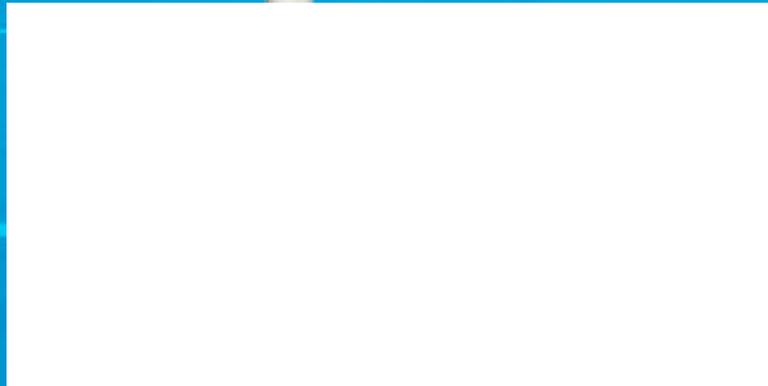


MAY/JUNE 2010

EDGE

The professional journal for the ice skating industry

Keeping the Business *All in the Family*



Preventing Roof Collapse
Using **Both** Programs

How to **Organize** and
Motivate a Large Team

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Announcements

Friedland Retires After 25 Years as District 8 Competition Director



OAK LAWN, Ill. — Toni Friedland was honored during the ISI District 8 Championships as District 8's retiring competition director. "For over 25 years, Toni has been the driving force in binding all of the arenas in the Chicagoland area. Her dedication and passion are second to none. We are so proud to have her on staff at the Glenview Ice Center," said Dorie Cascio, Glenview's skating director. Vicky Klinko is the new District 8 competition director.

Shattuck-St. Mary's Launches Synchro Skating Program

FARIBAULT, Minn. — Shattuck-St. Mary's School has announced the addition of a synchronized figure skating program. The program will feature the world's first residency team for middle- and high school-age skaters. Internationally recognized coach Vicki Korn will join the school to develop and direct the program, with plans to have a junior- or senior-level team compete in the 2010-11 season.

Korn brings extensive experience as a national, international and world synchronized skating coach. She most recently served as head coach for the synchronized skating program at Miami University in Oxford, Ohio and was associated with the university's skating program for 25 years. During her tenure, Miami University teams earned 11 national championships in the collegiate division and three national championships in the senior division, and were World Silver Medalists in 2007. She was named Synchronized Skating Coach of the Year in 1997 and 1999 and the Professional Skaters Association (PSA) Coach of the Year in 2007.



ISI Welcomes New Administrative Members

PLANO, Texas — The Ice Skating Institute welcomes the following new administrative members:

- New York Rangers
- Richfield Ice Arena
- Ziehnert Skating School-Greenfield Center NY
- The Pond Inc.
- Shattuck-St. Mary's
- Champaign Figure Skating Club
- Blue Mound Figure Skaters Inc.
- Garden City Civic Ice Arena
- Sport Quest Skating Academy
- The Rinks-Westminster ICE
- Gateway Skating Club
- CSG
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- Lynchburg FSC
- Canlan Ice Sports Fort Wayne
- Skylands Ice World
- Pueblo Plaza Ice Arena
- Joshua Jewel
- Hayward Figure Skating Club
- Fine Designs Inc.
- Collegiate Conference of Recreational Ice Skating
- HTFD Hockey
- KVAR Energy Savings Inc.
- Anchorage Skating Alliance
- Anderson Hockey Development Inc.

2010 ISI Handbook Now in Stock

PLANO, Texas — The eagerly anticipated new *ISI Handbook* has received rave reviews with its sleek new format and design. This 2-in-1 edition combines and updates all the material from both the previous *Skaters & Coaches Handbook* and the *ISI Judge Manual* for only \$25. The convenient new format features handy page tabs, section dividers, spiral binding and 3-hole punch. Order your copy today!

Keep Us in the Loop!

Don't forget to notify the ISI any time there is a change in your membership information, including your e-mail address, management team, skating director, etc. It's easy to update your information on the ISI Web site, skateisi.org.

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iAIM[®] Report

by Kevin McCormack
CAO, CDCR

How Many of These Questions Can You Answer?

WHAT IS FF&E? Where does the vapor barrier go in the walls of an ice arena? What is a plate-and-frame heat exchanger and how does it work? What are the differences between an architect, an engineer and a construction manager? What is flocculation? How often should you change your HVAC filters? What is the optimal slab (or sand base) temperature for the best results when ice painting? What is ASTM? What is a BTU? What is emissivity? How many ice resurfacer drivers does it take to fix the Olympic Speedskating oval?

If you attend the 2010 School of Ice Technologies (SIT) or the 2010 iAIM School of Design, Construction and

Renovation (CDCR) this June you will be able to answer all of these questions and many more. These two unique schools break down the basics of designing, building and operating the smallest ice arena all the way to the largest indoor ice venue. You will gain practical knowledge from industry leaders that you can implement in your facility immediately to make it more efficient, improve operations, develop better employees and keep better records.

Sir Francis Bacon once said, "Knowledge is power." When you attend one of these excellent schools and expand your facility and industry knowledge, you gain more power over your operation

and respect from supervisors and peers. Your new knowledge makes you a more valuable asset to your company and eventually will lead to gains in responsibility and your career.

This marks the sixth year the ISI and the International Association of Assembly Managers (IAAM) have offered the School of Ice Technologies. Arena professionals from all over North America will gather June 6-11 at the Crowne Plaza Hotel in Fairfield, N.J. to learn, exchange ideas and expand their knowledge of the ice arena industry. Classroom sessions will include Refrigeration Theory and Maintenance, HVAC and Dehumidification, Energy Management, Building Conversions, Ice

The Sixth Annual *School of Ice Technologies*

June 6-11

Arena Sessions

Prudential Center
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Classroom Sessions

Crowne Plaza Hotel
Fairfield, N.J.

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Interactive workshops include:

- Refrigeration theory and maintenance
- HVAC and dehumidification
- Energy management
- Building conversions
- Ice-making and installation
- Resurfacer operation and maintenance
- Dasher installation and maintenance



Ice Skating Institute

The School of Ice Technologies is jointly hosted by the International Association of Assembly Managers Inc. and the Ice Skating Institute.



Making Installation and Maintenance and so much more! The week's activities will also include: a tour of Prudential Center, the home of the New Jersey Devils; hands-on training in ice painting and logo installation; and more networking than you can imagine. Graduates will receive a certification in ice technologies upon successful completion of the exam. If you are an arena professional with a desire to grow and improve, this is a program that is not to be missed!

The Ice Arena Institute of Management (iAIM) will also offer the School of Design, Construction and Renovation during the same time and in the same location as the SIT. The CDCR school covers all aspects of renovating and constructing ice and sports facilities. The in-depth classes will provide benefits whether you are contemplating the construction of a new facility or renovating an existing one. In fact, what you learn may help you decide if you should proceed with a renovation or construction project, or consider alternatives.

CDCR classes cover the roles of design professionals, engineers, construction managers, politicians and facility managers. You will learn how to

choose the right refrigeration system, how construction projects are funded, construction and renovation pitfalls and technological innovations. The importance of planning is emphasized, along with communication, feasibility studies and involving the local community in the process.

When you attend one of these excellent schools and expand your facility and industry knowledge, you gain more power over your operation and respect from supervisors and peers.

Finally, classes will discuss energy management, ice installation, dehumidification and reading blueprints. iAIM is the only professional ice arena industry organization to offer a program that provides

in-depth coverage of all of these topics. It's a must for any owner, manager or industry professional who plans to embark on the unique odyssey of arena construction and renovation. Participants will receive a Certificate of Design, Construction and Renovation upon successful completion of the 200-question exam. CDCR participants will also have the opportunity to take the Prudential Center tour.

I have stated in several articles recently that now is not the time to bury our heads in the sand or retreat. We must view the current economic situation as an opportunity to "sharpen our saw," evaluate what we do well and improve where needed.

These schools give you the chance to interact with industry professionals and to learn from their knowledge, experience, failures and successes. This alone will give you an invaluable experience that you can tap into for many years to come. If you could not answer all of the questions at the beginning of this article, now is the time to grow as a professional and attend these valuable schools!

Kevin McCormack is chairman of the iAIM board of regents.

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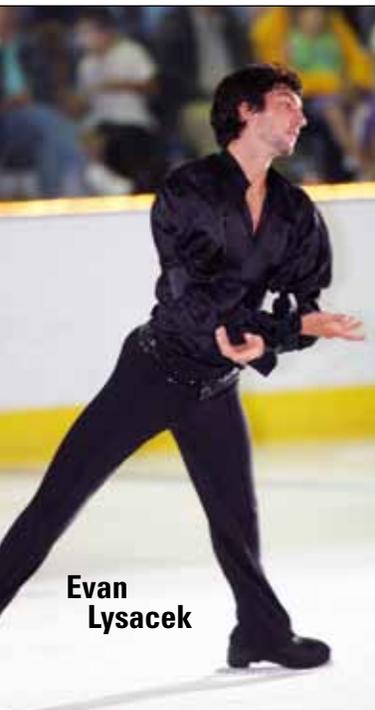
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It's *Showtime...* *and It's a Surprise!*

by Lisa Fedick



Evan
Lysacek



Sasha
Cohen

COACHES AND SKATING directors across the country are busy preparing their teams for the upcoming 2010 ISI World Recreational Team Championships and their trip to Boston. While tending to the technical work that is required, thoughts always drift to the camaraderie, fun and excitement that the week is guaranteed to provide.

When it comes to “excitement,” nothing compares to the experience of the annual ISIA Education Foundation Benefit on Ice show. The 2010 production will be held on Friday evening, July 30, at the New England Sports Center.

At press time, the identity of our celebrity special guest skater is a mystery. Among the Benefit stars of the past are skaters who began in the ISI Recreational Ice Skating program and went on to become Olympians, including Olympic silver medalist Sasha Cohen, Emily Hughes, Mirai Nagasu and this year’s men’s Olympic champion, Evan Lysacek.

As in previous years, this year’s Benefit on Ice featured guest will be available for a meet-and-greet session immediately following the show, offering photo opportunities and autographs.

The guest skater will be a major highlight of the Benefit show, but he or she will certainly not be the evening’s *only* star. Every ISI Worlds competitor is a potential star; representing the true diversity and inclusion of the Ice Skating Institute, skaters selected throughout the competition week will be

invited to give repeat performances of their Worlds numbers for the Benefit on Ice audience. Every skater, at every skill level and in all event categories, has the same opportunity to be chosen to star in the show, so be sure to tell your skater families to schedule their travel plans to include the Friday night show.

Don’t forget the Education Foundation’s raffle, in which two solo performances in the show will be awarded to the lucky winners. Raffle tickets will be sold throughout the week for \$5 a ticket or five tickets for \$20. The drawing will be held on Wednesday evening, July 28, during the Competitors’ Cruise on Boston Harbor.

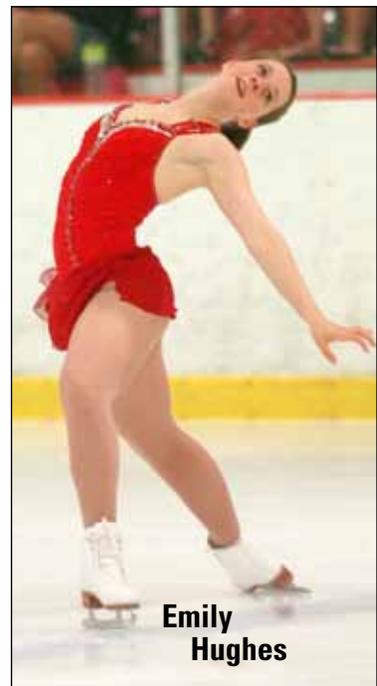
Advance general admission tickets are available through July 16 for \$20, using the order form on the ISI Web site. Seating is limited and sold-out Benefit on Ice shows are not unusual, so please place your order early. The advance group rate for 10 or more is \$15 each, making it ideal for your rink or synchro team. Prepaid tickets will be available for pick-up at the Worlds registration desk. If the show is not sold out, tickets will be available at registration or at the door for \$25 each.

All proceeds from both the raffle and the Benefit Show will be used to endow the ISIA Education Foundation annual scholarships awarded each May. What a great opportunity to make a difference and have some fun at the same time.

See you at the show! 



Mirai
Nagasu



Emily
Hughes

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Warm-Weather TIPS for **PREVENTING** COLD-WEATHER **ROOF COLLAPSE**

by Lori Fairchild

This past winter's record snowfall in areas throughout the country — including some regions that almost never see substantial winter precipitation — resulted in several ice rink roof collapses. While human tragedy was miraculously averted, the property damage wreaked havoc on the businesses involved and displaced many ice arena patrons, employees and independent contractors.

The time to think about your roof's snow load capacity is not when you hear strange creaking noises overhead or when the first snow of the season begins to fall. If you don't already have a roof inspection and maintenance plan in place to deal with snow/ice removal and to protect your property and patrons, now is the time to get prepared. Following are some steps you should take beginning this summer (we'll follow up with more seasonal tips next fall):

- ✓ Know the load limits of your roof, taking into consideration additions that were not included in the original design, such as mechanical equipment, air conditioners

and heaters, speakers, scoreboards, suspended catwalks, extra retrofitted insulation, etc. Newer building codes provide more specific guidelines for estimating snow loads. A structural engineer can help you with this calculation if necessary.

- ✓ Develop an emergency response plan for snow/ice removal and, for the worst-case scenario, evacuation. Communicate it to staff, and have it posted or readily accessible.
- ✓ Determine what tools, equipment and protective gear (including fall protection, e.g., guardrails, nets, harnesses, etc.) will be needed, have it available for use and know how to use it properly. Check with a roofing contractor regarding use of snow blowers or other mechanized equipment on your roof.
- ✓ Examine your roof periodically for: ponding, leaks, sagging or misalignment; cracked or deformed metal roof components; split or rotted timber; and cracked or chipped concrete members. Keep the roof maintained

and complete repairs/replacements promptly.

- ✓ In addition to the roof, other areas of the building can offer important warning signs of structural damage, including: doors or windows that are difficult to open; new cracks or a bowed appearance to walls; or bent or bowed conduit, utility or sprinkler piping at ceiling or roof height.
- ✓ Mark roof drains, skylights, vents and other hazards or obstructions with clearly visible flags in case of heavy snow buildup.
- ✓ Keep roof drains, gutters and downspouts clear of debris.
- ✓ Train workers in advance on roof access, safety measures and use of protective gear and equipment.

ESTIMATING LOAD ON A ROOF

The following table and example equations can be used to estimate the load on a roof.

SNOW TYPE	APPROXIMATE DENSITY (lb/ft ² /ft depth)
Light and fluffy	5-20
Packed	20-40
Packed with ice	40-58
Ice	58

Calculated Roof Loading (lb/ft²) = Depth (ft) x Density (lb/ft² /ft depth)

Example: Two (2) foot depth of packed snow

Calculated Roof Loading (lb/ft²) = 2 ft x 30 lb/ft² / ft = 60 lb/ft²

A more accurate method is to weigh the snow/ice on a known area, dividing the weight (lb) by the area (ft²) to obtain the loading (lb/ft²).

SOURCE: University of Wisconsin-Extension

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2nd Quarter Achievers

The list of facilities that have reached Threshold Rewards levels and the ISI Honor Roll is growing.

Registering your skaters is an easy and convenient way to boost your facility's bottom line while providing your skaters with their own valuable ISI membership benefits.

Skating directors can also earn rewards for registering individual skater members as well as registering new professional members. Check out the leader board on the ISI Web site to see who's advancing in the District Reward Program.

The ISI Membership Rewards Program is easy money – not taking advantage of this program is like throwing away cash!

Threshold Rewards

Administrative members that increase their number of registered skaters by targeted percentages of at least 25 percent receive additional rewards.

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- Dr Pepper StarCenter Farmers Branch
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- Figure Skating in Harlem Inc.
- Lou & Gib Reese Ice Arena
- M-NCPPC Herbert Wells Ice Rink
- Mike Modano Ice Arena

- Mora Civic Center
- New Ulm Figure Skating Club
- Northbrook Sports Center
- RDV Sportsplex Ice Den
- St. Croix Valley Recreation Center
- The Ice Factory of Central Florida Inc.
- Valley Ice Center
- Veterans Memorial Park Ice Arena
- Washington Park Ice Arena

Level 2

- Bremerton Ice Skating Center
- Talbot County Community Center-Talbot County Parks

Level 3

- Andrew Stergiopoulos Ice Rink
- Danbury Ice Arena
- Nazareth Ice Oasis

ISI Honor Roll

Administrative members with 250 or more ISI skater member registrations on Aug. 31, 2010 will be rewarded at four levels.

- Floyd Hall Arena
- Yerba Buena Ice Skating & Bowling Center
- Andrew Stergiopoulos Ice Rink
- Dr Pepper StarCenter Plano
- The Rinks - Anaheim ICE
- Toyota Sports Center
- Sprinker Recreation Center
- Sherwood Ice Arena
- Nazareth Ice Oasis
- Danbury Ice Arena
- Ice Station Valencia
- Iceoplex Escondido
- Glacial Garden Skating Arena
- Dr Pepper StarCenter Farmers Branch

See how ISI works for you! For more information, go to the Arenas page at skateisi.org and click on the Membership Rewards button, or call the ISI office at (972) 735-8800.

Low-E Ceilings

Benefits & Tips



Courtesy of San Diego Ice Arena

by Rob McBride, CAE

LOW-EMISSIVITY (LOW-E) arena ceilings have been around for more than 30 years and yet there is still some misunderstanding of their purpose and why they are beneficial in ice arenas. Some people believe that if they have a white ceiling that is insulated, a low-e ceiling will not help them. Others believe that a low-e ceiling will make the arena colder.

Facts and figures

The fact is that a low-e ceiling works because the material it is made of has a very low potential to transfer radiant energy. Most objects and materials including bright white-faced insulation have an emissivity factor of .9; this means they are 90 percent efficient in transferring their radiant energy to other objects. A good low-e ceiling has an emissivity factor of .03, or is 3 percent efficient in transferring its radiant energy. Like infrared heaters, radiant energy never heats the air; it only heats the objects it strikes — your ice surface. ➤

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Radiant energy will always flow from objects at a higher temperature to objects at a lower temperature. The greater the temperature differential, the faster the rate of heat transfer. Since your arena ceiling is always warmer than your ice surface, there is a constant transfer of radiant energy to the ice. When a low-e ceiling is installed over the ice sheet, it interrupts the flow of radiant energy to the ice. This reduces the heat load on the ice sheet by as much as 20 percent. Radiant energy always flows perpendicular to the surface that is emitting it; therefore walls or ceilings outside the ice sheet will not see a heat load reduction benefit from a low-e covering.

An incidental but very beneficial side effect of the low-e ceiling is that it is highly reflective. This substantially increases the perceived light level and may allow you to decrease the number of light fixtures, resulting in even greater energy savings.

Utility incentives

Electric utility rebates are a customized calculation that may allow you to receive a rebate of up to 50 percent of the installed

cost. Some utilities will finance the net cost of the upgrade after rebates. Low-e ceilings are standard technology for a specialized purpose; therefore you may need to educate your utility engineer a bit on how to calculate the energy savings.

Tips and suggestions

- Retrofit ice lighting in conjunction with the ceiling project to reduce fixture requirements and eliminate the need for patching the ceiling when you change lighting after a ceiling has been installed.
- If you have natural light sources in your arena, be sure to extend the ceiling to them to reflect the natural light down and gain full advantage of it.
- If you control your ice temperature by brine or slab temperature, raise the ice set point by 2 to 4 degrees to achieve the same surface temperature and reduce chiller energy consumption.
- Be careful not to cover ventilation or

heat detectors/sprinklers with your new ceiling.

- Choose a higher-grade tear-resistant material; it will resist damage from errant pucks or sticks and look good for a longer period of time.
- Protect your ceiling with netting over the end zones if the height of the ceiling is less than 25 feet to prevent tears and damage from deflected pucks.
- Leave space at all sides and above the ceiling for air flow and direct a small portion of your dehumidified air above the ceiling.
- Incorporate the installation of netting around your ice into your ceiling project. The install will cost less with the contractor already mobilized.

Excerpted from the presentation "Facility Facelifts: New Luster for Old Facilities." Rob McBride is the owner and president of FMC Ice Sports.

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The Business Sense of Humor

by John Wagner



A SENSE OF HUMOR is rated high as an attribute of attractiveness. A well-developed sense of humor will certainly help us enjoy life and attract people to us. But can it also help us be more successful in our work?

In a Robert Half International survey of 737 chief executives of large corporations, 98 percent of the respondents said that they would hire a person with a good sense of humor over someone lacking that quality.

How does an aspiring leader go about developing a business sense of humor? It all begins with the understanding that humor is a powerful tool that must be used with caution and skill, at the appropriate time and place. Yes, timing is everything, and remember the three P's: practice, practice, practice. Never use humor to belittle others or put them down. Never use politically incorrect humor. Doing so will just demonstrate that you are insensitive to others, and that is a sure-fire career stopper.

Learn to laugh at yourself. Learn to take yourself lightly and your job responsibilities seriously. Be quick to laugh at your mistakes. Be responsible for them and quick to fix them — and learn the lesson inherent in the failure.

Smile more often. Smiling is the most inexpensive way to improve your appearance. It also enhances communication, conveys openness and sets the stage for pleasant interactions. Smiling has been shown to improve phone conversations. Even when people can't see your smile, they sense it from your tone of voice.

Be a team player who knows how to use humor to enhance productivity. You can create team spirit by laughing with others at the situations or challenges your team faces. Give your group a fun name or ID. Even unofficially changing the "Marketing Task Force" to the "Bringing in the Bread Bunch" can generate some ah-ha's and ha-ha's. Humor helps the creative process. Playfulness helps generate possibilities and a sense of optimism. Having fun with the group's challenge helps the people involved remain relaxed so that they can do their best and most inspired work.

Learn to use humor to be hard on the problem but easy on the people involved. This helps everyone take the actions and risks necessary to succeed. Humor helps imperfect humans work better together so that we can turn out perfected products and services. We are not talking about goofing off. We are talking about playfulness with the purpose of creating a work environment that is open to new and creative ideas, that is supportive of people and encourages ambitious effort — the kind of work environment that is required for success in today's highly competitive world.

Maintain a positive mental attitude. Failure and disappointment will occur and we will get frustrated, maybe even mad. We need to learn to accept the resulting bad feelings. It is OK to have negative feelings; it is not OK to be consumed by those feelings. Humor can provide the perspective to help us move beyond those feelings so that we can choose a productive response rather than just react out of frustration. If we take ourselves too seriously we can become arrogant and lose sight of how important it is that we continue to learn and grow and constantly improve. Business success is a journey, not a destination.

Lead with a sense of humor and become less threatening, more believable and more encouraging. That is why U.S. presidents and other top leaders have hired humor writers for years. Learn to lead with laughter and energize your followers. Don't wait until you're the boss to be a leader who uses humor effectively. People will follow your lead when you are able to laugh at yourself and with the people around you.

Use humor to keep challenges in their proper perspective so creative solutions can be found. Playfully recognize other people and their contributions, to let them know that they are important and appreciated. Lighten up and un-stuff that shirt if you want to lead.

When you demonstrate your business sense of humor by taking yourself lightly and your job responsibilities seriously, you become a person destined for success. You become a lot more fun to be with — which doesn't hurt your social life, either. ☺



John Wagner ("Wags") will deliver the keynote address at the opening of the 2010 ISI Conference on June 1 at Caesars Palace in Las Vegas. Wagner is a professional speaker, motivational humorist and clinical counselor, and founder of the Kentucky-based speaking business Wagner Seriously Funny (wagnerseriouslyfunny.com).

How to Organize and Motivate a Large ISI Competition Team — and **WIN!**

by Wendy Mortensen



The Aliso Viejo Ice Palace team scored 1403.5 points to claim the Robert Unger championship trophy at the 2010 ISI Winter Classic competition in Anaheim.

I WALKED INTO the coaches' room armed with Winter Classic posters and applications. As I talked with the staff about the deadline and details, one of the coaches asked, "Why don't we try to WIN the team trophy so our skaters can get their picture in the ISI magazine?"

It sounded like a great idea, but we needed an action plan! How were we going to generate enough points to do this? We knew we needed to accomplish three things: many skaters participating in multiple events, good placements and several team events to earn those extra team points.

The first key ingredient was the commitment from the staff to help with the challenge. As a group we generated an informative letter to get the word out and create some excitement. This letter gave us the opportunity to describe our goal as a rink, emphasize the fun of participating in a national event and explain the participation and placement points. Our letter was posted all over the arena and passed out to new and current competitors.

With tough economic conditions in mind, we thought our best plan of attack was to suggest extra events to our

skaters that would require the least out-of-pocket expense. Because most of our skaters already have a technical program and a competition dress, this event was a given. The second suggested event was Solo Compulsory, requiring very little lesson time and an opportunity to wear their competition dresses for a second time. Our third suggested event was the discounted Jump & Spin team. This event also required little lesson time, gave the skaters an opportunity to skate with a friend and was on the ISI list of discounted events. The skaters wore their team jackets and, did I mention, paid only \$10 to enter! Our last suggestion was the other discounted event, Surprise! For those with Spotlight and footwork programs, those events were suggested as well.

Next, we tackled the team events. We offered a large production number and Team Compulsories to all Freestyle levels 1-7. We scheduled five practices, each an hour long on Saturdays leading up to the competition. The pricing was cost-effective for the parents because we managed to have all 44 Team Compulsory skaters and 32 production members on the ice at the same time. It was a bit challenging

at first, but we found that having all of the skaters practice at the same time increased the feeling of team camaraderie and helped them make new skating friends.

This competition not only brought our team to victory but also had some other surprising effects on our skaters. A single skater on the verge of quitting stuck it out because of the commitment she had made to

the members of her Team Compulsory group. Today she no longer has any plans of quitting. This event created a safe place for many first-time competitors. Half of our production team had never been to an ice skating competition before, and now several skaters are planning solo programs at the next competition. A group of six home-schooled skaters who joined together for an ensemble number — most of them in rental skates — would not have participated if not for the sake of earning points for our team.

The final outcome of the competition was 172 skaters earning a total of 1403 points for the first-place trophy. But more important than that, we have a much more excited and motivated group of skaters than before.

And the momentum has continued. We held a celebration a month after the competition. We put the Robert Unger team trophy on a table on the ice near the players' benches, allowing the paparazzo parents a prime photo opportunity. Our Winter Classic banner was laid out on an additional table with markers so all participants could sign their autographs before we hung the banner in the arena.



The Robert Unger Winter Classic team trophy was the "guest of honor" at the post-competition celebration at Aliso Viejo Ice Palace. Skaters were invited to pose for photos with the trophy and add their autographs to the Winter Classic banner.

We turned the lights out and the disco ball on, and the team champs skated and celebrated, keeping the spirit alive. Everyone who attended the party took home an application for the next competition.

Wendy Mortensen is the skating director at Aliso Viejo Ice Palace.

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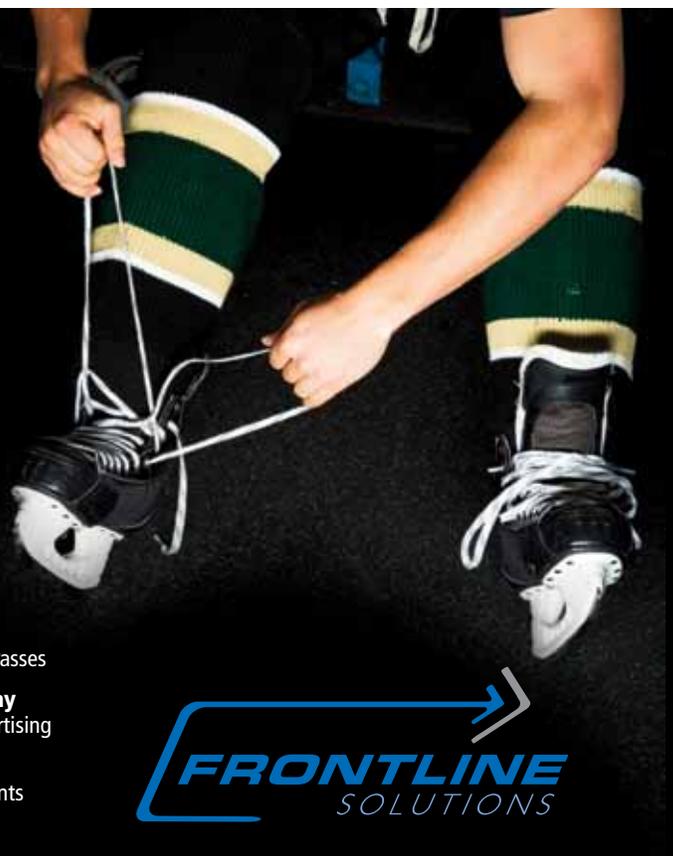
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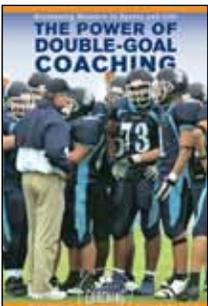
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YOUR LEGACY AS COACH

Adapted from *The Power of Double-Goal Coaching* by Jim Thompson



Jim Thompson is the founder and executive director of Positive Coaching Alliance.



The Power of Double-Goal Coaching is available at www.balancesportspublishing.com.

SOMETIMES OPEN COACHING workshops by asking coaches to write or talk about the best coach they ever had and what made him or her so terrific. The stories that come out of this experience are wonderful and poignant. Often these adults are remembering things about coaches who are long dead. They describe coaches who are wise, encouraging, gentle, disciplined, great teachers and wonderful human beings who cared about them as individuals, not just athletes who could make them look good. These stories speak to the power of a positive coach.

Unfortunately, most of the participants also recall less pleasant experiences with coaches who failed to live up to those standards, coaches who made playing sports a miserable experience.

Coaches, both good and bad, matter. At their best they make a lifetime of difference. This begs a question worth considering: what impact will you have on the kids you coach?



WHEN I BEGAN coaching, I found out that being positive with players caused them to try hard, rapidly develop new skills and be flexible and open to new ways to accomplish their goals. Furthermore, we won a lot on the scoreboard and all of us — players, coaches, and parents — had a lot of fun. Parents wanted their kids on my team because they saw the results of a relentlessly positive approach.

When I coached high school basketball, the pattern repeated. Positive got results. Negative made things worse.

Later I found that research validated my personal experience that, for example, individuals who are treated positively solve problems better and more quickly than individuals who are not.



BUT MY POSITIVE approach went against the norm of sports where negativity, against all the evidence, reigned.

We know that negativity tends to narrow attention, restrict the flow of information and cause “threat rigidity,” the tendency to become inflexible in making decisions. Negativity also poisons relationships on teams, in organizations, in families and among friends. Regrettably, negativity by coaches transforms what should be the source of a lifelong love affair into a joyless experience that drives many

kids out of sports. In fact, studies indicate that the highest rates of participation in sports occur at age 10, and that nearly 70 percent of youth sports participants drop out of sports altogether by age 13.

Nonetheless, unrestrained expression of negativity by coaches — exemplified by the “screamer” coach — is accepted, justified and even lauded. I started Positive Coaching Alliance partly to counteract this wrongheaded and harmful approach.

I learned that by remaining positive and constructive with players through rain or shine, a coach will get more from them. A coach who can have hard conversations with kids while remaining positive and optimistic will be more likely to help them improve. And a coach who establishes a positive team culture will help young people develop a passion for their sport and be remembered by athletes long after they have moved on to other things.

And validation comes not only from research but from the highest levels of coaching. Phil Jackson, PCA’s national spokesperson and winner of 10 NBA titles, said: “Jim Thompson states that his positive coaching tactic may not work on a professional level. Being a believer in motivation through support and praise, I know it works at this level, too.”



THIS BOOK IS the result of my own coaching journey as well as the combined knowledge of hundreds of coaches and athletes who make up the Positive Coaching Alliance.

Whether you coach pee-wees or high school varsity, in rec leagues or elite clubs, the research-based tools and frameworks and best practices in the book are designed to help you become the kind of coach whose athletes can’t wait to come to practice, who work hard and encourage each other, and who are sad when the season is over. You’ll learn unequivocally that Double-Goal Coaching and winning go hand-in-hand.

I can think of no more powerful legacy than helping young people realize their potential as people as well as athletes. That is the essence of Double-Goal Coaching. Sports can be one of the greatest teachers of life lessons and character, particularly when coaches do things the right way. I hope you will be the kind of coach your athletes will remember with gratefulness for the rest of their lives, even long after you have passed on.

CREATIVITY TRUMPS CASH

Here's how one ISI member facility attracted new skaters by planning and promoting Family Fun Skate and Olympic Day on a shoestring.

by Michael Hernbrott



WE PRIDE OURSELVES ON our staff, our facility and our programming, and the feedback we receive, along with our retention rates, shows that our customers agree. However, we understand that we need to drive new potential skaters into our facility through events both big and small.

The idea behind our Family Fun Skate in January came from our skating director, Janel Wamboldt, who wanted to run an event during National Skating Month showcasing our figure skating and hockey programs. We also wanted to give young skaters and parents a chance to interact with our skating instructors. This allows our instructors an opportunity to educate in an informal setting.

One thing we have learned over the years is that you don't always have to spend a lot of money on marketing. We send out press releases to local media, distribute flyers to our learn-to-skate students and public skaters, hang posters, keep our Web site updated and post events on social media sites such as Facebook and Twitter. The use of video and photos on our Facebook page does not cost us anything, but can spread like wildfire.

Our goal for this event, first and foremost, was FUN! Events fire up the staff and our current students, and help promote the facility. If the children we are teaching feel that their local ice rink is a place to have fun, they will want to keep coming back. And if you instill this at a young age, they never lose that feeling.

Janel coordinated the Family Fun Skate ice schedule with our public skate schedule. She organized employee duties for the day, briefed everyone and posted the schedule ahead of time. She also invited regional competitor Rosie Carrion to skate a short program and coordinated a 5-minute hockey scrimmage

exhibition featuring 5- and 6-year-olds from Rink Side's own Mauler Cubs program.

Once the game ended to great cheers, we asked our skating staff to come out and do what they do best: teach! Bumpers were placed on the far end of our ice to create the feeling of pond hockey on 25 percent of the ice sheet. Rink Side's professional ice staff brought out hockey nets, pucks and sticks. We had well over 100 kids on the pond hockey section alone.

On the public skating section, instructors wearing their Rink Side uniforms skated alongside our customers. Young skaters from the Southport Skating Club were also on hand showing their moves. Our Rink Side Mauler youth hockey players were encouraged to wear their jerseys with pride.

Heidi Walsh, our youth hockey administrator, scheduled the hockey players and coordinated fundraising events in the lobby.

Our mascot, Snowflake, and colorful balloons added to the festive atmosphere, and our marketing efforts continued throughout the event at our information tables.

This time of year is traditionally strong for our public skating sessions, however, in comparing this year's numbers to last year for National Skating Day, we averaged more than a 10 percent increase. We also took five class registrations during the event and several more followed early in the week as a direct result of their attendance at the Family Fun Skate.

The event was so successful — and affordable — that we scheduled another one in February during the Winter Olympics. Our Olympic Day was another hit. Customers started showing up 45 minutes prior to the event and the place was filled with smiles. People were wearing lots of red, white and blue. There were even a few Canadian hockey jerseys in the crowd. Every attendee received a gold medal.

As we do with most events held at Rink Side, we had tables and balloons set up to help raise money for some good causes. The Rink Side Extreme Synchronized Skating Team had a table; our Maulers youth hockey program ran a Chuck-a-Puck contest to raise funds for the Chicago-area Hornets sled ice hockey team; and another table offered items for sale to benefit Breast Cancer Awareness.

It was great to see so many of our current skaters, hockey players and families — and even better to see so many new faces that the event brought in.

Learning to skate or play hockey is about much more than the skills being taught. It's about making your facility feel like a second "home" to the kids and their families. Participating in these events allows them to be a part of their home and show it off to others.

Anytime you can get more people in your building, you have the opportunity to show them all that you have to offer. In addition to our ice arena, we also have a 60,000-square-foot entertainment center that includes laser tag, black-light miniature golf, arcade games, carnival rides and a restaurant. We host well over 2,500 birthday parties annually and another 300-plus group events. How will these family events help us long term? One thing I know for sure: every new person that came to these events has a birthday, and we have sparked their interest in skating.

Michael Hernbrott is the general manager of Rink Side Family Entertainment Center and Ice Arena in Gurnee, Ill.

Keeping The Business *All in the Family*

by Dianne Powell

BEFORE THE DAYS of corporate ice arena ownership and management companies, many ice rinks in the United States were owned and managed by enterprising individuals and families who pioneered the American ice skating industry.

Family-owned ice skating facilities are now more the exception than the rule, but those who have remained in the business continue to share a passion for providing a community gathering place for ice sports recreation. They may have “ice in their veins,” but their hearts are warm for the skating business.

Following are a few ISI member facilities that are still “all in the family.” Their business success stories are a testament to the durability of the ice skating industry and to families who work together to provide recreation, entertainment and training in the sport they love.

Paramount Iceland Paramount, Calif.



Paramount Iceland opened to great fanfare in 1940 as one of the largest ice rinks in the country, with a 20,000-square-foot skating surface.

When it comes to history in the ice skating industry, few can compete with Paramount Iceland. The facility’s modern appearance, programs and amenities belie the fact that the rink is celebrating its 70th anniversary, making it one of the longest continuously operating ice rinks in the country.

Located in Paramount, southeast of Los Angeles, the rink was built by the legendary ice resurfacers inventor and ISI charter member Frank Zamboni, his brother Lawrence and their cousin, Pete Zamboni. Prior to opening their ice rink, the three owned an ice manufacturing plant nearby.

With the advent of household refrigerators in



As part of a community revitalization effort, the city created Paramount Pond, a quarter-acre corner park near Iceland featuring faux ice, bronze sculptures of skaters and hockey player and a replica of a Zamboni machine.

the 1930s, the Zambonis decided to build an ice skating rink to replace their ice business losses. Frank Zamboni devised an innovative refrigerated ice floor, creating a flatter and smoother ice surface, and Iceland became known for its quality ice. Frank Zamboni received a patent for his ice flooring system in 1944.

In addition, after years of experimentation to reduce the time and labor involved in manual ice resurfacing at Iceland, he put the finishing touches on the Zamboni Model A in 1949. With the Zamboni ice resurfacers factory located just blocks away, the landmark arena’s superb ice surface still serves as the test track for new resurfacers models.

Since opening in 1940, Iceland has served as a practice facility for renowned skaters including Sonja Henie, Richard Dwyer, Peggy Fleming and Robbie Robertson.

Among the rink’s unique features is its restored “Mighty Wurlitzer” pipe organ, installed in 1941 and believed to have been built in the 1920s. It may be the only pipe organ still regularly played in an ice arena anywhere the country.

Iceland offers public skating, hockey, figure skating and learn-to-skate instruction on its 100-by-200 single sheet. Richard



Iceland's entry signage boasts a recent facelift.

Zamboni represents his family as the managing partner of Iceland and consultant to general manager Mike Peterson.

The Zamboni family is proud of Iceland and their continued involvement in the ice skating industry. "In its 70 years, Iceland has certainly had its ups and downs, sometimes related to the Olympics or the general economy," Richard notes. "We have been approached to sell, but none of those overtures have proven to be very serious. There has not been a big push to sell in that there is no indebtedness and, as a rule, the facility has made money.



Richard Zamboni, son of late ice resurfacers inventor Frank Zamboni, represents his family as the managing partner of Paramount Iceland.

"The biggest challenge to Iceland, as to other rinks, is to provide a clean and pleasant environment while overcoming the high maintenance and energy costs associated with operating a rink," he adds. "The building of other ice rinks relatively close to Iceland has increased the difficulty in generating the revenues needed to cover those costs, but that would apply to any business, family-owned or not."

Richard says the pleasure of seeing Iceland skaters learning and enjoying the sport of ice skating is the most gratifying aspect of ice arena ownership.

Fritz Dietl Ice Rink Westwood, N.J.

Fritz Dietl Ice Rink was opened in 1958 by celebrated figure skating star and coach Fritz Dietl, another ISI charter member.

Born in Austria, Dietl gained fame as a professional skater. He was Sonja Henie's skating partner for six years, and his unique skill was skating on stilts. After ending his show career, Dietl went on to coach and to renovate a garage in Westwood into the skating rink he owned and managed until his death in 2003.

Among the skaters who trained with Dietl was 1964 Olympic bronze medalist Scott Allen.

The rink still thrives under the loving care of Fritz's wife, Carola, and their sons, Ernst and Gregory.

Through the years, the 70-by-180 single-sheet ice arena has undergone a number of renovations and expansions. Two well-maintained, vintage 1958 Zamboni machines still resurface the rink as it continues to serve its skating population with public sessions, group and private figure skating lessons, hockey ice rentals and parties.

Business is so good that they don't advertise, says Carola, because they simply cannot accommodate more people. "We're in a more affluent area, so we don't have problems with group or private lessons or birthday parties. Most of our parties are exclusive; they rent out the whole rink," she notes.

"Usually we have regular group lessons, but this year people want what we call semi-private group lessons with two or three friends in the group. They have to pay extra for that, but they prefer it, and we're busy," Carola explains, adding that skating at the Dietl rink is less about competition and more about recreation and having fun.

As owners of a year-round ice rink open seven days a week,



Former professional skater Fritz Dietl owned and managed his garage-turned-rink with his family until his death in 2003. He is pictured here with sons Gregory and Ernst and wife Carola. His family continues to run the Fritz Dietl Ice Rink.

Carola and son Ernst can often be found doing whatever needs to be done to operate their family business. Gregory, who lives in Colorado, arrives when there's major rink work to be done.

"We don't say 'This is not in my job description.' Everybody has to do everything. We're fortunate that we have all nice people who work for us and our clientele is helpful and understanding





Carola Dietl reminisces in the ice rink office, where photos and scrapbooks bring back memories of her late husband's illustrious skating career. Fritz Dietl was Sonja Henie's skating partner for six years and became known for his unique skill of skating on stilts.

approached to sell the rink, but she declined. "I wouldn't give up the rink. I think Fritz would not like that," she says.

Her greatest reward comes when people bring their grandchildren to skate and tell her that they remember Fritz. "Maybe Fritz was teaching them, and they remember names from way back. That is nice," Carola says. "If our business could stay like it is, I would be happy."

Ontario Ice Skating Center Ontario, Calif.



Don Bartelson worked as a figure skating coach at Ontario Ice Skating Center for 19 years prior to becoming its owner.

built for special interests, and we're not a special-interest facility," he says. "We're a facility that caters to families and family involvement."

Pricing is the number one way to attract and retain families, he notes, and Ontario Ice Skating Center provides reasonable family value. And part of the value, he adds, includes stocking the best rental skates in southern California: "All of our rental

if something doesn't go as planned," says Carola.

"I feel very fortunate," she adds. "Fritz trained us well. We all know what to do and how to treat customers. I think our attitude is what makes us successful. We treat people like we want them to come back. We talk to people and try to make them welcome. We know our people."

Carola, who has been an active partner in her family's business since she and Fritz married in 1963, has been



A distinctive landmark — one of the original neon signs in southern California's Inland Empire — identifies Ontario Ice Skating Center.

skates are rotated on an ongoing basis to maintain their use and comfort to the customers."

Offering learn-to-skate classes through several city recreation programs is a win-win situation for both the cities and the facility, Don explains. "It provides a fun program for those interested in skating, and it gives us visibility in households throughout our geographic area. Ninety percent of our business success is due to ISI programming."

Consistent scheduling is a top priority at Ontario, where the program schedule has not changed 30 minutes since day one. "The public does not like change," he emphasizes.

Ontario serves its customer base with 19 instructors, four full-time employees and three part-time employees. "One of the reasons instructors like to teach in my facility is because, being a former coach, I know how important it is for them to make a living," Don says, "and I always make sure that they have enough hours in the day to be able to make a livelihood."

His mother, Irene Plummer, 98, has been by his side in running the rink for 27 years. "She has done it all," Don says. "She answered phones, served as cashier, handed out skates, cleaned bathrooms and ran the snack bar."

He also credits his long-time manager, Louis Soltero, with contributing to the facility's success. "Louis has been with me over 20 years; he's an extension of myself. He is more like a son than an employee."

Don says he never asks an employee to do anything that he wouldn't do or hasn't done. "I still empty the trash, drive the Zamboni and clean the restrooms. Whatever needs to be done, that's what I do."



Ontario is the second-oldest ice skating facility in southern California.

New ice arenas have been built through the years in eastern Los Angeles, bringing competition that Don says he has welcomed. "It has helped to increase our business because of what we focus on. It is very important that you never lose focus on what has made you successful, that you stay the course. You cannot be all things to all people. We are family-oriented and we want family involvement."

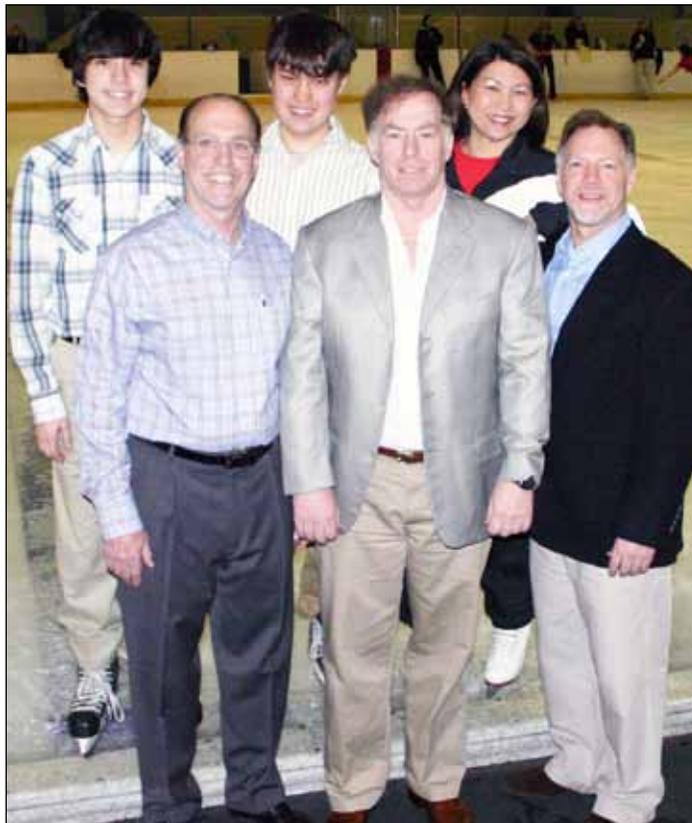
A self-described rink rat, he says he has had opportunities to sell his facility, but he wants it to continue in perpetuity for the community and his heirs: "I get satisfaction from providing jobs for my staff and instructors and earning a livelihood far beyond my wildest dream. It has been a wonderful ride and I would do it all over again."

Fairfax Ice Arena Fairfax, Va.

Owned by the Weisiger family, Fairfax Ice Arena was built in 1972 and opened in 1973 as the first indoor, year-round ice skating facility in Virginia.

"We had to learn the business quickly, because all of our family finances were invested in the ice arena," says Henry Weisiger, who, along with his brother Harry, played ice hockey in the early 1960s with the Capitol Boys Hockey Club in Washington, D.C.

Five years after opening their ice arena, the family formed Weisiger Management Co., offering ice arena management



Fairfax Ice Arena's Weisiger family includes: (front, from left) brothers Berry, Harry and Henry; (back, from left) Berry's children, David and Sejong; and Henry's wife, Audrey.



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» services and consulting. In 1978, they opened and managed Lakeforest Ice Arena in Maryland, and in 1984, they added management of the Federal Home Loan Ice Rink in Washington, D.C. Today the Weisiger family operates Fairfax Ice Arena and 32 Degrees Management, an ice skating facility management company.

Fairfax Ice Arena is a 33,000-square-foot, freestanding ice arena on a 2-acre site, with one 85-by-200 ice sheet, bleacher seating for 150 people, lobby, offices, locker rooms, pro shop, snack bar, pro room, first aid room, skate sharpening and skate rental room, and parking for 200 vehicles.

The arena's balanced program includes public skating, hockey and both recreational and competitive figure skating.

While attending their first ISI conference in 1973, the Weisigers were introduced to the ISI recreational skating program. "The ISI program was easy to understand, easy to administer, and we



Fairfax Ice Arena is a 33,000-square-foot arena on a 2-acre site with parking for 200 vehicles.

were very excited about having our first ISI competition," Henry recalls. "We have enjoyed traveling to ISI conferences and meeting interesting people in the ice skating industry. Those contacts were crucial in helping us develop our business."

The management and operation of Fairfax Ice Arena continue to be a family endeavor. "Every day for the past 37 years, there has been a family member overseeing the daily operations," says Henry. Brothers Harry, Henry and Berry have been joined by Berry's children, David and Sejong Weisiger, as skate patrols. Henry's wife, Audrey King Weisiger — an elite figure skating coach, PSA and USFS Coach of the Year and owner of "Grassroots to Champions" seminars for coaches and athletes — was one of the first coaches hired at the arena.

"In the beginning, we realized that one of the greatest challenges was to give each family member a certain amount of autonomy within the business," Henry explains. "This allowed us each to operate our own department and develop our own management style," says Henry, who also credits long-time employees with contributing to the success of the business.

Current managers Jimmy Torres and Todd Martin both worked as skate guards in high school and college and are making the ice skating industry their careers. Long-time manager Harold Sapp retired recently after 30 years of outstanding service.

"As a family business, we have a hands-on approach and we are able to make decisions quickly," says Henry. "One of the factors that has helped us weather the ups and downs is our well-balanced skating program. This has helped us mitigate the seasonality of ice skating in our area."

Hard work, good luck and teamwork helped the Weisiger family business succeed beyond their expectations, Henry notes. Like other ice arena owners, they have been approached by prospective buyers but have never given serious consideration to selling.

"It is extremely rewarding to know that you provide a dynamic and progressive workplace that employees are proud of, and it's gratifying to know the programs we offer are well received," Henry says. "And now we're seeing a third generation of ice skaters being introduced to our facility by their grandparents."

Sport-O-Rama Ice Rinks Monsey, N.Y.

Sport-O-Rama Ice Rinks (Ramapo Ice Rinks Inc.) has been owned by the Wolkon family — Barry, Janet and their three children — for more than 36 years. Barry and Janet purchased 10 acres in the early 1970s, and in 1973 had the 100,000-square-foot facility designed and built with two full-size ice rinks and eight indoor tennis courts.

The Wolkons sold the tennis portion of the business in the early 1980s, but have been actively involved in the ice skating side of the business since its beginning.

The two ice rinks occupy 55,000 square feet of the facility. Some of the tennis courts have been converted into a LifePlex health club that offers rehabilitation, fitness and wellness programs. Sport-O-Rama maintains a close working relationship with the club, with many of the rinks' hockey players and competitive figure skaters using it for their off-ice training.

Sport-O-Rama is a year-round facility and home rink for 12 high schools in New York and New Jersey. Two large travel hockey organizations comprising 20 teams and more than 400 players, Mites to Juniors, will combine this season into one organization, the Ramapo Saints, under the direction of hockey director Gary Hess.

The rinks run hockey clinics and winter and summer recreational house leagues for more than 30 teams, plus summer hockey camps, tournaments and free hockey clinics for beginners.

"We have a competitive figure skating program (USFS) and a recreational program (ISI) under the same roof, and it works out very well," says Barry. Peter Burrows, assisted by Mary Lynn Gelderman, has directed the figure skating program for 30 years.

Sport-O-Rama has trained more than 100 national, international and Olympic competitors including U.S. and World champions Elaine Zayak (singles) and Kyoko Ina (pairs). The



Sport-O-Rama Ice Rinks occupy half of a facility that also includes indoor tennis courts and a health club.

facility's July and August Summer Training Center attracts European skaters and professionals. Evelyn Rossouki Schneider of Austria has been bringing skaters to Sport-O-Rama and teaching there for 22 years.

Barry proudly points out that he has six employees who have worked at Sport-O-Rama for more than 20 years and a number of others who have recently retired after more than 15 years at the rink.

"We must be doing something right. I have people who have worked here a long time, and that's good," he says. "Our manager, Bob Tweedy, started working at the rink when he was 20 years old. He went to college, worked part-time, came back and now he runs the whole operation.

"Janet and I have enjoyed Sport-O-Rama every minute for the past 36 years," Barry adds. "Opening the rink was a great move



Barry and Janet Wolkon are the original owners of Sport-O-Rama, built in 1973.



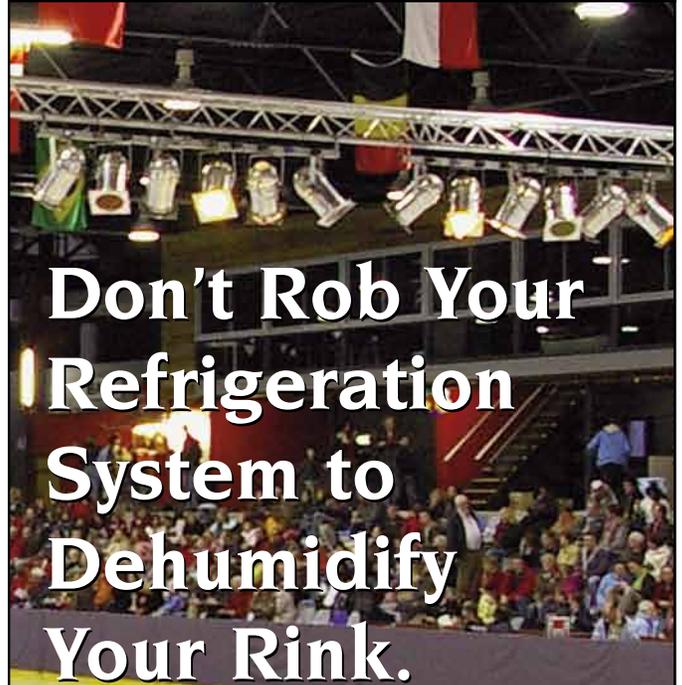
Sport-O-Rama is a year-round facility and home rink for 12 high schools in New York and New Jersey as well as two large travel hockey organizations that will combine into one organization this season.

because it was a family thing. We spent a lot of time with the kids because of the business we're in, and we have no regrets. We watched our kids grow up here, play hockey, make friends and go on to raise great families and have successful careers."

The Wolkons have seen thousands of youngsters pass through their doors, and today they see many of them returning with their own children. "Many of them stop by to tell us how much they enjoyed the facility and the value of their experiences here," says Barry. "That is probably the greatest reward." 

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Ice Skating Institute and U.S. Figure Skating programs can coexist, cooperate and complement each other in your facility, providing more opportunities for skaters to skate, teachers to teach and rinks to generate revenue — making *everyone* a winner.

by Peter Martell

IT DOESN'T HAVE TO BE — in fact, should *not* be — an “either/or” question. Ice Skating Institute and U.S. Figure Skating programs are not mutually exclusive, and never have been. Understanding and respecting the missions and goals of both can have a major impact on the success or failure of an ice skating facility, coaching and skating careers and recreational ice skating itself.

While some may view the ISI skating program as an alternative or competitor to the U.S. Figure Skating program, it is actually the ideal complement and pipeline for the elite competitive track. ISI's inclusive program is designed to introduce

// The next time someone asks you whether your arena is ‘an ISI or a USFS rink,’ tell them that it’s an ice skating rink and, like Baskin-Robbins, you don’t want to sell just chocolate or vanilla but as many flavors to as many people as possible so they keep coming back for more. //

newcomers to the basic skills of skating and encourage long-term continued participation by skaters of all ages and abilities with a program broken down by age and ability to provide a fair, enjoyable and rewarding experience for everyone.

The vast majority of ice rink patrons are entry-level participants, often followed by a large group of recreational skaters,

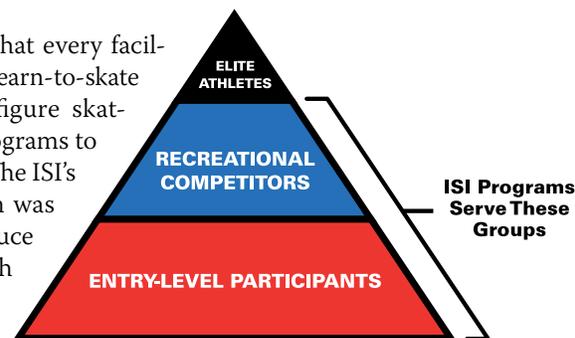
making it critical that every facility provide quality learn-to-skate and recreational figure skating and hockey programs to serve the masses. The ISI's *weSKATE* program was designed to introduce and “hook” both kids and adults on the joys of recreational skating.

The *weSKATE* program serves arenas and skating schools with a proven instructional, testing and recreational competition program, which, in turn, provides the ideal foundation and feeder system for the USFS competitive program.

Many who have reached the elite level received their early training and first competitive experiences in ISI programs. Among the former ISI members who went on to enjoy national and international success are Dorothy Hamill, Michelle Kwan, Sasha Cohen, Evan Lysacek, Timothy Goebel, Sarah and Emily Hughes, Mirai Nagasu and Rachael Flatt, to name just a few.

So the next time someone asks you whether your ice arena is “an ISI or a USFS rink,” tell them that it’s an ice skating rink and, like Baskin-Robbins, you don’t want to sell just chocolate or vanilla but as many flavors to as many people as possible so they keep coming back for more. After all, that’s the only way we, as an industry, will get fat!

Peter Martell is the executive director of the Ice Skating Institute.



ISI and U.S. Figure Skating Can Work Together in Your Arena!

by Bob Mock, CAM, CAP

We can all agree that in today's perilous economic climate, it is certainly time for the skating industry to be looking for innovative ideas that can improve the skating customers' experience and increase the income for our arena programs. The question is: “Is there a better way to do business in the skating industry as we enter the second decade of the 21st century?”

The Wave of The Past: Conflict Programming

The old model of programming is very rigid in its design. Arenas across the U.S. were clearly defined as either Ice Skating Institute or U.S. Figure Skating arenas. It is a Mason-Dixon Line way of thinking. While this model continues to be used, it is clear that it is a way of doing business that needs to be improved. The coaches and arenas that label themselves as “ISI” or “US” curtail skater development, limit coaching income and prevent their programs from providing a complete



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experience for all skaters while maximizing arena income. Unfortunately, these labels, along with archaic thinking, are often hard to dispel.

The Hatfield and McCoy mentality between U.S. Figure Skating and Ice Skating Institute proponents has lasted for decades and, unfortunately, continues in many places to this day. The endless, mindless debate over which is best or which offers the “real” program, has done nothing but confuse the skating community and hurt the industry overall. Do we really need our customers in a state of confusion, questioning whether or not they are in the “right” program?

Promoting turf wars and searching for minute differences in the programs does nothing to promote skating. It is not a fun experience for the skater and it’s not good for the ice skating industry. Perhaps the economic pressures of today will demand that we shake off this old model of programming and look for a new way of doing business. Beating a dead horse is not the way to move forward.



The Wave of the Future: Dual Programming

Forward-thinking arena managers and skating directors have started to question the old wave of conflict programming by asking: “Is there a better way to provide a positive environment for the skater and improve the bottom line for the rink?”

Is it possible that we could begin to think in a whole new way regarding ISI and USFS programming in our arenas? Why do these two programs have to be in conflict? Could they actually be presented in a way that promotes a positive atmosphere and creates even more activity for all skaters? Can there actually be a middle ground that promotes both programs without becoming threatening to the loyal proponents of each of the

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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

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

associations? Can we establish a win/win situation for the skaters, coaches, skating clubs and arenas across the country?

The progressive thinkers within the skating industry are moving skating in a whole new direction. They have recognized that there *is* a better way of doing business.

It's Time for a New Philosophy!

It has been said that there are as many different programs as there are arenas in the U.S. Every arena has unique qualities that make it special. From the wide variety of program variations, we can see that the statement is very true.

So what is needed to start your arena into a new direction that uses both ISI and USFS programs?

1. A positive manager, skating director and coaching staff who are willing to try new things.
2. A willingness to establish a culture that respects both programs and does not distinguish or discriminate between ISI and USFS testing and competition among your skaters.
3. An end to the debate over which program is better, and a new way of thinking toward "How can we use both programs in a way that benefits our skaters, coaches, local skating club(s) and the facility?"
4. An environment in which skaters can move freely between ISI and USFS events and testing, resulting in

additional activity for the rink and skating club programs, and an energized, fun opportunity for increased achievement.

5. Acknowledgment that it is OK for some skaters to choose a single path and lean toward one program or the other. Simply leave the door open for them to always join in the fun of all activities. You will be amazed at what happens!
6. Celebration of skaters' achievement as they reach milestones in both programs.

In the final analysis, it is clear that the realities of our economic climate have made arena managers and skating directors begin to think in new directions. Innovators in the skating industry are dispelling myths and hang-ups that have held the sport and the industry back for decades. Considering the amazing grassroots effort in arenas across the country, perhaps the climate is right for the leadership of U.S. Figure Skating, the Ice Skating Institute and the Professional Skaters Association to sit down together in a positive effort to establish a new climate of cooperation between the associations at the administrative level. Using both skating programs in a positive new manner can provide great opportunities for skaters to have fun and to achieve goals while we keep our facilities busy and grow the skating industry.

Bob Mock is the skating director at Center Ice Arena in Delmont, Pa.

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Coaches' Corner

Randy Winship
ISI Director of Skating
Programs & Events

This Season's FAQs *Answered!*

After completing our first full skating season of the new ISI Open Freestyle events at all national events — and most district and local events as well — I'd like to share some of the common questions that have been asked, and help clarify this information for everyone.

Q It's my understanding that skaters must choose to compete in the traditional freestyle events or the new Open Freestyle event. Can they only do one or the other?

A Skaters who have passed the traditional FS1-10 test(s) have a choice. All ISI Freestyle skaters are allowed to do the traditional Freestyle event, the new Open Freestyle event or BOTH the traditional AND Open Freestyle events. No additional test is needed to skate at the corresponding Open Freestyle event level.

But skaters who have ONLY passed the new Open Freestyle test (and not the traditional Freestyle tests) may only do the Open Freestyle events and NOT the traditional Freestyle events.

Q Can Delta skaters participate in the Open Bronze events?

A All skaters must pass either the Freestyle 1 or Bronze Open Freestyle test to compete in the Open Bronze events. Once skaters pass one of those tests, they can no longer participate in Delta-level events.

Q How do I know what level to register skaters for in a competition if they have passed both the traditional and Open Freestyle tests?

A Skaters must be registered at their highest level passed. For example, if they have passed FS3 and will do the Bronze Open Freestyle event, their highest test level is still Freestyle 3.

If the same skaters have passed the new Silver Open Freestyle test, their highest test level is now Silver and they can no longer participate in traditional FS3-level events. They can do all the same events (i.e., Artistic, Spotlight, Interpretive, Footwork, etc.) at the Silver level.

Q Another coach told me that all the required test maneuvers for the Open Freestyle tests must be included in the Open Freestyle competition program. Is this correct?

A That is one important difference between the new Open Freestyle events and the traditional Freestyle events. While the program should be well balanced, it is not required to include all the test maneuvers in the competition program in the new Open Freestyle category. As mentioned in my previous article on Open Freestyle judging (January/February 2010), the Correctness score is determined by how well each maneuver is performed. The Variety of Moves score will reflect the well-rounded program (i.e., jumps, spins, footwork, spirals, connecting moves, etc.).

Q Is there a limit on how many jumps and spins can be performed in an Open Freestyle program?

A For a test program, the skater is limited to three attempts at each maneuver, the same as for a traditional Freestyle test. For the competition event program, there are no required maneuvers so the skater is not limited on the number of maneuvers that can be performed. There is no score for quantity of maneuvers (Extra Content), only for Correctness and Variety of Moves performed.

Q Skaters who have passed Freestyle 5 can skate either Open Silver or Open Gold. If they skate Gold, can they do FS6 compulsories?

A No, for skaters who have passed an equivalent level of traditional Freestyle tests, the Solo Compulsory level is based on their traditional Freestyle level. If they have passed Freestyle 6 or ONLY the Open Gold test, they must skate Freestyle 6 compulsories.

Q Skaters in Freestyle 5 can choose to compete in Silver or Gold levels. Can they choose differently on different events (e.g., Spotlight, Artistic, Interpretive, etc.) at the same competition?

A If FS5 skaters choose to do a Gold Freestyle program and not the traditional FS5 program, then all events for that competition should be at the Gold level since that is technically higher than the FS5 level. They would still be in Solo Compulsory FS5 since that is the equivalent level.

If they choose to do both a FS5 program and the Open Gold program, then all the other events should be at the FS5 level, except for the Open Gold program.

Q Can skaters who have passed FS6 take the Platinum test or must they take Freestyle 7 first? I only want to skate in the Open events. Do I need to restart at the Bronze level?

A Yes, it's possible to only take the Platinum test after you pass FS6. Your highest ISI test level in the future would be Platinum, not Freestyle 6. You can still do all the same competition events at the Platinum level (Spotlight, Artistic, Interpretive, Footwork, etc.).

I'm excited to see how the new Open Freestyle tests and events open continue to provide possibilities to keep skaters involved and open the door for more cross-over skaters.

If your question is not answered here, please feel free to e-mail me at randy@skateisi.org. 

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Congratulations to the following instructors who have recently passed ISI judge certification tests:



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Nicole Conley
Sara Franzen
Ross Lansel
Debby LeVeck
Nicole Mastrangelo
Saundra Toor



SILVER

Laurie Bates
Rebecca Cacioppo
Lyssa Cobb
Nicole Conley
Erica Dorflinger
Angela Francis
Sara Franzen
Diana Gallo
Lyndsay Gardner
Sherra Liles
Melanie McDonough
Jill Pitman

Nicole Popovich
Angela Schramm
Sherrilynn Sledge
Kyle Smith
Christine Reilly
Pamela Willis



BRONZE

Maren Balk
Ashley Barrett
Sabra Baum
Jordan Behm
Jenna Bisignano
Barbara Blada
Cari Breed
Casey Busbey
Galina Bushkova
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Luke Chilcott
Sandra Course
Erica Dorflinger
Suzanne Fong
Diana Gallo

Alyssa Hatfield
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Nicholas LaRoche
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Nicole Magarelli
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Crystal Mekonis
Amanda Milich
Saori Minami
Melissa Nadalin
Amanda Owens
Elena Palmer
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Crystal Smith
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Hayleigh Weldin
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Denise Dublinski
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**DON'T DELAY —
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Any coach who passed any level of judge certification exams before Jan. 1, 2010 must take and pass the 2010 update test before their certification is current to judge at any ISI competition.

Association Reports

Wisconsin Ice Arena Management Association (WIAMA)

by Craig Petersen, 2nd Vice President



The Wisconsin Ice Arena Management Association completed its 19th Annual Spring Conference and Golf Outing April 21-23 at the Kalahari Resort in Wisconsin Dells.

The conference's management and figure skating tracks were both well attended and included discussions on quality testing, outdoor hockey events, fundraising, grant writing and energy management.

WIAMA would like thank all our vendor members, presenters, guests and event sponsors who made this conference a success. Please check our Web site (wiama.com) for the vendors who support WIAMA and for all other information.

WIAMA's next event is the annual Fall Fire-Up on Aug. 19 in Black River Falls, Wis.

NorthEast Ice Skating Managers' Association (NEISMA)

by Ed Peduto, President



A survey of NEISMA members reveals that it was a difficult winter for our arenas. Rinks in the Mid-Atlantic region were paralyzed by record snowfall, with one rink roof collapsing and most others learning how to safely remove snow from their roofs. Rinks in New England report that the recession has arrived;

notably, in fewer adult ice rentals, fewer skaters participating in ice rentals and many stories of customers experiencing furloughs, layoffs and terminations.

Rinks in the Greater Boston area reported an increase in business during the NHL's Winter Classic and "post-Olympics," in most cases bringing revenue to levels close to that of last season — hardly the large spike that prior Olympics have brought to our members. The rink expense side is more dire, with electric and gas rates fluctuating on the higher end of historical price patterns, health insurance skyrocketing and any type of service call or construction bringing prices that are "through the roof."

I am in search of the hearty ice skaters of old. Mere forecasts of snowfall generate calls of "Can I cancel?" and "We're canceling!" as well as groups simply failing to show up. This, despite the proliferation of customers arriving in front-wheel drive, four-wheel drive and all-wheel drive vehicles. Most rinks questioned only refund ice rental fees when the storm is such that a "state of emergency" is called. However, the lost per capita income from vending, skate sharpening and equipment sales is never recovered. This winter saw at least two predicted

storms go south of Cape Cod with the entire Massachusetts High School hockey slate shelved for that night. Tough to swallow in an already tough year for rink operators.

The NEISMA Spring 2010 Conference is all set for May 3-5 at the Mystic Hilton in Mystic, Conn. Because the NEISMA directors believe that the members who need the benefit of conference attendance the most are often the least able to afford it, a limited number of complimentary registrations and hotel rooms is being set aside for our struggling members. The conference promises to be an excellent one with Conference Chair Tom Morton delivering a diverse agenda. A "Stump the Experts" session promises to bring informative discussion and likely more than a few laughs as questions are posed to the panel of NEISMA "experts."

For more information or to register, go to neisma.com. 

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CALENDAR

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

COMPETITIONS

MAY

- 1** **Virginia Beach VA**
Iceland of Hampton Roads
17th Annual Azalea Open
- 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
- 1-2** **Fairfax VA**
Fairfax Ice Arena
2010 ISI Spring Competition
- 1-2** **Fort Myers FL**
Fort Myers Skatium
City of Palms Annual ISI Competition
- 8-9** **Yorba Linda CA**
Orange County Ice Palace
7th Annual ISI Open Competition
- 14-16** **Acton MA**
Sharper Edge Skating School
11th Annual Skater's Cup
- 15-16** **Richmond VA**
Richmond Ice Zone
2010 Spring Splash
- 22** **Wellesley MA**
Babson College Skating School
Babson Blast
- 29-30** **San Diego CA**
San Diego Ice Arena
San Diego Ice Arena ISI Open Competition

JUNE

- 4-6** **New York NY**
Sky Rink @ Chelsea Piers
24th Annual ISI Team Competition
- 5-6** **Lynchburg VA**
Lynchburg Figure Skating Club
LaHaye Ice Center
The 2nd Annual iSkate Competition
- 6** **Ontario CA**
Ontario Ice Skating Center
The Twenty-Fifth Annual ISI Team Competition

- 12-13** **Chicago IL**
McFetridge Sports Center
2010 School's Out Competition
- 18-20** **Bremerton WA**
Bremerton Ice Center
4th Annual Bremerton Open
- 18-20** **Clearwater FL**
Clearwater Ice Arena
24th Annual ISI Competition
- 19-20** **South Lake Tahoe CA**
South Lake Tahoe Ice Arena
Skate at the Lake
- 24-27** **Orleans MA**
Charles Moore Arena
20th Annual District Championships
- 25-27** **Austin TX**
Chaparral Ice
Texas Hill Country Independence Open
- 26-27** **Paramount CA**
Paramount Iceland
Paramount Summer Open

JULY

- 3-4** **Las Vegas NV**
Las Vegas Ice Center
Annual Red, White & Blue ISI Open
Competition
- 9-11** **Eagle River AK**
Harry J. McDonald Memorial Center
ISI Summer Competition
- 17** **Wilmette IL**
Centennial Ice Rinks
Mid-Summer Classic



- 26-31** **Marlboro MA**
New England Sports Center
30th Annual ISI World Recreational
Team Championships
- 31** **Gurnee IL**
Rink Side Family Entertainment Center
Summer Chiller
- 31-Aug 1** **Decatur AL**
Point Mallard Ice Complex
7th Annual Wind, Rain or Shine ISI Team
Competition

AUGUST

- 14-15** **Oxnard CA**
Channel Islands Ice Center
Summer Skatefest Open ISI Competition

SEPTEMBER

- 11-12** **Valencia CA**
Ice Station Valencia
5th Annual Autumn Classic Competition
- 17-19** **Arlington TX**
ICE at The Parks
7th Annual Open Competition

OCTOBER



- 8-10** **Las Vegas NV**
Las Vegas Ice Center
ISI Adult Championships
- 23** **Simi Valley CA**
Iceoplex Simi Valley
8th Annual ISI Open Competition
- 23-24** **Hingham MA**
Winterland Skating School
24th Annual Halloween Classic
- 23-24** **Aliso Viejo CA**
Aliso Viejo Ice Palace
15th Annual ISI Open Competition

DECEMBER



- 10-12** **Northbrook IL**
Northbrook Sports Center
ISI Artistic Challenge

2011

FEBRUARY



11-13 St. Peters MO
St. Peters Rec-Plex ISI Winter Classic

APRIL



8-10 Bensenville IL
The Edge Ice Arenas ISI Synchronized Skating Championships

SHOWS & EXHIBITIONS

MAY

1 Eagan MN
Eagan Civic Arena
Juke Box Jive
1 Marlboro MA
FMC Ice Sports Marlboro
Skating to the Movies
1 Roseville CA
Skatetown
Evening of Exhibitions
1 Tacoma WA
Sprinker Recreation Center
ISI Camp Showtime
1 Simi Valley CA
Iceoplex Simi Valley
Spring Fling
1-2 Cottage Grove MN
City of Cottage Grove Ice Arena
Carnivals on Ice

1-2 Portland ME
Portland Ice Arena
25th Anniversary Show-It's a Family Affair
2 Crestwood IL
Southwest Ice Arena
Sounds of Summer
5-6 Honolulu HI
Ice Palace
All About the Eighties
6-9 Royal Oak MI
John Lindell Ice Arena
Crescendo Ice Show
7 Geneva IL
The Skate School @ Fox Valley
Spring Ice Show
7 Eden Prairie MN
Eden Prairie Community Center
So You Think You Can Skate
7-8 Peoria IL
Owens Recreation Center
Dance The Night Away
7-9 Wilmette IL
Centennial Ice Rinks
The Olympic Dream...on Ice
7-9 Northbrook IL
Northbrook Sports Center
Northbrook-On-Ice 2010
8 Wasilla AK
Brett Memorial Ice Arena
Spring Ice Show
8 West Hartford CT
Veterans Memorial Skating Rink
WHFSC Spring Show
13-16 Skokie IL
Skatium
One Hit Wonders
14 Dimondale MI
The Skate School @ The Summit
Spring Follies
14-16 Franklin Park IL
Franklin Park Ice Arena
2010 Spring Ice Show
14-16 Niles IL
Niles Park District Iceland
Our 40th Year
14-16 Boardman OH
The Ice Zone
Once Upon a Time Spring Show
14-16 St Peters MO
St. Peters Rec-Plex
When You Wish Upon a Star
15-16 Birmingham MI
City of Birmingham Ice Sports Arena
Chapter and Verse
16 Nashville TN
Centennial Sportsplex
Annual Spring Ice Show

17 Irmo SC
Palmetto Skate Club
Plex Indoor Sports & Ice
The Mouse Is In the House
18-19 Skokie IL
Skatium
Superstars on Ice
21-22 Lakewood CA
Glacial Garden Skating Arena
Alice in Wonderland
21-22 Belmont CA
Belmont Iceland
Fable
21-23 Glenview IL
Glenview Ice Center
37th Annual Ice Show
21-23 Evanston IL
Robert Crown Ice Center
90 Days of Summer
22 Plano TX
PSA StarCenter
Rock Thru the Ages
22-23 Bensenville IL
Edge Ice Arena
WEDG Radio
22-23 Boxborough MA
Nashoba Valley Olympia
Out of this World
23 Glen Ellyn IL
Center Ice of DuPage
Musical Memories
28-29 Orland Park IL
Arctic Ice Arena
Magical Mystery Ice Tour

JUNE

19 Arlington TX
ICE at The Parks
Summer Time

DECEMBER

7-11 Knoxville TN
Ice Chalet
23rd Annual Nutcracker on Ice
18 Arlington TX
ICE at The Parks
Holiday at the Parks





And Another Thing...

Peter Martell
ISI Executive Director

Ice Cream or Ice Skating: The More Flavors, The Better!

IN OUR ARTICLE on ISI and USFS skating programs complementing each other (see page 26), I compare rink programming to a Baskin-Robbins store offering a variety of flavors.

In fact, the analogy goes far beyond just learn-to-skate and figure skating programs. An ice skating arena is a public recreation facility and the general public has a wide range of choices when it comes to recreation, so it only makes sense that the arena must offer a broad range of programs and activities to appeal to as many people as possible.

In years past, especially in northern regions, the local ice arena was often referred to as the “hockey rink.” Much of the arena’s programming centered on ice hockey, with other activities taking a back seat in terms of ice availability and scheduling. This continues today in certain parts of the country. However, with the increasing diversity and frequent relocation of the American population, it is now essential that ice skating facilities offer a diverse range of programs and services in order to be successful.

While hockey and figure skating are as important to any arena’s business as Rocky Road and Mint Chocolate Chip are to an ice cream shop, we must remember that they are specialized choices appealing to select audiences. The general public, for the most part, does not play hockey or figure skate. Nevertheless, people of different ages, interests and backgrounds will participate in other activities such as recreational (public) skating, birthday parties, broomball, short-track speed-skating, late-night lock-ins,

synchronized skating, learn-to-play hockey classes, Mommy & Me sessions or maybe even curling.

Today’s rink owners and operators should plan for and provide a diverse, well-balanced program of on- and off-ice activities (i.e., “31 flavors”) if they are going to attract and retain an increased market share of the population — in other words, grow their business!

The same can be said for skating and hockey coaches working in our arenas. Over the years, I have heard all too often from too many coaches “I don’t teach classes any more” or “I only work with high-level skaters.” It is this approach that will put all but a select few world- and Olympic-level coaches, along with the facilities in which they work, right out of business. For their own financial security (and professional sanity), a coach’s business should follow the same pyramid model used in any healthy, successful rink, skating or hockey program (see diagram on page 26).

Any coach, program or facility that tries to build and sustain a profitable business by catering exclusively to elite athletes will find that, over the long term, a pyramid turned upside down on its tip, inevitably, will topple.

“Never turn down an opportunity because you think it’s too small; you don’t know where it can lead.” — Julia Morgan, world-famous architect (1872-1957)

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

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*Joe Balzer, CAM
 Operations Assistant,
 Richfield Ice Arena
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