Moose Sheritt Ice Arena

Todd Gibson
Rochester Recreation Center

Steve Gusa
St. Thomas Ice Arena

Matthew Hanchulak
East Bethel Ice Arena

Bryan Karnuth
St. Croix Valley Rec Center

Kyle Kuehn
All Seasons Arena

Jared Larson
All Seasons Arena

Kevin Madsen
Willmar Civic Center

Shawn Maher
FLAAA

Dzevad Mahmutovic
Eden Prairie Community Center

Dawn Malone
Ice Skating Institute

Dave Ohlund
Cottage Grove Ice Arena

Mark Palm
Brooklyn Park Community Center

Cale Politoski
Shattuck St. Mary's

Wayne Roehrich
Brooklyn Park Community Center

Tom Spooner
Northfield Arena

Scott Stephan
The Pond Minn-e-Rink

Ted Vernon
Eden Prairie Community Center

MIAMA members:
Earn CAO or CAP
Sept. 7-10 at
MIAMA Conference

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
Sprinkler 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

Make the Most of Your Conference & Trade Show Experience Show Up, and Speak Up!

by Lori Fairchild

Like participants in all worthwhile endeavors, attendees of the ISI Conference & Trade Show find that they get as much out of it as they put into it. Not surprisingly, full, active participation yields the richest, most rewarding experience.

There's no magic formula to the art of successful conference attendance, other than to simply immerse yourself in the experience and take advantage of as many of its educational and social opportunities as possible.



There are only two serious mistakes you could possibly make with regard to your annual industry conference (and both are easily avoided): one, fail to attend; and two, refrain from participating once you're there. It's very simple: show up, and speak up! You won't be sorry. Just ask those who know:

"The ISI Conference provides an opportunity to get the feel of the industry," notes Allison Petsch of Lane Events Center in Eugene, Ore., who is gearing up for her fifth conference.

"Without this conference, we would never have the opportunity to have so much expertise in one place at one time. It really brings together the best of the best and allows all of us a chance to hear what they do. Each year I continue to gain ideas and information, along with many great professional

connections to other coaches, skating directors, managers and vendors. I always leave feeling inspired and energized, and come home with new ideas and suggestions from others that have proven to be effective. The conference atmosphere fosters growth and improvement, because everyone is there to become better at their jobs and to help others in the industry become the best they can be."

Even after 15 years of conferences, Dean Mulso of Burnsville Ice Center in Minnesota says he continues to find value in annual attendance. "I've learned many new techniques and programs that have helped my career as well as the arenas I've managed. Birthday University has helped our revenues greatly, even though we only have one meeting room space. Attending ice show sessions has helped us increase participation and revenues while decreasing expenditures.

"I love the keynotes that ISI has offered over the years, and their motivational and customer service topics have inspired me to do a better job with my arena and my staff," Mulso adds.

But he says the biggest benefit he has gained from conference attendance is the networking and its results: "I have gathered information from talking to peers from around the United States who have many of the same issues that I have, and discussed how they have handled them."

Likewise, Liz Mangelsdorf of Dr Pepper StarCenter Plano in Texas, an 11-year attendee, places networking among her top conference rewards. "We need the opportunity to see each other and gain new information and resources to improve our businesses, and to form lasting friendships with others in the industry — the ones you can call on year-round for ideas and help."

Mangelsdorf says it pays to "jump in" and be as social as possible — and never underestimate the professional



Hedge Your Bets, Register Early

Attending the 2010 ISI Ice Arena Conference & Trade Show automatically makes you a winner, thanks to this year's hot topics, fresh perspectives and desirable destination — Caesars Palace! Here's another reason to register early and bring your co-workers to help you win big! In addition to the early bird discount offered to those who register by April 15, check out these Vegas bonus prizes:

1. Everyone who is registered as of **March 1** will be entered in a drawing for one of three room upgrades to Caesars' posh Palace Tower, conveniently located near the convention area and Garden of the Gods pool area.
2. Everyone registered by **April 1** will be entered in a drawing for one of five VIP packages, featuring roundtrip transportation from the airport, daily access to the deluxe fitness center and much more. Note: If you were among the pre-March 1 registrants, your name will be entered TWICE.
3. Everyone registered by **May 1** will be entered in a drawing for the grand prize, the ultimate upgrade to the legendary two-level "Rain Man Suite," as seen in the 1988 Dustin Hoffman/Tom Cruise movie as well as 2009's comedy hit *The Hangover*. Those who registered prior to April 1 will be entered in the drawing twice, and pre-March 1 registrants will get a TRIPLE entry.
4. All facilities or companies that register three or more attendees by **April 15** will be entered into a drawing for one day's use of a poolside party cabana!

The earlier you register, the greater your odds of winning one of these incredible rewards. What are you waiting for?



TIPS for a Successful Conference Experience

- Register early to take advantage of the early bird discount and to increase your odds of winning a fabulous Caesars Palace upgrade (see details at right).
- If you wish to share the expense and the conference experience with a roommate, add your name to the roommate list bulletin board on the ISI Web site (skateisi.org) and contact prospective roommates on the list. (Please note that this is not a roommate matching service; it is simply a bulletin board for members' convenience, and all roommate communication should be directly between the participants.)
- A "buddy system" will be offered this year for first-time attendees or anyone who wishes to maximize their conference experience by being partnered with a conference "mentor." Request a mentor at skateisi.org.
- Review the conference session schedule in advance and select those that expand your knowledge and expose you to new information and concepts.
- Be an active participant in educational sessions, roundtables and networking. Ask questions, share your experiences and exchange contact information.
- Use your time wisely. You can find time for fun and recreation without skipping out on the opportunities for which you are attending. And don't leave early!
- Make contacts. Ask your friends and colleagues to introduce you to others, and don't be afraid to introduce yourself. Collect business cards (and don't forget to take a good supply of your own).
- Attend your district meeting to find out about news, activities and developments in your area and to stay in touch with others in your district. Likewise, attend your section meeting to keep you current and informed on topics specific to your area of expertise.
- Take your newly gained information and knowledge home with you, and apply it within the next two to four weeks, while it is still fresh.
- Instructors, bring your skates! You won't want to miss the on-ice sessions.



year marks Boettge's first conference. He says he was inspired to attend after participating in the District 9 seminar, where ISI staff led an informative discussion about skater retention and innovative programming ideas.

"I learned so much from the one-day seminar that I knew immediately that I wanted to attend the conference and trade show," Boettge recalls. "It made me realize that all managers face the same difficulties, from dwindling public session numbers to human resource issues, and there is a lot to be learned from others who have been in these situations. I believe that conference will give me the opportunity to meet others in the industry and give myself more resources for decision making. It's important to network with others and be open to different ideas and opinions."

Don't forget about the benefits of being an attentive trade show attendee. "The trade show allows us to see the newest products and supplies in the ice arena industry," Petsch says. "It provides a hands-on opportunity to check them out before buying, and to make connections with companies that you might choose to do business with in the future."

Show up, speak up and consider Mulso's conference philosophy: "The only way we can be accepted as true professionals and have our clients and customers see us in this light is to be informed and educated in our field. One of the easiest ways to get this is to attend the ISI Conference & Trade Show."

Check out the tips above (left), and the conference and trade show information on the following pages. ☞



potential of impromptu conversations during coffee breaks, over lunch, strolling through the trade show, at planned as well as spontaneous social gatherings — even poolside and in the hotel bar.

Stephanie Skrzypek of Homewood-Flossmoor Ice Arena in Illinois, describes conference networking as "priceless": "Any time you can learn from someone else's mistake before making the same one, you save time, headaches and frustration. There's no need to reinvent the wheel when we work in a field full of people willing to share their own successes and failures."

Skrzypek says she finds that each conference she attends offers new information and experiences for her to take back to her facility. "The sport has grown and the resources have changed. Attending conference is a great way to keep up with trends and make sure your programs are up to par."

By the same token, she points out, it is important for conference and trade show attendees to bring their ideas to the table: "As professionals, we have valuable feedback and opinions to share with those just starting out, with vendors looking to revamp their products or marketing and with industry leaders who rely on us as front-line people. We all succeed when we are willing to give and take, and help each other."

As the industry evolves and enters its next era, the ISI welcomes new members and first-time conference attendees, such as Phil Boettge of St. Peters Rec-Plex in Missouri. While his facility and some of its staff are long-time ISI members, this

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2010

Caesars Palace
Las Vegas, Nevada
June 1-4, 2010

ISI & Vegas

A Sure Bet for 2010!

This is no time to play games with your professional development. Now more than ever, your participation in the Ice Arena Conference & Trade Show is key to boosting your industry knowledge and building your competitive advantage. During an economic downturn, some make the mistake of cutting back on the very activities that best position them for success. But not all spending cuts are smart cuts. Don't let short-term thinking lead to a long-term mistake! Register today for the ice arena industry event of the year, and get ready to take home ideas, information and insights for surviving the tough times and thriving once they're behind us. See you in Vegas!



	8 a.m.			9 a.m.			10 a.m.			11 a.m.			Noon			1 p.m.			2 p.m.					
	15	30	45	15	30	45	15	30	45	15	30	45	15	30	45	15	30	45	15	30	45			
Tuesday • June 1							Jubilee! Backstage Tour (Additional Fee Required)						Conference Opening & Keynote John Wagner											
							CAE Class (Additional Fee Required)																	
Wednesday • June 2	Ice Painting Techniques			Time Management			Keeping Your Ice on the Level			Developing Your Philosophy of Facility Management			Hiring Quality Employees											
On-Ice Sessions	Edgework & Power Skating			Dasher Maintenance			Financial Administration			Antimicrobial Protection			Hockey Programming 101											
	Jill Shipstad Thomas						The Fine Print: Jumps & Spins			Harness Your Jumping Potential														
							weSKATE Intermediate																	
Thursday • June 3	Hiring Minors			Group Sales			Trade Show with Presentations & Buffet Lunch						Upp...			Girl...								
	Air Quality			Computer Programs for Your Facility																				
	Get the Lead Out (Off-Ice Classes)			Judges' Workshop																				
	Russian Roulette: Taxing Times																							
Friday • June 4	Electronic Marketing in Today's World			Creating Corporate Partnerships			Networking Roundtables						Awards Luncheon & Closing Remarks											
	Learn-to-Play Hockey Classes			Liability Insurance: Stories & Solutions																				
	Picasso n' Playtime: Ice Art & Games			Open Freestyle																				
	Do Computers Send U Over THE EDGE?			Can U Hear Me Now?																				

3 p.m.			4 p.m.			5 p.m.			6 p.m.			7 p.m.			8 p.m.								
15	30	45	15	30	45	15	30	45	15	30	45	15	30	45	15	30	45						
Note: r			Commitment = Success			Hot Topic Tuesday: Small Group Networking			District Meetings			President's Reception											
Hockey Skills Competitions			Putting the Sex n' Sizzle in Your Business																				
Employee Supervision			Exceptional Guest Services			Hockey Section Meeting			Trade Show Opening & Cocktail Reception									General					
AED Machines			Generational Gaps in Management			Instructor Section Meeting												Special Events					
Jill Shipstad Thomas												Skating											
Efficient Grades & Grant Opportunities			Human Resources			Working with Professional Hockey Clubs			Rink Section Meetings									Management & Operations					
Developing Men's & Women's Hockey			Dealing with Rink Rage			inCREDIBLE: ISI Testing												Meetings					
He Did WHAT in Your Class?!			weSKATE Intermediate			weSKATE Intermediate Testing																	
TRADE SHOW EXHIBITORS									REGISTRATION														
<ul style="list-style-type: none"> • Arena supplies • Computer Software • Consulting Services • Dasherboards • Dehumidification • Design/engineering • Flooring • Ice paint • Ice resurfacers 									<ul style="list-style-type: none"> • Insurance • Lighting • Lockers • Refrigeration systems • Scoreboards • Skates • Skate Sharpeners • Skating apparel • ... and more 									<p><i>Register Online!</i> skateisi.org</p>			Schedule Subject to Change		
15	30	45	15	30	45	15	30	45	15	30	45	15	30	45	15	30	45						
3 p.m.			4 p.m.			5 p.m.			6 p.m.			7 p.m.			8 p.m.								



What do Las Vegas & ISI have in common?

Both believe that business should be fun! Like ISI, the City of Lights offers a unique, contagious energy. Vegas continues to be one of the most popular and preferred destinations for ISI Conference and Trade Show attendees as well as exhibitors. Our venue this year is Caesars Palace, one of the world's best-known resort-casinos. Reigning at the heart of the Las Vegas Strip, Caesars offers 26 diverse restaurants and cafes, the 4.5-acre Garden of the Gods Pool Oasis, a world-class spa and 240,000 square feet of premium meeting and convention space. Options for after-business hours are endless, from the on-site social scene to the hundreds of clubs and shows within walking distance. Caesars Palace's prime location is minutes away from McCarran International Airport.

CAESARS PALACE
LAS VEGAS

ISI group rate: \$119
Reservation desk: (866) 227-5944
Reservation deadline: April 29



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



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



Management Matters

Sean Flynn, CAM, CAP, CAO
ISI Director of Management Programs & Services

THE TRUE TEST IN TOUGH TIMES

As I travel throughout the country on facility visits, one of the first things that comes up is cutbacks. Budget cutbacks, employee cutbacks, ice time commitment cutbacks ... the list goes on and on. We all know that times are tough and the current economic conditions are taking their toll.

Guess what? Every industry is going through this. Now is the time to ask yourself, "Am I going to sit here and pout about it, or am I going to do something about it?" As a manager, your attitude means a lot. What are the employees seeing from you on a daily basis? Is it a go-get-'em mentality or is it a down-in-the-dumps attitude? Others in your facility will feed off of your emotion and your leadership (or lack thereof); it is up to you to create the BEST culture that you can.

Because times are tough, more is expected of the management team. During difficult times, it is more important than ever to raise participation levels and bring in increased revenue.

While that may be easy for most arena managers when business is strong and operating smoothly, the true test is how you respond when times are tough.

Are you confident enough to think outside the box for additional, innovative ways to increase revenue? Can you reach out to other industry professionals for ideas? And more important, if you do have the ability to reach out to other professionals, do you?

Another issue is that many facilities are cutting back on staff and reorganizing the chain of command to give additional responsibilities to their more valued employees. However, in some cases, the employees who are being moved into ice arena management because of their proven ability to get the job done in other areas are coming in with little or no specific ice arena experience. So, to the new manager/skating director/operations employee: What are you doing to learn the ins and outs of this business? Moreover, what are you doing to make YOURSELF more valuable to your facility?

What are you doing to make YOURSELF more valuable to your facility?

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What if I told you that the answer is actually simple? There are ways to accomplish all of the above, just by making a small investment in your personal and professional development. This is the time to make the decision for your future: sign up for one of ISI's professional development programs, which are

You do not need to be a manager to attend conference nor to enroll in the iAIM program.

second to none in the industry. Between the ISI Ice Arena Conference & Trade Show and the iAIM program, you have two outstanding opportunities to invest in your future.

Making the choice to attend the ISI conference is a no-brainer. Where else do you have the opportunity to sample a wide variety of classes geared to this industry, and even customize your curriculum to best suit your own needs and interests? Where else can you network with the best and brightest industry professionals from all over the country? Where else can you accomplish a year's worth of education, development and networking in one fantastic location over a period of just a few days?

As you know, this year's conference will be held at Caesars Palace in Las Vegas. You'll no doubt have a great time, but when it comes to what you will gain from your conference ex-

perience, you'll want to take "what happens in Vegas" back to your facility to make it the best it can be.

One common misconception is that you need to be an arena manager to participate in ISI's management programs. You do *not* need to be a manager to attend conference nor to enroll in the iAIM program. Everyone in this industry can benefit from either or both of these offerings. In fact, if you are even out there looking for a job, you should be at the ISI Conference, especially for its networking opportunities. Get your name out there, make the contacts.

Stop what you are doing. Ask yourself, "Am I being the best manager I can be? Am I doing all I can for my facility?"

These can be tough questions to ask yourself, because sometimes the honest answer is not what you want it to be. The final stanza of an anonymously penned poem titled "The Man in the Glass" reminds us that, at the end of the day, we must face ourselves:

*You may fool the whole world down the pathway of years
And get pats on the back as you pass.
But your final reward will be heartache and tears
If you've cheated the man in the glass.*

The quest for knowledge is a great one. I challenge everyone who is reading this column to commit to further your education and commit to being the best you can be. As an added bonus, e-mail your thoughts on this column by April 1 to sflynnskateisi.org to be entered into a drawing for a free conference registration. ☺

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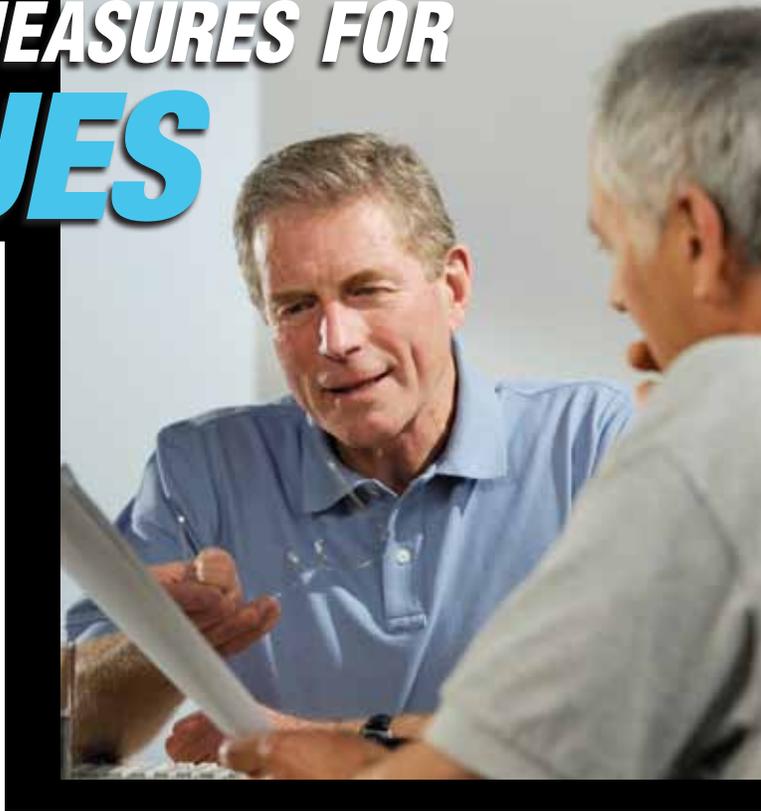
Nothing else is even close.

TOP 5 PREVENTIVE MEASURES FOR HR ISSUES

by Clarice Tunison

The thrill of seeing once-wobbly legs go from struggling to steady atop the narrow blades of ice skates is pure joy for those who make their living in the skating industry. But teaching people to skate isn't all there is to this business for ice arena owners and managers or skating and hockey directors. Hiring great people and being a fair, law-abiding employer come first.

But how do you know where to start? Whether you own an ice arena or a pizza shop, many of the laws are the same when it comes to employment. This list of top five human resources issues spells out some important basics and is a good place to begin.



I Hiring Practices

An up-to-date job description that clearly spells out the position's functions, as well as the knowledge and skills needed to do the job, should be your starting point. Job descriptions aren't mandated by state or federal law, but they give employers a great chance to determine the *essential functions* of a position before placing a help-wanted ad. The Equal Employment Opportunity Commission (EEOC) offers the kind of evidence you might consider when deciding if a job function is essential.

Creating or updating a job description before hiring may benefit you in several ways, including help you comply with the Americans with Disabilities Act (ADA) and determine exempt vs. non-exempt job classification under the Fair Labor Standards Act (FLSA).

II Employee Handbooks

Once your new employee is on board, you need policies and procedures in place. Employee handbooks provide a means to communicate company policies and key information to employees — and they can help employers, too, with things like setting ground rules of employee conduct.

Handbooks should be written or reviewed by legal counsel to ensure the document doesn't create an implied employment contract or expose the employer to litigation. When developing your employee handbook, you may want to specifically spell out policies regarding issues where problems commonly arise, including holidays, vacation, sick days and dating in the workplace.

Among the policies you are strongly recommended to include in your employee handbook are:

- **Overtime:** This policy tells employees which hours worked count as overtime in accordance with state and federal law and company policy.
- **Employment-at-will:** A clearly stated, highly visible statement should be communicated to all employees.
- **Equal Employment Opportunity (EEO):** This policy affirms an employer's commitment to equal opportunities for each employee.
- **Sexual Harassment and Non-harassment:** Every employer should have a policy prohibiting harassment in the workplace, and the policy should define harassment, provide examples and explain procedures for filing a complaint.

III Harassment

Harassment based on sex, race, color, religion, age, national origin, disability or any other protected class is prohibited by federal, state and, in some cases, local law. Sexual harassment is the most common form of harassment in the workplace, and there are two types:

- **Quid Pro Quo:** Literally meaning "this for that." Often, sexual favors are demanded in return for a promotion or job benefit. Or an employee may be threatened with punishment such as termination or demotion if requests aren't met.
- **Hostile Work Environment:** An intimidating, hostile or offensive work environment occurs when unwelcome sexual conduct is pervasive or severe enough to change the conditions in which an employee works.

To help avoid liability in harassment claims, employers should: consider having a clear, strongly stated company policy prohibiting harassment; communicate the policy to all employees; provide non-harassment training; and make sure the policy is enforced.

IV Workers' Compensation Insurance

Anyone who has fallen on the ice knows it hurts — and that you can be injured. Workers' compensation insurance, which is required in most states, provides certain benefits for employees injured on the job.

Workers' compensation insurance provides financial benefits to employees who suffer work-related injuries or illnesses. The statute doesn't provide for mandatory leave, but employees hurt on the job must be treated the same as employees injured when they're not at work.

You could consider the following if an employee suffers an on-the-job injury or illness:

- **Family Medical Leave Act** — Does the worker qualify for FMLA leave or a similar state leave law? (An employee can collect workers' comp benefits while on FMLA leave.)
- **Company Disability Leave** — If an employer offers a disability leave for non-work related injuries or illnesses, it must do the same for those that are work-related.
- **Americans with Disabilities Act** — On-the-job injuries may result in a disability covered under the ADA or similar state laws, and an employer may need to make reasonable accommodations for an otherwise qualified individual with a disability.

V Employee Discipline and Termination

You certainly don't expect it when you hire an individual, but you may one day find yourself needing to reprimand — or even fire — that person. As with other HR matters, there are laws and policies to guide you in this situation.

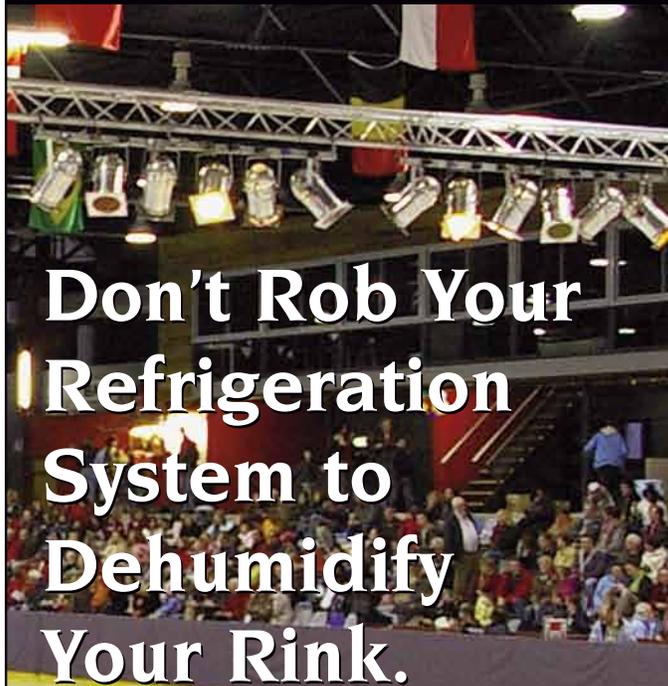
Employment-at-will, a common law doctrine followed in most states, generally allows an employer to terminate an employee at any time, with or without cause or notice — with the exception of circumstances prohibited by law. This doctrine also generally applies only to those who aren't covered by a collective bargaining agreement or employment contract.

Taking a series of warning steps is a common way of dealing with employee performance issues or violations. The use of progressive discipline gives the employee clear expectations and makes them aware of consequences. Following these steps and documenting them gives an employer a "paper trail" should the employee file charges.

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PUT YOUR Best Skate Forward!

by Julia Smith

Build your bottom line with increased ISI event participation

Want to make more money and benefit others?

Economic woes continue to grow as revenues and profits shrink. But you need not participate in this trend. What if thinking “outside the box” could help build your bottom line? Would you be willing to stretch beyond your comfort zone?

I’m not talking about greed. Businesses need profits to survive. It’s simple economics. You may be a coach who loves coaching so much that you’d teach for nothing if you could. Perhaps you’re a rink owner/manager who wants to give your child or grandchild a place to participate in a sport that you grew up loving.

Admirable, but unless you’re independently wealthy, you need working capital.

Three ways exist to maintain a business:

1. Get paid for providing a service or product.
2. Develop the first sale into a repeat client.
3. Establish good will, a relationship for the greater good recognized by others as a positive benefit.

The above methods create value. When money is tight, it’s all about the value. You hear (or say): “I don’t have the money for that ... but I have the money for this.” That’s because the first item doesn’t hold the same value for you as the second. Thus, value translates into continuous cash flow and staying in business.

Skating is an expensive sport. Developing a skater requires considerable

money, and yet, individual skater development does little to increase the revenues of a rink. Coaches who position themselves by creating cost-effective skater development for their clients while considering the “big picture” at the rink serve as the greatest benefit to both clients and rinks.

To create different results requires different actions — whether at a competition or in your relationship with rink management. It can start with one person, and you can be the catalyst.

Your actions can benefit yourself, the rink and your client, creating a winning situation for all. This is true value.

Goals for increasing your revenues

- ▶ **Goal No. 1** – Increase the number of competition participants from existing clients. If you have four skaters going to Worlds, interest two more for a total of six, increasing your event fees. The four families already committed to attending would love to have their expenses slashed. If each of the four families would be paying \$150 to cover your expenses and participation increases to six, the first four families just saved \$50 each. They’ll love telling others about the fun and the benefits, and the word will spread.
 - **Client benefits:** Reduced competition expenses.
 - **Rink benefits:** More ice time purchased, along with secondary benefits of more vending sales, skate sharpening, etc.



Adding one event to each skater’s competition schedule contributes to skater development and more team points.

► **Goal No. 2** – Add one event to each skater’s competition schedule. If last year you took four skaters, each skating one event, for a total of four events, this year take six skaters, each skating two events, for a total of 12 events. It takes effort on your part, but it is worth it — it pays.

* **Client benefits:** Developmental benefits for the skater depending on the event chosen. Cost-effective way to develop skater and increase judging exposure.

* **Rink benefits:** More participants means more points and better rink placement at competition, translating into more media exposure, e.g., press releases and feature stories.

Deciding which events to add

The design of the ISI competition format methodically develops

all areas of skating. Here’s a short list of skater issues and solutions:

- Panics during a forgotten program, try the **Interpretive** event.
- Stumbles through footwork, try the **Footwork** event.
- Doesn’t connect with the music, try the **Artistic** event.
- Says there’s no fun in skating anymore, try the **Spotlight** events.
- Skater wants to skate with friends, try the **Team Compulsories** event.
- Skater wants to participate with best friend, try the **Couples** event.

The action plan

Once you’ve established your goals, you need an action plan to achieve them.

- Talk to management about using underutilized group class time to teach and promote a specialty class for skaters who used to take group classes and now rely on private instruction.
- Talk value, not expense, to your clients. Theodore Roosevelt once said, “No one cares how much



ISI’s variety of competition events provides options for skaters who wish to participate with friends.

you know, until they know how much you care.”

Discuss realistic goals with the parents, focusing on the areas in which the skater needs the most improvement for the coming competitive season. For instance, some skaters may not connect well with their music or scratch through their footwork section. Most likely, the parents will agree with you, but lament, “What can we do?” Explain that the skater

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» needs exercises, practice and quantifiable goals. To develop the program, develop the components.

Talk to parents to address and alleviate potential objections, focusing on benefits:

► **Cost-effective solutions**

- Group class provides skills used in program.
- Parent/skater provides musical pieces of the correct duration for coach's approval.
- Skeleton program put together in one extra lesson.
- Use existing attire from previous competition.
- During regular lesson, check the improvement of the program.
- ISI second events offer reduced fees.

► **Developmental benefits**

- Empowers skater to work on creating signature moves.
- Establishes the primary goal of skating with emotion to the music.

► **Result:** An improved skater with better competition placements evolves.

PARENT'S PERSPECTIVE "My coach understands my child's needs, and wants to work with me in the most cost-effective manner possible. A group class costs very little compared to private instruction. She'll be having fun with her friends. We can save money by cutting the music from songs my coach knows my skater enjoys. I'm so happy to not need another new dress, and getting another event at competition puts her in front of judges an extra time for more experience. Since we're already spending a certain amount to travel to the competition, and the entry fees are reasonable, she should participate in as many events as possible. What's an extra lesson to put the program together? This is a real deal!"

COACH BENEFITS

- Additional revenue from teaching the group class.
- Extra lesson and competition fees.
- Skater shows improvement and you look better to skating parents.
- Finding ways to create value for the customer makes you more valuable to your employer.

► Retention of existing customers is always more cost-effective than the search for new ones.

RINK BENEFITS

- Additional revenues from group class participants — and much more.
- Group class skaters always want to know what is next in their development. Seeing more advanced skaters is always beneficial to retaining clients.
- Parents love talking about their skater, and when rookie parents ask, experienced skating parents want to share their accomplishments and their path to this level, thereby promoting rink programs from a third-party perspective.

LONG-TERM GAINS

- Good will with parent and your employer.
- A better skater, more likely to stay with skating because of improving results.
- A happy parent who witnesses

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



2007 ISI Worlds team champion Franklin Park Ice Arena proved that a small, older facility can score big with a strong program.

the improvement and recognizes the value of a modest investment, along with the concern you exhibited. Parents who view it as an investment rather than an extra cost are ecstatic parents who are loyal and helpful, e.g., they volunteer at your rink competition and encourage others to enroll their children.

- ▶ Meet with management as a follow-up to starting a specialty class. Consider other classes or perhaps a special summer clinic. Management recognizes

this change is but a trickle, but remembers that the origin of Niagara Falls is but a trickle that builds and builds and builds.

This is the snowball effect in action. Just start the ball rolling, and it gets bigger. And what happens when it gets bigger? You have fun with more skaters who enter more events such as ISI World Recreational Team Championships — and you place in the top 10. You acquire bragging rights and create a press release to announce your team's accomplishments,

contact local television and radio stations and arrange for a feature story in the newspaper. Free publicity delights rink owners, managers and parents.

Outside-the-box thinking creates value for all parties concerned and leads you to much better results, including financial gain. Before taking an action, evaluate the positive impacts for yourself, your rink and your clients. To keep the focus on value, brainstorm to identify objections and solutions. Curtail thoughts of cost by focusing on the benefits and increased value to your customers.

Inside-the-box thinking = current results. Outside-the-box thinking = improved results. Restructure the way you think about a problem, and solutions appear in an altogether different manner. Let the dialogue and profits begin!

A longtime ISI and PSA member, Julia Smith is a coach and former skating director who has worked in both private and public arenas in various regions. She has served as judge and assistant referee with ISI and SkateAsia, and on committees for PSA ratings and hockey certification.

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 Kelly Karow
 Julie Malmen-Allan
 Linda Monney
 Christine Morris
 Lynn Sommer
 Rebecca Stevens
 Amanda Whitacre
 Glenn Ziehnert



SILVER

Kristin Adamczyk
 Sarah Aiits
 Rachele Beauchesne
 Heather Bochenski-Dirksen
 Kaitlin Bueneman
 Allison Cahill
 Howard Chilton
 Tessa Christensen
 Vanessa Davis
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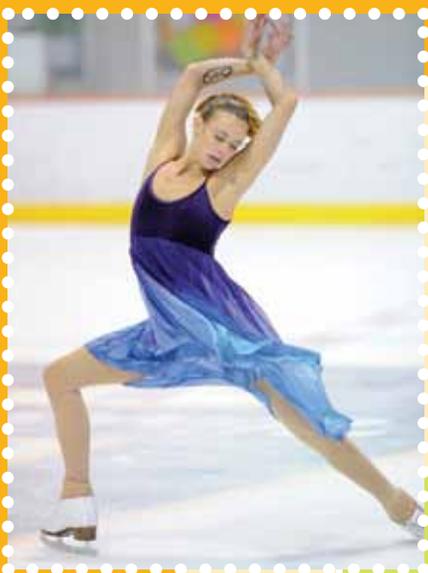
Together we set and raise the bar of coaches education throughout the year long opportunities of workshops, seminars, PACE programs, E-learning courses and the annual PSA International Conference and Trade Show. Join us and achieve your dreams - they are within reach!



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Schedule and venue subject to change.



Association Reports

NorthEast Ice Skating Managers' Association (NEISMA)

by Ed Peduto, President



The Boston area was abuzz with “hockey talk” not seen since the Bobby Orr era of the 1970s. Unlike the Orr era, it was not a championship team creating the buzz but a 200-by-85 sheet of ice built in that “lyric little bandbox of a ballpark,” as Updike referred to it. Fenway Park’s rink, open for three weeks, hosted the

NHL’s “Winter Classic” between the Bruins and Flyers on Jan. 1, a BC-BU game on Jan. 8, public skating sessions with skaters chosen by lottery and many ice rental sessions rumored to be selling from \$7,500 to \$ 10,000 per hour. Many nonprofits hosted fundraisers on the ice sheet, the most notable game being the sold-out (38,000+) Bruins’ Legends game on Jan. 2. Tickets were in high demand; scalpers didn’t limit themselves to the spectator events, offering up the much-coveted ducats to skate on the “frozen Fenway” sessions requested by Mayor Tom Menino.

Many NEISMA members were involved with pulling off the various events, none more than Alan Page and the men of RECCO, who ran the lines from the refrigeration trailer (itself a sight to behold) to the two sheets built for the NHL’s showpiece event. When cameras panned away from the regulation sheet, a second surface featured children skating on the smaller, pond-like sheet assembled in deep center field. Other members helped with the ice crew and provided rental skates to customers afforded the opportunity to glide across Kenmore Square.

RECCO hosted NEISMA directors past and present to a tour of the rink operations on Jan. 5. Former NEISMA Presidents Al Tyldesley and Norman Reid joined Secretary Gary Pokraka and me for a tour of the temporary rink. The hour-plus in the January cold was more than enough time to determine that watching an outdoor game in January for several hours is reserved for those heartier than me.

With warmer temperatures and longer days ahead, NEISMA prepares to host its 2010 spring conference May 3-5 in Mystic, Conn. We hope that the easy daytrip combined with the lure of the two nearby casinos will attract a crowd. All managers should be seeking efficiency ideas, many of which will be readily available at the trade show, which our vendors work so hard to prepare for.

Sadly, I must report the passing of perennial NEISMA Cup Referee “Ned” Bunyon. Ned owned New England Sports Products Associates and officiated thousands of hockey games over a career spanning more than four decades. A fellow BC Eagle, I will greatly miss Ned in my rink ... “for Boston!”

Wisconsin Ice Arena Management Association (WIAMA)

by Craig Petersen, 2nd Vice President



It’s not too late to register for the Wisconsin Ice Arena Management Association’s 19th Annual Spring Conference and Golf Outing, which will be held April 21-23 at the Kalahari Resort in Wisconsin Dells, with the golf outing portion at Trappers Turn.

WIAMA will be offering both a management and a figure skating track for attendees to choose from. The management track will include topics such as marketing your facility, public relations, air quality testing, outdoor hockey events, fundraising, grant writing and energy management. The figure skating track will include a panel discussion on program organization.

Along with the many educational topics and well-versed guest speakers, the WIAMA spring conference will also offer a variety of networking opportunities, including our nightly social in the WIAMA condo, bowling and our walking dinner with trade show on Thursday. Also on Thursday, we will hold the annual WIAMA business meeting during lunch, where all WIAMA members will be voting in three new board members: two members at-large and a second vice president.

For more details, registration information and the agenda for the spring conference, please check out WIAMA’s Web site at wiama.com.

Metropolitan Ice Rink Managers Association (MIRMA)

by Lisa Fedick, Secretary



MIRMA member arenas are enjoying the tail of the excitement from the 2010 Winter Olympics. Now our work begins, as we strive to move our newest participants through the customer life cycle and make them skaters for life.

MIRMA was privileged to host both David and Jimmie Santee at our 2009 instructors’ seminar. With the support of the ISI agreement with the PSA, this well-attended event drove home the point that skating is the same, regardless of one’s professional affiliation(s).

The 2010 Lake Placid Riverdale Ice competition was a larger event than last year and provided a jumpstart to the Olympic excitement for skaters throughout the Northeast. Ted Kelton introduced two newly created events that were

Editor’s note: Please send reports and news for the *ISI EDGE* to editor@skateisi.org, two months prior to publication. For instance, information to be considered for the May/June issue should be submitted the first week of March; for the July/August issue, the first week of May, etc.

well received by skaters and coaches. The Essex Hunt Club captured the team championship trophy, which was highlighted by its fabulous production extravaganza performance.

The Sacred Heart University Skating Club will be hosting its first Pioneer Open competition March 27-28 at the Wonderland of Ice in Bridgeport, Conn. Representatives from the SHU admissions office will be available to provide information to prospective students throughout the event, and all skaters are welcome to participate.

The sixth annual MIRMA ISI District 3 "Skate for Knowledge" Championships will be held April 11 at the Floyd Hall Arena in Little Falls, N.J. MIRMA has again opened up this event, as well as the scholarship competition, to all ISI members.

MIRMA will continue its commitment to the education of our membership by conducting multiple *weSKATE* instructor seminars throughout the district. Any arena that would like to host a one-day seminar for its staff may contact me at LAFMIRMA@aol.com.

For more information on any event, please visit our Web site at skateMIRMA.org. I am collecting questions, comments and concerns to present to the full ISI board at our May meeting at the Las Vegas conference. Everyone can make a difference, so please speak up and help us help you! 

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FOR SALE — 1999 Zamboni Model 552 electric ice resurfacer. 5,930 hours. Includes Trojan 280 volt charger. Minimum bid that will be accepted is \$15,000. For more information, contact Brian or Bob at (303) 403-2598 or bobj@apexprd.org.

FOR SALE — Zamboni 550, Serial No. 3031 electric ice resurfacer. In working condition, charger included. \$5,000 or best offer. FOB Portland, OR. New Zamboni coming in next month, must make room. Great relief machine when primary machine goes down. For details, contact Don at (503) 288-6073 or don@lloydcenterice.com.

FOR SALE — (1) Model 440 Zamboni, built in 1997; 5,038 hours. (80+) 16" metal halide aluminum lights, including ballasts and bulbs. (1) Model 821F Blademaster Single-Wheel Custom Radius Skate Sharpening Machine with Fan BR3000 and cover. Contact Nick Flaskay at flaskay@hotmail.com or (813) 240-6065.

FREE

Classified Advertising
for ISI Members!

ISI facility and professional members are entitled to FREE classified listings (excluding retail products and services) up to 50 words. Call Carol Jackson at (972) 735-8800, fax to (972) 735-8815 or send e-mail to cjackson@skateisi.org.

CALENDAR

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

COMPETITIONS

MARCH

- 6-7** **Minneapolis MN**
 SportsQuest Skating Academy-Parade
 2010 Blades of March ISI Open Competition
- 6-7** **San Diego CA**
 San Diego Ice Arena
 California State Games
- 6-7** **Wasilla AK**
 Brett Memorial Ice Arena
 Iditarod Days Skatefest
- 6-7** **Belmont CA**
 Belmont Iceland
 2010 Silver Spoon
- 12-14** **Park Ridge IL**
 Oakton Ice Arena
 Ice Breaker Classic
- 12-14** **Lewis Center OH**
 Chiller North
 Chiller Spring Classic
- 12-14** **Vancouver WA**
 Mt. View Ice Arena
 Shamrock Open 2010
- 13** **Pittsburgh PA**
 RMU Island Sports Center
 2010 Shamrock Skate
- 13-14** **Natick MA**
 FMC William Chase Arena
 39th Annual ISI Competition
- 13-14** **Jefferson City MO**
 Washington Park Ice Arena
 17th Annual Capital City Classic
- 19-22** **Oak Lawn IL**
 Oak Lawn Park District Ice Arena
 30th District 8 Championships
- 20-21** **Saratoga Springs NY**
 Saratoga Springs FSC
 13th Annual Saratoga Springs Invitational
- 20-21** **San Francisco CA**
 Yerba Buena Ice Skating Center
 Golden Gate Skate

- 20-21** **Anaheim CA**
 KHS Ice Arena
 Jump into Spring
- 21** **Dallas TX**
 Galleria Ice Skating Center
 26th Annual State of Texas ISI Team
 Competition



- 26-28** **Oxford OH**
Miami University
ISI Synchronized Skating Championships
- 26-28** **Tacoma WA**
 Sprinker Recreation Center
 23rd Annual ISI Spring Fever Competition
- 27** **Yorktown VA**
 Hampton Roads IcePlex
 3rd Annual Spring Fling Open
- 27-28** **Riverside CA**
 Ice Town
 Riverside Icetown Orange Twist Open
- 27-28** **Peoria IL**
 Owens Recreation Center
 Spring Thaw

APRIL

- 9-11** **Knoxville TN**
 Ice Chalet
 41st Annual Robert Unger Competition
- 9-11** **Orleans MA**
 Charles Moore Arena
 32nd Lower Cape ISI Team Competition
- 17-18** **Monsey NY**
 Sport-O-Rama Ice Rinks
 Sport-O-Rama Spring Classic
- 17-18** **San Mateo CA**
 Ice Center San Mateo
 District 14 Team Championships
- 24-25** **Johnstown PA**
 Planet Ice
 Spring Challenge Championship
- 24-25** **Franklin Park IL**
 Franklin Park Ice Arena
 Spring Fever Competition

- 24-25** **Pasadena CA**
 Pasadena Ice Skating Center
 26th Annual ISI Open Competition
- 30-May 2** **McKinney TX**
 Dr Pepper StarCenter
 ISI 2010 District 11 Championships

MAY

- 1-2** **El Segundo CA**
 Toyota Sports Center
 2010 Spring Fling Open Competition
- 1-2** **Great Neck NY**
 Andrew Stergiopoulos Ice Rink
 6th Annual Long Island Classic
- 14-16** **Acton MA**
 Sharper Edge Skating School
 11th Annual Skater's Cup
- 22** **Wellesley MA**
 Babson College Skating School
 Babson Blast

JUNE

- 4-6** **New York NY**
 Sky Rink @ Chelsea Piers
 24th Annual ISI Team Competition

JULY

- 17** **Wilmette IL**
 Centennial Ice Rinks
 Mid-Summer Classic



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

SEPTEMBER

- 11-12** **Valencia CA**
 Ice Station Valencia
 5th Annual Autumn Classic Competition

Check the ISI Web site
 regularly! skateisi.org

OCTOBER



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

23-24 Hingham MA
Winterland Skating School
24th Annual Halloween Classic

DECEMBER



10-12 Northbrook IL
Northbrook Sports Center
ISI Artistic Challenge

SHOWS & EXHIBITIONS

MARCH

5-6 Pekin IL
Pekin Memorial Arena
Rated G

5-7 New Ulm MN
New Ulm Figure Skating Club
Dancing with the Stars on Ice

7 Salem MA
Viking Skating Club
You Should Be Dancing

13 Gurnee IL
Rink Side Family Entertainment Center
Dance, Dance, Dance

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

19-20 Luverne MN
Blue Mound Figure Skaters
Bedazzled on Ice

20 Laconia NH
Central New Hampshire Skating Academy
Spring Show

APRIL

10-11 Stevens Point WI
KB Willett Ice Arena
Celebr8 & Sk8

16-17 Carol Stream IL
Carol Stream Ice Rink
Up Up and Away

16-17 University Park PA
Penn State Ice Rink
The Ice is a Stage

17-18 Brentwood MO
Brentwood Ice Arena
Skates on Broadway

23-24 Downers Grove IL
Downers Grove Ice Arena
Up Up and Away

23-25 Park Ridge IL
Oakton Ice Arena
Round-Up at the Oakton Corral

23-25 Chicago IL
McFetridge Sports Center
Extra, Extra Skate All About It

23-25 Roseville MN
Roseville Skating Center
41st Annual Roseville Ice Show Everything's
Coming Up Roseville

24-25 Stillwater MN
St. Croix Valley Rec Center
10th Annual Ice Show

25 Flushing NY
World Ice Arena
Spring Ice Recital

29-May 1 Minnetonka MN
Minnetonka Ice Arena
36th Annual Silver Skates Ice Revue

30-May 2 Wayne MI
Wayne Community Center
As Seen on TV

30-May 2 White Bear Lake MN
White Bear Lake Sports Center
Go for the Gold

MAY

1 Marlboro MA
FMC Navin Arena
Skating to the Movies

1 Simi Valley CA
Iceoplex Simi Valley
Spring Fling

1-2 Cottage Grove MN
City of Cottage Grove Ice Arena
Carnivals on Ice

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

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

8 Wasilla AK
Brett Memorial Ice Arena
Spring Ice Show

13-16 Skokie IL
Skatium
One Hit Wonders

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

14-16 Wilmette IL
Centennial Ice Rinks
The Olympic Dream ... on Ice

14-16 Franklin Park IL
Franklin Park Ice Arena
2010 Spring Ice Show

14-16 Niles IL
Niles Park District Iceland
Our 40th Year

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

21-23 Evanston IL
Robert Crown Ice Center
90 Days of Summer

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

DECEMBER

7-11 Knoxville TN
Ice Chalet
23rd Annual Nutcracker on Ice





And Another Thing...

Peter Martell
ISI Executive Director

Skating's 'Circle of Life'

It's no secret to anyone involved in the ice skating industry that interest and participation in figure skating have declined over the past few years due to a variety of circumstances beyond the control of most arena owners/operators and skating professionals.

The lack of a readily identifiable "star" and implementation of an indistinguishable scoring system, among other things, have resulted in a decline in television ratings and coverage. The increase in popularity of team sports for girls and nontraditional (extreme) sports for youngsters of both sexes has cut into the pool of potential skaters. Last, but not least, the crippling economy has made expensive activities such as skating and hockey unaffordable for many families across America.

Consequently, it is more important than ever that all "stakeholders" in ice sports and businesses recognize the challenges

facing us and accept the fact that, if we are to succeed, much less flourish, in the future, we are going to have to work together — collaborate vs. compete — in order to attract and retain our fair share of the recreational and competitive sports business. This means that rink owners and operators, skating professionals and the organizations that represent them must understand that we share a symbiotic relationship and that as one succeeds — or fails — so will the others.

This is especially true of the relationships between rink owners/operators and skating professionals working within their facilities. Too often, I hear stories about coaches and managers being at odds with one another over ice time, commissions, group lesson responsibilities or one thing or another. In almost every instance, it is a case of one party not recognizing or appreciating the needs, value and importance of the other party. Too many coaches feel that the ice arena "needs" them (and their students) and, therefore, they are "entitled to" x, y or z. On the other hand, too many arena owners/operators feel like the coaches "need" their facility and, therefore, should be "obligated" to do x, y or z.

In both cases, one party often feels that the other party "owes" them something. The fact of the matter is that both parties need each other and, without the existence, understanding and support of the other party, both of their businesses will suffer.

If ice sports are to experience increased participation, we need to produce highly visible, successful champions to generate new interest in the sport. If we are to produce champions, we need highly qualified, successful coaches to train the athletes. If we are to enjoy either of the above, we need highly successful facilities to accommodate them. If we are to have highly successful facilities, we need increased participation. This is ice skating's version of the "circle of life."

All parties must accept the fact that they have a vested interest in the success of the others, and that it is in everyone's best interest to cooperate and collaborate to promote each other's success, not just their own.

You "owe" it to everyone — including yourself! 

Managers, coaches and organizations share a symbiotic relationship. As one succeeds — or fails — so will the others.

Pro-Rated Annual Fees Now in Effect

The Ice Skating Institute remains the *only* national ice sports organization that offers pro-rated membership fees after the mid-point of the annual membership period. Effective March 1, pro-rated fees for the remainder of the membership year (through Aug. 31) are as follows:

- **Individual Membership** — \$11 through Aug. 31, 2010 (Membership Rewards price: \$10)
OR individuals may extend membership through Aug. 31, 2011 with one convenient payment of only \$25 (Regular annual fee: \$15)
- **Professional Membership** — \$45 (Regular annual fee: \$75)
- **Professional Liability Insurance** — \$60 (Regular annual fee: \$75)
- **Hockey Membership** — Adults, \$20, and Youth, \$15 (Regular annual fees: \$25 and \$18, respectively)

Jumpstart Your 2010 ISI Conference Experience with the *Jubilee!* Backstage Tour

Donn Arden's *Jubilee!* is Vegas' classic and most famous stage spectacular, the last remaining authentic showgirl revue in the city. The backstage tour allows you to see what it takes to put the award-winning seven-act show on stage each night.

The tour begins in the *Jubilee!* Theater, where you'll ascend the massive stage to learn about the technology that makes a production of this scale possible – the sound system, giant elevators and fly rail.

The next stop takes you beneath the stage to the carpenter shop, electrical shop and prop shop, home to giant set pieces like the Titanic.

On to one of the most complete costume shops in the world, where you'll see the wig room, elaborate feather headdresses and costumes designed by Bob Mackie and Pete Menefee.

Then it's off to the dressing rooms, where real drama unfolds every night as 100 actors frantically run from their last costume change to their next stage cue.

The best is saved for last, when you'll watch as a cast member in street clothes is transformed into a glamorous showgirl in the makeup demo.

This is a one-of-a-kind, only-in-Vegas experience that you won't want to miss – all guided by a *Jubilee!* showgirl, who will be happy to pose for a photo with you.

The Jubilee! Backstage Tour is scheduled for Tuesday morning, June 1, immediately prior to the conference opening. Register for the tour on your registration form, available at skateisi.org. The fee for the entire experience is only \$35.



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