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IN THIS ISSUE

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Avoid Skating
on Thin Ice

8



17

A Bright Idea



11



22

Thinking
"Outside the
Box" Grows
Participation



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Leadership Message 4

ISI President Rob McBride

CrossCuts 6

Avoid Skating on Thin Ice with Your Independent Contractors 8

Dan Foster

Industry Thoughts 11

A Bright Idea 17

Avoid Electrical Catastrophes with Proper Maintenance

Jake Kranz

iAIM Report 20

Thinking "Outside the Box" Grows Participation 22

Tiesha DiMaggio

Judge Certifications 24

Special 2017 ISI/MIAMA Ice Arena Conference & Trade Show Pull-Out Prospectus

Coaches' Corner 26

Education Foundation Report 28

District & Association Updates 29

Calendar 36

SnapShot 38



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LEADERSHIP MESSAGE

2017 Ushers in Exciting Changes for ISI's Future



Rob McBride
ISI President

The great Wayne Gretzky once said: *"I skate to where the puck is going to be, not where it has been."* That seemingly simple adage goes a long way toward explaining why Gretzky was one of the best hockey players of all time. He saw the play developing before anyone else and put himself in the best position to create success for his team. As much as I'd enjoy writing this article about hockey and what makes a player that much better than his or her peers, that's not where I'm headed here.

Gretzky's astute advice applies well to ISI in this time of change. To achieve our purpose as an organization, we must envision the future unfolding and the changing needs of our members in order to be ready with programs and services to assist them and the industry to achieve success.

During the tumultuous days of 2016, there were many times that I worried deeply whether we would be able to continue fulfilling our critical role in supporting the growth and success of the ice sports industry. My thoughts often turned to what the future would look like if ISI, along with the values and principles that this organization champions, no longer existed. That vision of the future was a stark reminder of how important ISI continues to be for me as well as so many other arena professionals and participants.

It is often the case that crisis creates opportunity. It forces us to reevaluate what we do, how we do it and most importantly, why we do it. It requires us to confront the status quo that isn't working, cease clinging to tradition and the old way of doing things, and instead, look to the future—where the puck is going, not where it has been.

This was a painful process for every one of us who love the ISI and believe deeply in the mission of this organization. Our board of directors and professional staff had many emotional and often difficult discussions on the best way to move forward. Throughout it all, not a single one of us ever lost sight of our ultimate goal to support and serve our membership and industry. As challenging as this process has been, we are a stronger, more focused organization today because of it.

First I'll update you on just a few of the changes that have already been made:

- The headquarters staff was re-organized after the retirement of former ISI Executive Director Peter Martell. Responsibilities along with corresponding authorities were assigned in three key areas: Programs & Services, Events and Operations. This new team management structure, comprised of Managing Director Liz Mangelsdorf, Operations


Director Jeff Anderson and Skating Programs and National Events Director Kim Hansen, is encouraging creativity and new thinking on every aspect of how we deliver member services.

- The ISI Executive Committee has assumed greater responsibilities for strategic management decisions and organization oversight. We have created regional at-large positions to promote communication between the 17 ISI districts and their membership to ensure that the executive committee's decisions reflect the wishes of our members.
- Budgeting and financial operations were updated to reduce costs and redirect funds to the priorities expressed by the membership in our surveys and outreach efforts.

These and other changes have placed us on a far more solid and sustainable business foundation. However, what is most exciting are the initiatives we are currently working on that will be unveiled at the annual conference in May and fully implemented for the start of the 2017-18 membership season:

- A new membership database software platform that will significantly improve your online interactions with ISI as well as simplify test registrations and competition audits — providing up-to-date and accurate information to assist you in running classes and events.
- A plethora of updates and revisions to membership that will simplify registration and provide many new value-added benefits.
- A completely redesigned and easy-to-navigate website with new features and member portals that will streamline your digital relationship with ISI and provide a number of new online tools for managers and programmers. The new website will also help promote your arena and classes through a new program finder feature.
- ISI will be introducing a new look and name as part of an organization-wide rebranding and marketing campaign.

The details on these and other strategic initiatives will be presented in Minneapolis, Minn., at the 58th Annual ISI Conference. I hope you will be joining us for this important announcement.

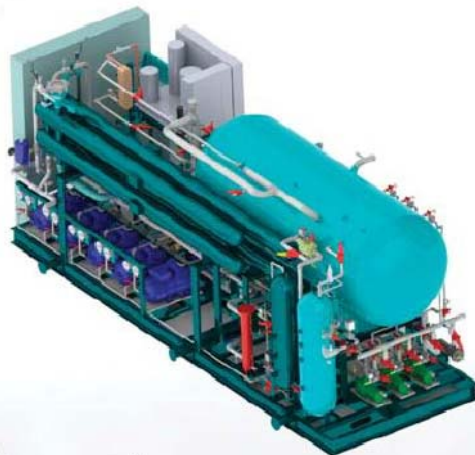
These are just the first steps in an ongoing journey toward a new ISI that is changing to meet the current and future needs of our members, while continuing to embody all the things that make us indispensable. Be assured that we are heading to where the puck is going and we will be there ready to play our critical role for you and this industry in the future. 

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IN MEMORIAM

Joseph Stanley "Stan" Belliveau

Joseph Stanley "Stan" Belliveau of West Islip, N.Y., passed away on Dec. 28. Stan was a longtime member of the Metropolitan Ice Rink Managers Association (MIRMA) and a loyal supporter of the ice skating and hockey industry.

He was a former professional ice skater who performed in the Hollywood Ice Review with Sonja Henie and with the Ice Capades for 10 years. Owner of Stan's Skate Shop at the Rinx in Hauppauge, N.Y., he was an Army veteran, having served during the Korean War.

Stan was the beloved husband of Diane V. Belliveau; loving father of Terri (Jarry) Rasmussen, Suzie (John) Hewitt, Barbara (Tom) Gould, John Belliveau and Andrew Belliveau; and cherished grandfather of Carl, Eric, Anna, Emma, Rebecca and Thomas.

Visitation was held Dec. 30 with a mass of Christian burial on Dec. 31. In lieu of flowers, donations may be made in his name to St. Jude Children's Research Hospital, 501 St. Jude Place, Memphis, TN 38105.

FIRE CLOSES TUCKER ROAD ICE RINK

The Tucker Road Ice Rink in Fort Washington, Md., is closed for an extended period of time due to a two-alarm fire that took place on Jan. 4. No injuries were reported and all programs, classes and activities are cancelled until further noticed. Existing Tucker Road Ice Rink passes are being accepted at Wells Ice Rink in College Park.

The Maryland-National Capital Park and Planning Commission's Department of Parks and Recreation, owner of the rink, is working with contractors on cleaning and fire restoration efforts, according to a press release issued by the organization. Following evaluation of damages by insurance adjustors and structural engineers, plans will be made for repairs and rebuilding. The expectation is that it will take significant dollars and time before the facility reopens.

Fire investigators believe the fire originated around a light fixture in the ceiling above the rink. It is believed to be accidental and damages are estimated at \$500,000, according to Prince George's County Fire/EMS.

HEATHER LOLLER JOINS ISI STAFF



We are pleased to announce that Heather Loller has joined the ISI staff as controller. She has 15 years of financial and accounting experience, including a year as ISI assistant controller in 2013-14.

Heather will manage ISI's overall daily financial transactions, maintaining the financial integrity and accuracy of both

the ISI and ISIA Foundation. She will provide timely monthly financial statements and statistical data to the ISI board of directors, manage various Individual and Professional insurance policies with selected brokers and carriers and will oversee each annual audit of ISI financial statements.

"I am incredibly excited to be back at ISI," she says. "2017 is going to be an amazing year! I look forward to meeting you all at future ISI events."

Heather can be reached at Heather@skateisi.org or 972-735-8800.

More Heather

Hometown: Duncanyville, Texas

Family: "My amazing husband, Jacob, and I have been married for seven years. We have four beautiful fur babies — Nyne, Karma, Vinny and London."

Interests: Kayaking, camping, target shooting, landscaping, dog training/rescue

Favorite Place/s: "I really enjoy being outdoors. Jacob and I share the same hobbies so we are naturally outdoors a lot. This also allows us to take our dogs almost everywhere we go — huge bonus for us! Not only do we get to share adventures together, but the fur babies get to as well."

Song Title that Best Describes Her: "Home" by Phillip Phillips

ISI COMPETITIONS & EVENTS CRITICAL FOR RETENTION & GROWTH



ISI competitions and events, whether in-house or inter-rink, are great vehicles to keep skaters in your program longer and help grow your overall numbers.

In preparation for these events, skaters will want to practice more and take classes and private lessons. Also, once skaters reach a certain level, they may no longer desire to participate in classes but still wish to perform and compete. Our events provide them this option and also create an additional revenue source for your facility.

ISI competitions and events create excitement in your facility and instill a sense of camaraderie among skaters, coaches and parents. They allow individuals the chance to compete in solo events, while also participating as part of a team — an opportunity not offered through other skating organizations.

Perhaps, however, the greatest reason these events help retain skaters for life is that they are FUN! The number-one reason participants quit a given activity is because it is no longer fun. ISI offers a variety of unique events where skaters can shine, gain confidence and feel a sense of achievement, while also having a blast!

What's more, our national competitions are open to all skaters across the country and the world! To learn more, please contact Kim Hansen at Khansen@skateisi.org or 972-735-8800.

ISI PROUD

"ISI is a great organization. I grew up and started skating in an ISI rink and had so much fun. The various events offered in competition let me try different kinds of skating. Now that I've been coaching skating for over 20 years, I highly recommend the ISI program because I like the way the program develops young skaters."

—Katie Stader Holmes



ISI FLASHBACK CIRCA 2003

Graduates of the iAIM Certificate of Arena Operations course held in Marlborough, Mass. — *ISI EDGE* magazine, Nov./Dec. 2003



February Marketing Tip:

Did you know that February is American Heart Month? Cardiovascular disease is the nation's No. 1 killer of both men and women. Plus, every 80 seconds one woman is killed by heart disease. You can raise heart disease awareness by centering your marketing promotional materials on this theme and the benefits of leading an active lifestyle. Here's an example of how you can craft your social media marketing to piggyback on this campaign:

SAMPLE POST:

The No. 1 killer of both men and women is heart disease. Maintaining an active lifestyle can help keep your heart healthy. Sign up for our adult learn-to-skate classes at (#yourrinkname) at (your website address).

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Avoid Skating on Thin Ice with Your Independent Contractors

by Dan Foster



ICE ARENAS AND contracted instructors or coaches share a symbiotic relationship that helps the rink business thrive. Coaches, trainers, referees and scorekeepers are commonly hired as contractors to meet specific rink needs. Using independent contractors (ICs) to supplement staffing needs allows a rink operator to draw on the expertise of an instructor without increasing payroll or personnel expenses. Utilizing ICs requires navigation of complex rules and laws that govern the relationships between businesses and contracted employees. When set up properly, the use of ICs is a win-win for both parties. When set up incorrectly, it creates unnecessary expenses and unanticipated fines or penalties. If the IRS determines that an IC is misclassified it could result in the payment of back wages and benefits. In 2015, the Department of Labor collected \$74 million in back wages due to misclassification of ICs. This article will attempt to cover the key areas of concern for rink operators and independent contractors.

W-2 VS 1099

As an employer, you manage and direct an employee's work, schedule, dress, attitude and much more. Not so with an IC. Employees must complete a W-2 form, which triggers tax, insurance and other benefits paid as a result of employment. ICs receive a 1099 tax form and are responsible for their own expenses, taxes, insurance and benefits. Many of you are familiar with the IRS 20-Point Checklist (found at irs.gov) for identifying direct employees versus ICs. While it is an excellent reference tool, it is not comprehensive.

Many rink operators are under the impression that getting a signed contract from an IC is sufficient to protect them. A contract does not guarantee protection from misclassification, especially if the IC is injured in the course of work. Since 2009, the federal government has sought to tighten up the loopholes that ICs fall through when it comes to taxes, insurance and benefits. They have solicited states to help with this. In response, the National Association of Insurance Commissioners, the body

Only ICs who are affiliated with a professional organization (such as ISI) and have liability insurance and at least accident medical coverage should be retained. They can additionally insure your rink for any claims arising out of their activity or their injuries.

of state insurance commissioners, came out and said "jurisdictions generally prohibit a worker from waiving the legal right to file a workers' compensation claim merely by agreeing in advance to be treated as an independent contractor rather than as an employee." Contract or no contract, if there is confusion over

* An Overview of Workers' Compensation Independent Contractor Regulatory Approaches, NAIC/IAIABC Joint Working Group of the Workers' Compensation (IC) Task Force, March 17, 2009.

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When set up properly, the use of ICs is a win-win for both parties. When set up incorrectly, it creates unnecessary expenses and unanticipated fines or penalties.



the classification of an IC, your state will likely become involved in determining the outcome. Furthermore, hiring an IC who is not insured will bring added liability to your rink. Only ICs who are affiliated with a professional organization (such as ISI) and have liability insurance and at least accident medical coverage should be retained. They can additionally insure your rink for any claims arising out of their activity or their injuries.

If you are a rink operator, there are certain triggers that can lead to a reclassification of an IC to an employee. They include the following situations:

- An audit.
- An IC files an unemployment or workers' compensation claim naming you as their employer.
- A third-party claim is filed, and the IC claims as a defense that they work for you as their employer in order to be protected by you.
- When a W-2 rink employee receives a 1099 in the same year from the same location.
- ICs need to have multiple customers and their services should be available to the public. ICs who only have one, exclusive customer can appear as more of an employee than an IC.
- ICs must advertise their business. This could be on social media, internet, flyers or other means.
- ICs must supply their own tools and equipment. An employer blurs the line when they provide tools, equipment or even office space to an IC.
- ICs should have specialization, licensing or certification in their field.
- The IC is responsible for providing a substitute or supplying additional help, not the employer.
- The relationship between the ice rink and the IC should not be permanent. Contracts should be reviewed annually or more often to determine the need for services.
- Including ICs in rink events such as holiday parties for employees, gifts or meals can be construed as a benefit of direct employment.
- Rink operators should not track or monitor vacations or time off for ICs.
- Do not include ICs in any employee training.

- Do not reimburse ICs for business expenses. These are to be incorporated in the service agreement.
- Rink operators can direct the quality and result of work but not the means or method.

Violating just one of these rules may not cause the house of cards to fall. All best practices should be adhered to as a means of differentiating a contractor from an employee.

Rely on the expertise of an accountant and an attorney specializing in tax and employment law. They are your advocates to protect you from misclassification, fines and gaps in your contractual arrangements. By following these principles, rink operators and independent contractors can work together without allowing unnecessary risks to knock you off balance.



Dan Foster is the risk manager for Safehold Special Risk's Sports and Entertainment Program. Safehold Special Risk provides insurance

and rink management services for ice rinks and sports venues.

DO'S AND DON'TS

- A well-written contract defines parties, responsibilities, consideration, indemnification, insurance requirements, dispute resolution and more.

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Senior Director of
Operations and
Programming
Schwan SuperRink
Blaine, Minn.



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RDV Sportsplex Ice
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Orlando, Fla.



Dan Hanson
Executive Director
RMU Island Sports
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Sky Rink
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Dr Pepper StarCenter
Farmers Branch
Farmers Branch, Texas



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Dr Pepper StarCenter –
Farmers Branch
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Lauren Hunt
Skating Director
World Ice Arena
Flushing, N.Y.



With a new year begun, we felt it was an ideal time to reach out to ice arena members to hear their thoughts on the most significant challenges facing not only their rink/s, but also the ice arena industry as a whole. Nine ice arena professionals took time out of their busy schedules to share their views on this, as well as their plans for continued growth and the role ISI plays in helping them to achieve their goals. Their responses are as follows:

BIGGEST CHALLENGES

What are the biggest challenges facing your facility?

Carlson:

The biggest challenge in our facility is that the SuperRink is pushing 20 years old. When a facility is aging, it takes an entire new way to manage it. We are not just *fixing* things that break, we are *replacing* things that break. The expense line in the budget is not going down; it is only going up. That, of course, puts pressure on ice sales, sponsorship and hospitality.

Kwasman:

- Continuously trying to stay on top of aging equipment and an aging facility that opened in 1998.
- Finding capable part-time staff.
- Finding available ice to fulfill the demand; offering non-traditional times; and getting creative about how to use the ice for all of our programming/user groups.

Hanson:

For us, it is the possible over-saturation of skating facilities in the greater Pittsburgh area, as well as the rising costs of doing business that has to be passed on to participants, from beginners to veterans, in any of our programs — a cost that is driven by increasing energy, payroll and maintenance expenses.

Bugenhagen:

Increase in costs related to operation, and upkeep of the facility related to maintenance, utilities, and payroll in relation to our programming price increases, which are far smaller in comparison. I have been very price conscience for our customer base over the last few years and try to build business on volume, being careful not to impact the customers' experience.

Corker:

There is a tremendous opportunity for ice sport in the Dallas Metroplex. At the same time, we are still emerging from being a non-traditional ice sport market. Increasing ice utilization will always be at the top of the list in my opinion.



Challenges are converted to opportunities when utilization is on the upswing. On the flipside, when utilization goes down challenges become exasperated making it hard to see the opportunity. Fortunately, being part of tremendous organizations, such as the Dallas Stars and the DFW community, we are able to convert challenges into opportunities and opportunities into growth. There is plenty of work to be done, but I am confident we are heading in the right direction.

Bologna:

We are a one-surface facility with limited ice availability. Between multiple user groups and public skate times, our facility is full. It is very difficult to find the right balance of ice usage for each user group while still offering public skating times and lessons. Another one of our bigger challenges is staffing, and hiring knowledgeable and experienced staff. Our facility is open about 18 hours a day, seven days a week, and we are located in the Midwest, where skating is not a common activity.

Hunt:

Keeping workers motivated and willing to take initiative, and keeping prices affordable despite the rising cost of operation.

What are the biggest challenges facing the ice arena industry?

Carlson:

I would say that there are two big issues facing the industry. First, the replacement

"ISI events and competitions are great to have in our building because they generally bring a large ice buy. These events also bring family members to the rink. I am not sorry to say, that brings money. The SuperRink is not subsidized by the city or state. It is important for our facility to host events that bring great competition and lots of spectators to the building. ISI is great at doing both."

Pete Carlson

Senior Director of Operations and Programming
Schwan SuperRink, Blaine, Minn.

of R-22. This is going to be a challenge for many arenas including the SuperRink. Expense is an issue, but deciding on the time of year to shut down is also a concern. Rinks that operate 12 months a year have a huge dilemma. The replacement could take up to six months. The second concern is part-time staff wages. The wages continue to increase faster than we can raise our ice rates or concession prices.

Kwasman:

- Working hard to continue to draw people into recreational skating and hockey in traditional and non-traditional markets.
- The cost of ice and the cost of participating in our sport.
- Skating is not on TV or in the movies and other media as it once was so there is less exposure of our sport.

Hanson:

In addition to my answer for the first question, a challenge is also competing with other activities and interests that families and individuals have when it comes to deciding where to spend or invest their discretionary income, especially those families in the medium-to low-income range. Also, the rising concern and exposure at a national level of head concussions and other sports-related injuries, and the little to ineffective

national and local campaigns to counter and explain the health and entertainment benefits of ice skating sports and activities. Many parents are very hesitant to have their children participate for fear of serious long-term injuries.

Bugenhagen

Again, operation costs to run and maintain the facility on a daily basis.

Corker:

The cost of being in the ice business is a big challenge. We must consistently be looking at how we can fill the buildings while providing the highest value to our customers. Innovation in all areas of the business is critical for long-term success.

Bologna:

Cost plays a major role in participation. With only a few rinks in our area, the cost for ice time is high and prohibits some from being able to participate. Another issue for the industry is the limited exposure to all ice sports including curling, broomball, speed skating, figure skating and hockey.

Hunt:

Minimum wage increase and many other competing activities pulling customers' attention.





One Size Fits All??

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

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

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BENEFIT OF ISI COMPETITIONS

How do ISI-endorsed competitions benefit your facility?

Carlson:

ISI events and competitions are great to have in our building because they generally bring a large ice buy. These events also bring family members to the rink. I am not sorry to say, that brings money. The SuperRink is not subsidized by the city or state. It is important for our facility to host events that bring great competition and lots of spectators to the building. ISI is great at doing both.

Kwasman:

- We host two ISI competitions annually. One is external for skaters from our rink and from rinks in our district (and beyond), and one is internal for our own skaters. We send skaters and coaches to attend ISI competitions at area rinks that support ours.
- These recreational competitions allow for amazing creativity, costumes and fun for all of our skaters.
- These recreational competitions allow for goal setting for our skaters as they set their annual calendars.
- We generate income for our ISI competitions with entry fees, vendors and sales at our pro shop and concessions.

- They create camaraderie within our rink because skaters generate team points at ISI competitions.
- They create camaraderie with other rinks attending ISI competitions.
- When we host regional and national ISI competitions and/or conferences, they enhance our relationship with area businesses (hotels and restaurants).

Hanson:

ISI competitions benefit our facility by offering opportunities for skaters of all ages and levels to compete — from tots to adults, and from skaters just getting started in figure skating to those who are seasoned. The competitions offer a great way to bring the local skating community together in a friendly, competitive atmosphere to compete individually and for their skating team. It can also be used as an advertising tool for skaters and coaches coming to our facility to experience the other programming that we offer, such as synchro, theater on ice and seminars.

Bugenhagen:

Our ISI competition in June is very large and it allows skaters who participate in our skating school and other skating schools in the region to attend and enjoy the opportunity to compete in a fantastic environment.

Corker/Malacrea:

It gives the opportunity for learn-to-skate kids to be exposed to show/competition atmosphere. They get a chance to see skaters of all ages and levels compete, too. We must provide an outlet for the skaters to demonstrate what they have learned and gauge their progress, and ISI

competitions are an opportunity to do just that. They're also a great source of revenue for our facility.

Bologna/Fankhauser:

ISI-endorsed competitions are more inclusive and geared toward the recreational skater. This gives all skaters a goal and the ability to participate and experience success.

Hunt:

Increases participation in rink programming and private lessons, which is profitable; gets skaters more deeply involved in the sport (even at lower levels); a great marketing opportunity if promoted properly on social media platforms.

PLANS FOR GROWTH

What are you doing to ensure the growth and success of your facility?

Carlson:

The Schwan SuperRink is always trying to keep ahead of change in the ice sports market. Our figure skating and learn-to-skate programs continue to change and we offer programs that fit around families' lives. Staff continues to send surveys asking what day, week or month a program should be offered. This helps our planning for an entire year. Another important piece to success is following through with what is offered. Programs cannot cut corners. Every program must give more than what was expected. When we do this we get almost everyone back for another ice session.



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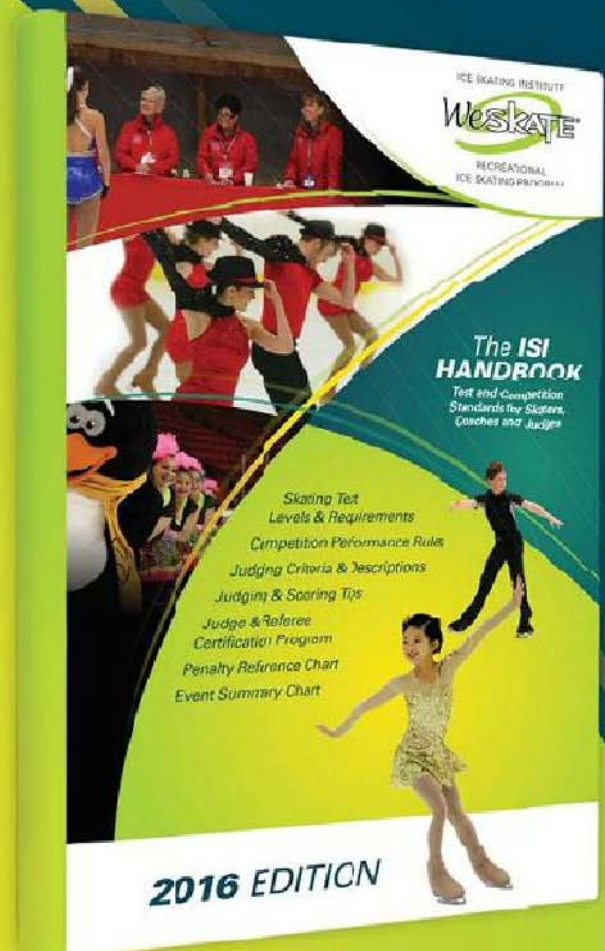
\$28
plus shipping

The ISI Handbook, 2016 Edition is the only comprehensive resource for:

- ISI test level requirements
- *weSKATE* program information
- Competition events and performance rules
- Judging (including penalty reference chart and quick reference for duration)

The 2016 edition includes the latest rule revisions and new competition events, and provides a wealth of information, standards and resources for learning, teaching and judging the ISI Recreational Skating Program.

To purchase, email orders@skateisi.org
or call 972-735-8800.



**Kwasman:**

- Created successful synchronized skating programs for skaters of all ages.
- Developed a successful theatre on ice program.
- Built a tremendous ice dancing curriculum.
- Encouraging skaters graduating from learn to skate to join our ISI Figure Skating Academy (bridge program to private lessons) to continue group lessons and competition and/or show participation.
- Incorporating ISI membership into our figure skating programs.
- Offering several “Try Hockey for Free” events during the year.
- Adding rookie adult hockey clinics to teach skills necessary to participate in leagues.
- Adding a bridge program from learn to play hockey to the leagues for youth not yet ready for house league.
- Putting capital into our equipment and facility.
- Working with area schools and libraries to generate public skating traffic.
- Offering skating and hockey programs to home school groups.
- Working with our ECHL team to get exposure during games, and often doing on-ice intermissions for youth hockey and figure skating exhibitions.
- Promoting at area chamber of commerce networking events to generate public skating traffic.
- Added curling and speed skating.

- Offering ice skating birthday party packages and corporate parties and/or team building events (broomball and curling).
- Hosting lock-ins (overnights) for youth hockey players, figure skaters and church youth groups.
- Enhancing ice shows to be all-inclusive for skaters of all ages and abilities.

Hanson:

We continue to make sure that we are current with what the industry is doing; that our programs are well organized and staffed by high-quality coaches and instructors; and that our facility is clean, well-maintained, safe, friendly, and operated as efficiently as possible. We are consistently looking to start new programs or enhance existing programs, and we host a variety of events to help promote our facility and programs, such as “Free Skate” days, holiday skating shows, and national, regional and local skating competitions. We also self-promote via social and local media as well as gain exposure through having our skaters participate in area activities, such as “Light Up Night in Pittsburgh,” skate during intermission at the Pittsburgh Penguins hockey games and professional skating shows in PPG Paints Arena in Pittsburgh.

Bugenhagen:

Provide a great customer service model, develop skating paths for every age skater to be able to move to the next level in both skating and hockey, and run a successful skating school as that is the gateway to all other programming.

Corker:


Introducing as many people to the ice as possible, and offering diversified

programs to fit the demographics of the community. Providing programs that add value to the lives of the families that participate and looking for ways to continually improve in all aspects of the business. Marketing those programs within the community and beyond through competitions, tournaments, ice shows, games, and traditional and non-traditional outreach efforts. Due to our skating director, we had over 350 spectators at our most recent holiday show, and it was amazing to see the kids and their families getting so much back for the hard work they all put in. We are blessed with a tremendous group of coaches, staff and management that are driven to provide the best programs and willing to learn and improve each day.

Bologna:

Since we are a community center, we have the ability to offer a summer youth enrichment camp that exposes our youth to our facility and ice skating as well as other activities, such as swimming, martial arts, fitness and community service. We work in conjunction with the Line Creek Figure Skating Club to host an annual ISI competition. Also, our facility offers many special themed events with discounted skating fees throughout the year to draw in others outside our skating community. We offer “Discover Day” in the spring and fall to bring the community together and showcase our facility and the programs and activities we offer.

Hunt:

We constantly train and educate staff, focus on improving the quality of all programs through customer and staff feedback, remain current with social media trends and foster community within the rink and club to boost customer loyalty. 

A Bright IDEA



Avoid Electrical Catastrophes with Proper Maintenance

by Jake Kranz

AS A FACILITY manager, your plate is always full. Whether you're maintaining the ice or working on ways to increase arena profitability, you're constantly on the grind. The idea of scheduling preventive maintenance typically takes a "back seat" to your daily routine. This is particularly true when it comes to your electrical distribution system. After all, the lights are on, the compressors are running and your ice is frozen. Everything is just fine, right? Unfortunately, this is a common thought process that can be damaging to your facility and your budget.

Your electrical distribution system demands reliable power. Minor and even catastrophic electrical failures can be prevented. Standard electrical distribution components can last for over 35 years. Without regular preventive maintenance, the failure rate is three times higher and can ultimately cut that lifespan in half. In addition, lack of proper maintenance can lead to shock and arc flash hazards. These hazards expose you and/or your contractors to life-threatening situations. Here are a few important reasons why you should consider an electrical preventive maintenance program for your facility:

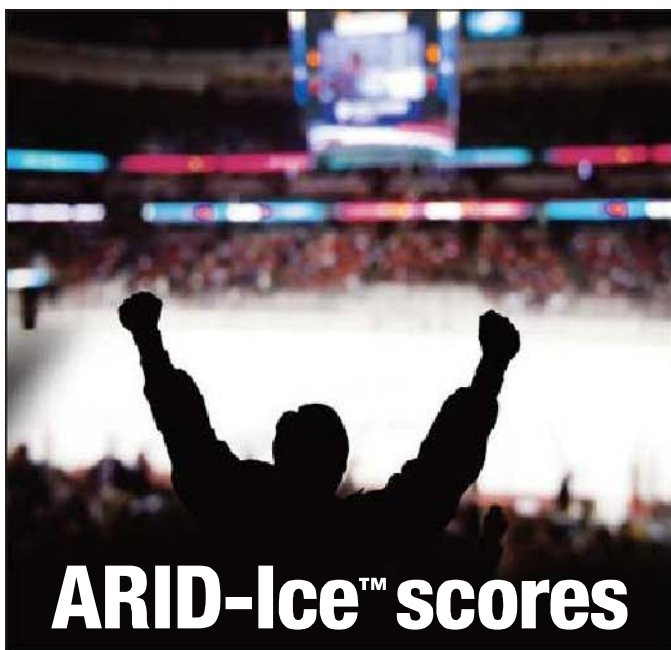
- **Business Interruptions:** Power surges, spikes, transients and incomplete preventive maintenance can damage your electrical system by wearing down components.
- **Life & Safety Risks:** The leading cause of fires in buildings and basic industrial facilities is the electrical distribution system.
- **Compliance:** The National Fire Protection Association (NFPA) and National Electrical Code (NEC) require periodic preventive maintenance in accordance with manufacturers' instructions or industry consensus standards.
- **Utility Costs:** The electrical distribution system can waste thousands of dollars per year when no maintenance is performed.
- **Power Quality:** Power quality problems can create a multitude of issues ranging from loss of data and malfunction of computerized equipment.
- **Asset Management:** With an effective electrical preventive maintenance program in place, you can double the life expectancy of your components.
- **Arc Flash Hazards:** Proper electrical preventive maintenance verifies condition of maintenance and its ability to react timely in an arc flash hazard event.

First and foremost, an electrical preventive maintenance program should be performed by qualified individuals per NFPA-70E. Qualified individuals should be equipped with the knowledge and proper PPE (Personal Protective Equipment). A meeting should be set between the host employer (you) and your contractor, to review known hazards and verify the contractor's knowledge and capabilities to perform the intended scope of work.



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by a licensed
electrician to
ensure proper
working condition
of equipment.**





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"It is far safer and less costly to prevent an electrical problem than it is to repair one."

TEGG Corp



Following are a few components that you should consider when implementing your electrical preventive maintenance program:

- **Visual/Mechanical Inspection:** Visually inspecting your electrical components for cleanliness, proper alignment, moisture, dust, corrosion, and foreign objects can prevent unplanned issues. In addition, you can verify that electrical components are installed accurately, properly rated, and reduce or eliminate potential code violations.
- **Infrared Thermography Inspection:** While under load, scanning your electrical components with an infrared camera can reveal heat differentials that could ultimately lead to failure and even a fire. In addition, these "hot spots" are areas of energy waste and will spike your utility bill.
- **Ultrasonic Testing:** Just as infrared thermography converts colors that we can't normally see to colors that we can see, ultrasonic testing converts sounds that we can't normally hear to sounds that we can hear. Ultrasonic testing can detect minor arcing and tracking, mechanical looseness, destructive corona, "chattering" between contacts and insulation deterioration.
- **Voltage & Current Testing:** Taking diagnostic measurements will help you dig down to the root cause of the perceived issue. With the proper testing equipment, you're able to check for voltage and current imbalances, voltage drop, harmonic distortions and power quality issues, to name a few. These measurements will provide the root cause of a perceived issue and be your base for trending and tracking purposes.



Infrared inspection reveals a significant heat signature on the A phase of this individual disconnect.

- **De-Energized Testing:** This is a little tricky for many of you as it's not always possible to de-energize. However, during the off-season or during a planned outage, it is imperative to perform maintenance on your components. Your electrical distribution components need to be cleaned, tightened, torqued, lubricated, and exercised on a regular basis to ensure peak performance.

Implementing a preventive maintenance program for equipment that typically stays quiet can be difficult to wrap your head around. However, like any other system you have in your facility, your electrical distribution components will wear out. Putting in the effort to prevent failures will not only save you from costly reactive expenditures, but also from potentially life-threatening situations. Your electrical distribution maintenance deserves a "front seat" when it comes to your overall facility health.



Jake Krantz is a certified TEGG representative with Master Electric Co., Inc., specializing in electrical maintenance and arc flash hazard mitigation solutions. He received training through the TEGG Institute, a global leader in electrical testing services. Krantz has a degree in health science from the

University of Minnesota (Twin Cities).

"A well-administered electrical preventive maintenance program will reduce accidents, save lives, minimize costly breakdowns and unplanned shutdowns of equipment."

National Fire Protection Association (NFPA)

Jake Krantz will present
"Electrical Predictive and Preventive Maintenance"
 from 9:45 - 10:45 a.m. Wednesday, May 31 at
 the ISI/MIAMA Ice Arena Conference & Trade Show.



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iAIM Report

Lisa Fedick, CAE
ISI Certification Programs & Courses Chair

IAIM ELEVATES INDUSTRY PROFESSIONALS

DURING THIS EXCITING period of ISI rebranding, repackaging and rebirth, our iAIM program continues to be the standard training and certification model that prepares industry professionals to keep pace with the ever-changing, competitive ice sports industry.

As the calendar winds down to our major annual educational event in May, the ISI conference and trade show, we hope you have already taken advantage of the discounted attendee registration opportunities available through April 15. Held in conjunction with the Minnesota Ice Arena Managers Association (MIAMA) this year's event, scheduled May 30-June 2 in Minneapolis, Minn., is not to be missed. A nine-hour certification class module from each of the three tracks — Certificate of Arena Management (CAM), Certificate of Arena Programming (CAP) and Certificate of Arena Operations (CAO) — will be offered, as well as the Advanced Skating Director track.

iAIM will also be returning to the Northeast Ice Skating Managers Association (NEISMA) 2017 Spring Conference, April 23 – 26, in Falmouth, Mass. CAO Part 2, a five-hour introduction to the Skating Director tracks, and a Certified Arena Executive (CAE) class will be offered.

CAE Program

The CAE program is the graduate school layer of the curriculum and it truly sets iAIM apart. This comprehensive program was designed to identify and hone our industry leaders. It is the only educational forum designed to equip tomorrow's ice arena executives to prosper in a wavering industry.

In addition to completing 27 hours of classroom activities, participants strengthen their writing and public speaking skills. Although the path to becoming a member of this elite group is arduous, there is no greater commitment an industry professional can make to their career or the industry. The fulfillment of the CAE prerequisites begins upon one's completion of the first iAIM class. CAE classes are open to all and, it is never too early to start accumulating your 15 CAE class credits.



Jamie Baringer, left center, is just one of 11 individuals who have achieved CAE distinction. Robyn Bentley, right center, recently received this distinction as well.

Baringer's path into ice arena management was quite unique. Born in Texas, and the daughter of an Air Force officer, she spent a large portion of her childhood in Europe before her family settled in Mansfield, Ohio. Unlike most of her peers, Baringer does not have a background on the ice. Although many would consider this an impediment, her lack of skating skills was not a detriment in her rise to the top of our industry.

Baringer graduated from Baldwin-Wallace University (formerly known as Baldwin-Wallace College) in 1998 with a bachelor's degree in health and physical education, with a specialization in sports management. During her undergraduate work, she was a four-year starting goal keeper for the varsity soccer team and a member of the Baldwin-Wallace University Athletic Hall of Fame.

After graduation, she spent two years in Florida working at Eckerd Youth Alternatives where she counseled and taught troubled teens. This position required her to live and work in the Florida woods, an experience that would shape her life.

In 2001, Baringer applied for the soccer director position at the new Taylor Sportsplex in Taylor Michigan, managed by JRV Management. The position had already been filled, but the owners, Jack and Eileen Vivian, saw something special in Baringer and her life experiences, and decided to groom her for the future expansion of their company. She was initially hired as a shift supervisor and after three months she was promoted and tasked with the design and administration of an all sports summer camp. Six months later, she was running the entire field house side of the facility as well as special events.

In 2003, Jamie was promoted to acting general manager/assistant general manager of the Alice Nobel Ice Arena in Wooster, Ohio. After a year, she opted to leave the industry to pursue a master's degree in education with a specialization in sports administration.

Before graduating in 2006, Baringer once again joined forces with JRV Management at the Newark Ice Arena in Newark, Ohio, where she served as general manager during the 2.5-million-dollar renovation of the facility, now known as the Lou and Gib Reese Ice Arena. A second life-defining experience, the renovation quickly turned into an on-the-job training program, as she tied down rebar, painted walls and installed rubber flooring.

Once the arena was up and running, Baringer received help from friend and mentor, Margy Bennett, in the creation of a thriving skating school program. She left the Lou Gib Reese Ice Arena in 2010, but not before increasing the revenue stream substantially and insuring the facility's long-term viability.

Moving onto her next challenge, she accepted her current position as Bowling Green State University Ice Arena (BGSU) director. During her seven-year tenure, the arena has successfully undergone two major renovations which have served to bring the facility back up to the standard required for success and continued growth.

In January 2016, Baringer was promoted to assistant athletic director of arena operation. In this new role, she is responsible for the oversight of all operations of the BGSU Ice Arena as well as the Strohs Center. Seizing every opportunity possible, she is currently a doctoral student in the BGSU Department of Education, Leadership Studies Program. Her dissertation will focus on crisis readiness of ice arena management within the United States and Canada, a document that she hopes will set a new safety standard for our industry.



PROSPECTUS

2017 ISI/MIAMA Conference & Trade Show

DoubleTree by Hilton Bloomington – Minneapolis South | May 30 – June 2





***The Premier Event
for the Ice Arena Industry***


SKATEISI.ORG/CONFERENCE  ISIMIAMA2017  @ICESKATINGISI #ISIMIAMA2017

Presented by the Ice Skating Institute (ISI) and the Minnesota Ice Arena Managers Association (MIAMA)



	7 a.m.	8 a.m.	9 a.m.	10 a.m.	11 a.m.
TUE MAY 30			ORIENTATION & MANAGING PUBLIC SESSIONS ORIENTATION & ROLE OF THE ARENA OPERATOR ORIENTATION & ROLE OF THE ARENA PROGRAMMER ORIENTATION & ETHICS & CREATING A PROFESSIONAL CULTURE	HUMAN RESOURCES: MISSION, RECRUITMENT & ORIENTATION ICE RESURFACER DRIVER TRAINING LEARN-TO-SKATE CLASSES KEYS TO PROGRAM RETENTION & SKATER PROGRESSION	LUNCH MIAMA ANNUAL SPRING BUSINESS MEETING AND BUFFET LUNCHEON (Open to ALL Conference Attendees)
WED MAY 31			BREAKFAST ROUNDTABLES AND NETWORKING <ul style="list-style-type: none">SOFTWARE PRODUCTSCONCESSION STANDSRINKFINDER.COM/MIAMA.ORGR22/AIR QUALITYGENERAL NUTRITION FOR SKATERSGREAT GOALS = GREAT TRAININGNEW ISI PRODUCTS AND PROGRAMSPSA RATING EXAMS INFORMATION	MARKETING SPONSORSHIPS EQUIPMENT MAINTENANCE & OPERATION SKATING COMPETITIONS ELECTRONIC MARKETING: ALL THINGS SOCIAL MEDIA SPORTS PSYCHOLOGY & EFFECTIVE COACHING ELECTRICAL PREDICTIVE AND PREVENTATIVE MAINTENANCE	RETAIL SALES ICE, DASHBOARD & EQUIPMENT MAINTENANCE HOCKEY TOURNAMENT MARKETING: BRAND BUILDING MAXIMIZING YOUR WEBSITE YOU BE THE JUDGE THE EMILY PROGRAM PRESIDENT IDENTIFYING AND DEALING WITH DISORDERS IT'S MORE THAN JUST ICE
THU JUNE 1		ICE DAY FOR COACHES - BLOOMINGTON ICE GARDEN Complimentary Continental Breakfast and Box Lunches Provided. Buses run on a continuous loop. First bus leaves at 7:15 a.m.			
FRI JUNE 2	 CAE COURSE - DEMYSTIFYING THE MILLENNIAL A Certified Arena Executive (CAE) class presented by the Ice Arena Institute of Management (IAIM) <i>Advance registration & additional fee required.</i>		CAM PART 3 STUDY SESSION EXAM CAO PART 3 STUDY SESSION EXAM CAP PART 1 STUDY SESSION EXAM ACSD STUDY SESSION EXAM		



5 p.m.				6 p.m.				7 p.m.				8 p.m.				9 p.m.			
45	15	30	45	15	30	45	15	30	45	15	30	45	15	30	45	15	30		
PERFORMANCE TECHNIQUE SKATER CHOREOGRAPHY				ISI DISTRICT MEETINGS				ISI/MIAMA JOINT PRESIDENTS' RECEPTION											
PARTICIPATION THRU ADULT PROGRAMS AND CAMPS																			
ACT PLANNING 101																			
IG: ANSWERS TO ADDING TEST GROWING OLYMPIC TO YOUR ARENA																			
				ISI SECTION MEETINGS (PUBLIC, PRIVATE, SCHOOLS, INSTRUCTORS)								MIAMA-SPONSORED SOCIAL EVENT – "SUITE" NIGHT							

FEATURED SPEAKERS

KEYNOTE

Steve Gilliland



Featured regularly on SiriusXM Radio's "Laugh USA," Steve Gilliland headlines the opening of the 2017 ISI/MIAMA Ice Arena Conference & Trade Show on

Tuesday, May 30. Recognized as a master storyteller and remarkable comedian, he is a member of the Speaker Hall of Fame and author of several books. He shows audiences how to open doors to success in their careers, their relationships and their lives.

Tuesday, noon-1:30 p.m. May 30.

Doug Ladret



Since 1984, Doug Ladret has been at the forefront of figure skating around the world. Along with his partner, Christine "Tuffy" Hough, Ladret won the 1988 Canadian Pair title, competed in five World

Championships, two Olympic Games (1988, 1992) and won five international titles. The couple performed with Stars on Ice from 1992-1997 and were featured in numerous touring shows and televisions specials. They also appeared in the movie, "The Cutting Edge." From 1997-2000, Ladret served as performance director for Stars on Ice.

Since he began coaching in 1992, Ladret has produced national and international medalists and champions in both singles and pairs. He has been a presenter at numerous seminars across North America and was nominated twice for U.S. Figure Skating/Professional Skaters Association Developmental Coach of the Year. The 2017 Nationals marked his 16th consecutive year coaching at the U.S. Figure Skating Championships.

Ladret will present two sessions, "Spin Theory/Spin Combinations" and "Jump Theory," from 9:15-10:45 a.m. and 11 a.m. -noon during on-ice sessions Thursday, June 1 at Bloomington Ice Garden.

David Grong



David Grong is currently serving as a project manager and advisor at Carlson & Stewart Refrigeration Inc., where he served as president from 1988-2006. Over the past 35-plus years, he has worked in

the design and sales of industrial refrigeration systems. He provides on-site training sessions on everything from basic refrigeration to the specifics of large scale plant refrigeration. An active member of the International Institute of Ammonia Refrigeration, he has served as chairman of the IIAR Piping Committee and as chairman of its board of directors.

A former pilot with the United States Air Force, he earned a Bachelor of Arts degree from St. Olaf College and a Bachelor of Science degree in mechanical engineering technology from Southwest State University.

Grong will present "Compressor Maintenance and Refrigeration Efficiencies" from 8-9 a.m. Friday, June 2.

Kori Ade



Most known for her role as coach of 2014 Olympian Jason Brown, Kori Ade was named PSA Development Coach of the Year in 2011. She holds PSA ratings in Moves in the Field and Freestyle and she's an AFFA and F.A.S.T. Certified On-Ice Trainer.

A respected hip hop dancer and choreographer, Kori has worked for clients such as McDonald's, Sears and Seventeen Magazine.

She is the creator of TAPS (Total Athlete Performance Seminars), a program focused on developing the "whole" athlete, including the emotional and mental aspects that play a large role in successful training and competing. She is also the founder of First Ade Coaches Training Program, Mental Ascension and Koriography.

Ade will present two sessions, "Spin Theory/Spin Combinations" and "Jump Theory," from 9:15-10:45 a.m. and 11 a.m. -noon during on-ice sessions Thursday, June 1 at Bloomington Ice Garden.

She will also present TAPS from 2:45-3:45 p.m. Thursday, June 1 at the hotel.

Jake Kranz



Jake Kranz is a certified TEGG representative with Master Electric Co., Inc., specializing in electrical maintenance and arc flash hazard mitigation solutions. He received training through the world-renowned

TEGG Institute, a global leader in electrical testing services. Jake has a degree in health science from the University of Minnesota (Twin Cities).

Kranz will present "Electrical Predictive & Preventative Maintenance" from 9:45 - 10:45 a.m. Wednesday, May 31.

Randy Ehleringer & Alex Lair



Randy Ehleringer is a private wealth advisor with Echelon Wealth Partners, a private wealth advisory practice of Ameriprise Financial Services, Inc. He is a certified financial planner (CFP), chartered financial consultant (ChFC), chartered retirement planning counselor SM (CRPC) and an accredited portfolio management advisor (APMA). He earned his Bachelor of Arts degree in economics/quantitative methods from the University of St. Thomas. Alex Lair is a client support associate at Ameriprise Financial Services, Inc. He earned his Master of Business Administration from Augsburg College.

Ehleringer and Lair will present "Financial Planning for Your Future" from 3-4 p.m. Tuesday, May 30.

Additional Speakers

COREY CASH

GERRY LANE

PAGE LIPE

ROB MCBRIDE

JIMMIE SANTEE

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Minnesota Fun Facts:

Source: 50 States.com

Most famous musical offspring is the late

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Full Registration*	Member	Non-Member
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Standard Deadline: After April 15	\$525	\$625
Thursday Only	\$149	\$249
Daily Registration		
Tuesday, Wednesday	\$200/day	\$300/day
Friday	\$50	\$150

*Registration must be postmarked by the deadline dates for Advance rate.
Deadline for pre-registration is May 15; on-site registration will begin at 7 a.m. on May 30.



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CAE Path

Attending her first ISI conference and trade show in 2006, Baringer began her journey to our industry's highest distinction, the Certified Arena Executive (CAE) certification. "When I started out in the ice industry, I had a basic knowledge of developing and implementing athletic programs," she said. "However, I knew nothing about ice sports. I had only skated five times in my entire life, and as a non-skater at times I felt that I had a harder time than those who had grown up as skaters in the industry."

"I used this as my motivation to learn just as much, if not more than those around me. The iAIM program was to be my vehicle. I started by successfully completing the online courses for both the management (CAM) and programming (CAP) tracks. While the online courses worked for me, they are not for everyone which is why the iAIM program also offers live classes at conferences and other satellite locations."


Baringer attended the iAIM Operations (CAO) School at Adrian College in Adrian, Mich. During her first week of coursework she was able to connect and network with many other industry professionals who were facing the same daily challenges.

"This was and still is an invaluable part of the continual learning process for me," she said. "Throughout the entire iAIM journey, I had colleagues who supported and kept me motivated to learn and do more. The entire process of obtaining my CAE certification was long and at times I did not see the end in sight, but those who

wanted to see me succeed and achieve this certification kept me on track the entire way!

As a CAE, the most rewarding thing for me is being able to train or retrain ice arena professionals. My goals are to help educate the future of our industry by bringing new and interesting programs to our iAIM coursework. I am eager to bring my doctoral studies in crisis readiness and crisis leadership into the curriculum."

Baringer is a firm believer in giving back and devotes thousands of hours annually to industry volunteer pursuits. She has served on the ISI board of directors since 2007 and currently represents the colleges and universities section. She is also a trustee of the ISIA Education Foundation and can be found chairing fundraisers of all sorts at ISI national events. The position that Jamie holds most dear is the chairperson of the ISI Education and Certification Master Committee.

"While I have completed all of the iAIM course work, I still do not know it all," she said. "Our industry is always changing and things happen in other facilities that I have yet to experience in mine, so I am always learning from my classes even if I am teaching the course. The interjection of the real-life experiences of all those taking the iAIM courses adds so much to the curriculum. In the ice arena industry, you must always be learning and thinking 'outside the box.' This is the only way to keep things new and fresh to keep the customer coming back year after year." 



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Thinking ‘Outside the Box’ Grows Participation

Future Stars Program at Norwich Ice Arena

by Tiesha DiMaggio

I HAVE BEEN IN rink management for over 20 years, and the industry is changing. The model that the figure skating world has followed for many years is not putting skaters on the ice like it used to. As I look back, I realize that a lot of little things over time have contributed to this transition. An ice rink is not only competing with other rinks, but also with every other sport and form of entertainment within a 20-mile radius of the rink. Also, figure skating is no longer televised on every channel, and young skaters seem a lot less likely to stay in the sport over the long term.

These changes are making it difficult to keep numbers up in figure skating programs. It’s a vicious cycle. Less skaters progressing into advanced programming means that more coaches are finding other sources of income, resulting in fewer coaches teaching during daytime sessions. A reduction in daytime coaches equates to fewer skaters, and the cycle continues.

When I started my job in 2014 at the RoseGarden Ice Arena in Norwich, Conn., I was concerned how I was going to fill freestyle sessions when I had very few full-time coaches. Even if every coach taught two skaters in every session, I was still going to be scrambling to justify having any freestyle programs during prime-time hours. It was during the first few months that we

were open that I realized that things were going to have to change, and I was going to have to “think outside the box” to increase participation.

While many rinks share programming with freestyle ice, with limited coaching, that was still going to be a problem if I didn’t have coaches to do both programming and private lessons. I looked at the dance and gymnastics model and thought to myself, why can’t we do the same thing — offer everything that is needed as a group package, both in pricing and as a coaching philosophy? We get all of these skaters through the doors for learn to skate and somewhere along the way we lose them. I thought, why not offer affordable high-level group instruction and package it with all the aspects of training? When a skater comes in on a budget, why can’t they have everything they need offered through the rink? This led me to create a solution: The Future Stars program.



Future Stars is for any skater at Pre-Alpha level or higher. It is an all-inclusive program providing skaters with a program, practice and technical training. Skaters can package their training with off-ice classes, multiple class days and additional freestyle practices. Skaters can participate in competitions without ever having to book a private lesson. Of course, skaters can supplement their training with private lessons, but it is not required. Skaters love the fact that they get to work with many of our coaches, and everyone works as a team.

One added perk of our Future Stars classes is that our skaters receive a red Future Stars sweatshirt as part of the class. The Future Stars skaters are eligible to be class assistants during our learn-to-skate sessions. They take attendance, get items for the coaches and serve as our class demonstrators. All class assistants must wear their red sweatshirt during class. This internal marketing idea paid off and now our Future Stars skaters are ambassadors for our program. Parents see their child's progress and realize that they can give back by helping out others who are learning to skate. It's a win-win for the rink and the skaters!



Tiesha DiMaggio is assistant manager at RoseGarden Ice Arena in Norwich, Conn. She serves as District 3 director on the ISI board of directors.

Future Stars Gets High Marks

What do you like about the Future Stars program?

"I enjoy getting on the ice. It's a different experience! I really enjoy learning new things every week, and I also have a lot of fun with my instructors."

~ Summer Stefanelli

"The one thing I like best about the Future Stars program is how wonderful my teachers are and how much I have learned from them."

~ Olivia Hebert

How has the Future Stars program helped your child with their skating?

"As a Future Stars parent, I like the fact that it gives extra structure to my daughter's life. I also think it's great because it's a year-round program — you don't miss a beat!"

~Mark Stefanelli

"The Future Stars program has been very helpful for my daughter with her skating ability. She has become more confident with all of the new skating abilities that she has learned, and it also gives her goals and dreams to work hard for with wonderful help from her teachers."

~ Heather Misioszek

NEW YEAR, NEW GOALS

Begin the New Year right by making the decision to invest in yourself.

The PSA is dedicated to helping coaches become the most knowledgeable, confident, and effective coach they can be. Education is an asset to your profession and necessary for the continual growth of the sport. Expand your knowledge with PSA!



ISI Judge Certification Tests

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



GOLD

Karly Anderson
Heidi Bobier
Allison Constant
Elin Enrooth
Megan Hines
Rachelle Johnson
Alison LeFlore
Michelle Marella
JoAnn Morrow
Justin Morrow
Kaylan Pietrogallo
Alyssa Skijus
Ashley Skoczylas
Lauren Steen
Katrina Stewart
Cody Towell
Jeremy Vivit



SILVER

Karly Anderson

Aimee Brainard
Wendy Bricco-Meske
Robert Campbell
Allison Constant
Hannah Cooney
Colleen Coughlin
Summer DaSilva
Elin Enrooth
Alexandra Gerday
Claire Godfrey
Megan Hines
Rachelle Johnson
Pam Kaminsky
Kelli Lovdahl
JoAnn Morrow
Cara Murphy
Jennifer Oster
Gina Plotz
Crystal Richardson
Rebecca Robertson
Lauren Steen
Shannon Terhaar
Holly Thompson
Stacey Tiggard



BRONZE

Malia Barto
April Biddle
Stephanie Birnbaum
Amelia Blahut
Riley Block
Meredith Boes
Wendy Bricco-Meske
Candice Briggs
Robert Campbell
Vivian Chang
Allison Constant
Lauren Corry
Colleen Coughlin
Patti D'Alonzo
Alex Damerell
Mika Evans

Louise Gray
Grace Gregory
Robyn Hager
Megan Hines
Hannah Hughes
Lauren Johnson
Amanda Kirshkalm
Natalie Kowalski
Alicia Kramer
Lucie Krausova
Talia Lerol
Kelli Lovdahl
Lauren McHenry
Haley McKay
Paula Obdyke Miller
Christie Mitch
JoAnn Morrow
Kailey Murphy
Heather O'Connor
Gina Plotz
Christine Poyner
Catherine Rafuse
Rachel Reynolds
Abby Richardson

Cindy Rowan
Gretchen Schneekloth
Aimee Shafran
Kayla Stanley
Brenna Stotlemeyer
Julia Tasiopoulos
Stacey Tiggard
Cody Towell
Amanda Tucker
Brianna Watke
Gabriella Weissmann
Amy Williams
Denise Williams
Morgan Wroblewski



SYNCHRO

Cara Murphy



REFEREE

Karen Thornbrugh

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SKATE WITH FLIP ACROSS THE UNITED STATES!

Being a part of ISI means that you have the opportunity to travel across the country to perform and compete, meet new friends, see new places, and most importantly, have fun!

Grab your skates and follow Flip to some fantastic destinations in 2017.



ISI Winter Classic

Feb. 9-12
Goggin Ice Center
Oxford, OH
Test deadline: Nov. 25
Entry deadline: Dec. 1
skateisi.org/winterclassic



ISI Synchronized Championships

March 31-April 2
RecPlex Ice Arena
Pleasant Prairie, WI
Entry deadline: Feb. 1
skateisi.org/synchro



ISI Conference Championships

June 2-4
Doug Woog Arena
South St. Paul, MN
Test/entry deadline: March 1
skateisi.org/conferencechamps

ISI World Recreational Team Championships

July 17-22
The Rinks - Anaheim ICE
Anaheim, CA
Test/entry deadline: May 1
skateisi.org/worlds



ISI Holiday Challenge

Oct. 26-29
RDV Sportsplex Ice Den
Orlando, FL
Test/entry deadline: Sept. 5
skateisi.org/holidaychallenge



ISI Adult Championships

Oct. 27-29
RDV Sportsplex Ice Den
Orlando, FL
Test/entry deadline: Sept. 5
skateisi.org/adultchamps



Coaches' Corner

Kim Hansen

ISI Skating Programs & National Events Director

Let's not Forget ISI's Overall Goal

To say that the past eight months have been an anxious time for our Professional membership would be an understatement at best. Not in recent times had the successful continuation of the ISI learn-to-skate program been more in question. This period of uncertainty not only gave many an opportunity to pause and reflect on why ISI programs and services are so important, but it also gave an understanding as to what losing such a program would mean to an individual coach, his or her rink and perhaps, more importantly, one's skaters.

Let's go back in time to understand why ISI came into being in the first place. ISI was founded in 1959 as a non-profit organization for rink owners, operators and developers of ice skating facilities. It was not founded specifically with the idea of creating a learn-to-skate program. In a relatively short period of time, however, the founding members realized that if they were to truly meet their goal of promoting ice sports of all kinds, a basic, yet comprehensive, curriculum was needed. The ISI learn-to-skate program was born, and over the past 50 years it has exposed tens of millions of people to the joy of skating. This program is based on consistent and well-defined levels of achievement that have proven to guide a skater from basic beginner maneuvers through significantly more advanced and even competitive skill sets. It has literally taught millions of people how to skate and skate well.

Those of you who have taught the ISI program probably already know and appreciate the fundamentals of the ISI learn-to-skate program and the logical and steady building blocks it provides your skaters. But do you really understand how ISI supports you, your rink and your

sport in general? There is so much more to ISI than a freestyle patch, a handbook and a friendly and furry penguin named Flip. ISI is a community of coaches, rink managers and owners, vendors and skaters — a community that understands that people of all sizes and shapes, with various levels of talent, motivation and resources, come to participate in ice sports. It's a community that welcomes all of these differences and celebrates the passion of skating by creating all kinds of opportunities for all types of people.

ISI is well known for providing competitive events both on a local and national level — events that literally offer skaters hundreds of different opportunities to showcase their hard work. These events generate lessons for you, practice ice revenue to your rinks, and equipment sales for vendors, all the while supporting and encouraging the skater to love and grow in the sport. You all know that a motivated and driven skater, one with a realistic and attainable goal, is your best customer. When given a chance to succeed, they (or their parents) will invest their time, spend money and become loyal customers.

ISI reaches beyond the learn-to-skate and competitive programs to serve its mission of supporting the ice sports industry by offering educational opportunities for rink owners, operators, staff and coaches. In 2003, ISI developed a comprehensive educational program known as iAIM, which was created to fill a niche, allowing rink staff to become certified in different areas of the business.


Today, these classes are taught by those who have expertise and significant on-the-job experience in various areas within the industry, and they are offered online, at regional seminars and the annual conference and trade show. To

date, approximately 1,000 graduates of the iAIM program have benefitted from this sharing of ideas, techniques, policies and practices.

In addition to training rink staff on business procedures, marketing, safety and maintenance, ISI developed the *weSKATE* Instructor Training with the main objective being to help coaches understand the testing standards set forth for the ISI curriculum. Gaining insight into the proper teaching of the

ISI reaches beyond the learn to skate and competitive programs to serve its mission of supporting the ice sports industry by offering educational opportunities for rink owners, operators, staff and coaches.

ISI maneuvers, understanding their progression and being able to test students to the required standard are the fundamental goals of this program.

It is true that the ISI motto has been "participation, not elimination," and our community has prided itself in recognizing that everyone should be given an opportunity to skate. But do not overlook the fundamental mission of ISI, which is to grow the sport. And to that end, making everyone successful — the coach, the skater, the operations staff, the marketing office, the rink owner, etc. ... this is and will always be the focus of those of us who work in the ISI office. Success comes in many forms — when a coach loves his or her job, when a rink fills their sessions daily, when a skater brings home the gold. At the end of the day, all of these successes grow our sport and keep our industry strong. 

I love you, California, you're the greatest state of all... I love your grand old ocean and I love her rugged shore. ~ California State Song

ISI WORLD RECREATIONAL TEAM CHAMPIONSHIPS

July 17-22

The Rinks – Anaheim ICE
Anaheim, CA

Test/entry deadline: May 1
skateisi.org/worlds



ISI World Recreational Team Championships – the largest recreational ice skating competition on the planet – will make a splash in the Golden State. Worlds of fun and camaraderie are waiting for you at The Rinks – Anaheim ICE, host of this year's spectacular event.



Scholarships Available for Skaters and Professionals

by Debbie Lane
ISIA Education Foundation Vice President



AS WE RAMP up for spring across the country, it's time to remind ISI members that the ISIA Foundation awards two types of one-year scholarships, in addition to our traditional four-year scholarship. Both have a Sept. 1 application deadline.

The first scholarship is available to ISI skaters who are currently enrolled in a post-secondary institution. The second scholarship is offered to current members of ISI for eligible programs that enhance their industry knowledge. Both scholarships are in the amount of \$500.

The ISIA scholarship committee will be reviewing applications for our traditional four-year scholarship beginning in March, with scholarships awarded on June 1.

For details and to receive a scholarship application, go to the Education Foundation section on the ISI website (skateisi.org) or call 972-735-8800.

Conference Auctions

Once again, the ISIA Education Foundation will be holding several auctions at the annual ISI conference & trade show in May. Conference-goers will have the opportunity to bid on some fantastic prizes, and all proceeds benefit the foundation's scholarship program. Stay tuned for more details on the ISI website and conference Facebook page:

Skateisi.org  [ISIMIAMA2017](https://www.facebook.com/ISIMIAMA2017)

WIN A PROFESSIONAL DEVELOPMENT SCHOLARSHIP!

Application Deadline is Sept. 1



The ISIA Education Foundation program encourages ISI members to acquire higher education and/or professional development to benefit them in their lifelong pursuits both on and off the ice.

The Foundation is offering one-year Professional Development scholarships (\$500 each) to current members of ISI for eligible programs that enhance their industry knowledge, including, but not limited to, training programs, certification programs and industry conferences. *(Scholarship cannot be applied to tuition and registration fees for ISI training and certifications; however, related travel fees are eligible.)*

For details and to receive a scholarship application, go to the Education Foundation section of the ISI website: skateisi.org or call (972) 735-8800.

District & Association Updates

ISI District 1

(Connecticut, Massachusetts, Maine, New Hampshire, Rhode Island, Vermont)

by Alane Swiderski, District Director



District 1 held a successful half-day seminar on Sunday, Aug. 21 at the Nashoba Valley Olympia Rink in Boxborough, Mass., followed by our annual awards luncheon, a Professional Skating Summit and finally, a competition director meeting. With close to 90 people in attendance, the seminar presented the new rule changes; a live judging workshop and a panel testing session with Freestyle 7-9 skaters who had tested; and the introduction of our new panel test chair, Dawn DiMinico, and panel judges.

During our luncheon, District 1 professional awards were presented. Gigi Kerrigan from Elite Skating Academy received the Sky Full of Stars Coach Award; Robyn Arnold from FMC Natick received District 1 Coach of the Year; Mary Sullivan from Winterland Skating School received District 1 Director of the Year and the District 1 Merit Award was presented to Janet Black of FMC Ice Sports. Thank you to everyone who submitted nomination forms, and congratulations to our recipients. Everyone in District 1 is very grateful for your contributions to ISI and District 1.

The summit resulted in great discussion among professionals, centered on ways everyone could help bolster participation and grow the sport. I appreciate everyone who participated, and I'm most thankful for everyone's willingness to work toward a common goal. With such an amazing segue, the competition director meeting concluded the day with a fabulous discussion focused on ways to encourage more competition entries, fuller flights and most importantly, how to make our competitions more fun. Thank you to everyone who participated in the Aug. 21 events!

Our competition season began with a successful event, the Halloween Classic, hosted on Oct. 29 by Winterland Skating School in Rockland, Mass. Thank you to Mary Sullivan, Ginger Crisp and all of the skaters and volunteers for kicking off the season on such a positive note.

The Icicle Invitational was our second competition of the year, held on Dec. 3 by the Navin Ice Arena in Marlboro, Mass. Congratulations to Stefanie DeSimone, her staff and volunteers for continuing ISI enthusiasm and running a great event. Thank you also to Donna Rozon for piloting the use of EntryEeze.

The following competitions, all being hosted in Massachusetts, will continue in 2017: Natick Competition, March 4-5, FMC William Chase Arena, Natick; April 1-2,

Lower Cape, Charles Moore Arena, Orleans; April 23, Nashoba Competition, Boxboro; May 19-21, Sharper Edge Competition, Valley Sports Arena, Concord; June 4, Spring Fling, Bridgewater Ice Arena, Bridgewater; June 22-25, District 1 Championships, Nashoba Valley Olympia, Boxboro.

On Dec. 3, we held a meeting with skating directors in the area to continue the ideas generated on Aug. 21. It was a great meeting and some of the immediate initiatives include: to make a better effort to make judging less intimidating; continue the credentialing effort and look for ways to keep it simple and easy; alternate seminar dates between August and November every other year; have all competitions offer some event that allows for little preparation so that all teams can send skaters; and finally, for each competition and team entering skaters into competition to develop an activity that will encourage fun and camaraderie between all teams competing.

As a final note, two special events are planned: On the morning of Feb. 25 at the Asiaf Arena in Brockton, Mass., we will host a High-Level Panel Test Session and additionally, a High *weSKATE* Certification presented by Jane Schaber. Here's to a wonderful New Year in District 1!

ISI District 3 (MIRMA)

(Connecticut, New Jersey, New York)

by Tiesha DiMaggio, District Director



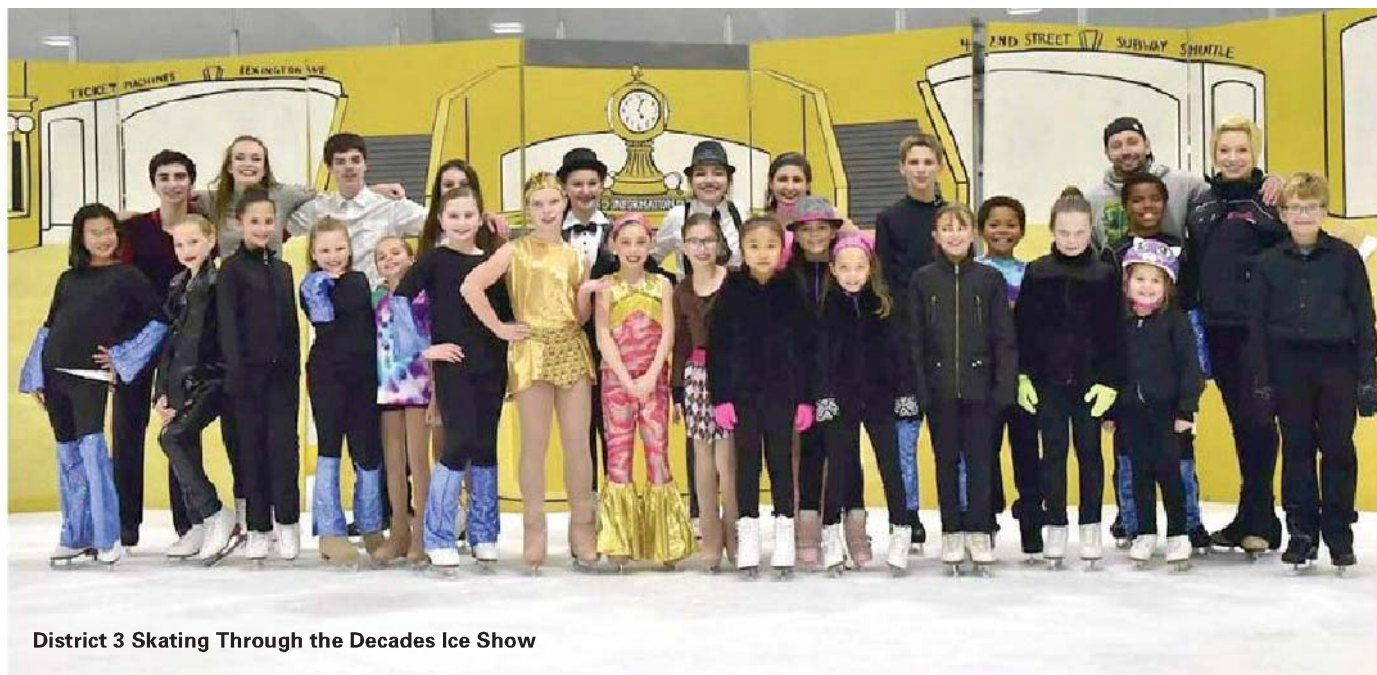
The District 3 Fall Seminar was held Nov. 20 at Danbury Ice Arena in Danbury, Conn.; twenty people were in attendance. Presenters included Haley Johnson, Sara Cote and Tiesha DiMaggio. Topics included special needs skaters, on-ice dance steps and on-ice drawing class for jumps.

Our Skating Through the Decades Ice Show took place Nov. 5. All program numbers were designed to be spotlight numbers for the ISI competitive season.



Sara Cote leads an on-ice session at the District 3 Fall Seminar.

District & Association Updates



District 3 Skating Through the Decades Ice Show



Attendees listen intently to District 3 Fall Seminar presentations

ISI District 8

(Chicago/Milwaukee Metropolitan Area)

by Vicky Klinko-Osseland, District Director



The season is off to a great start with our first few local competitions this year! Harvest Gold in Joliet, Winter Welcome in Northbrook and Frost Fest in Rolling Meadows kicked off our competition season this fall and winter. Great job to all three facilities for hosting excellent competitions!

We are looking forward to our first few competitions of 2017, which include Mardi Gras Feb. 4-5 in Bensenville and Sweetheart Open Feb. 11-12 in Niles. Some of our District 8 rinks are also gearing up for ISI Winter Classic in Ohio.

District 8 Championships will be held the first week of March at the McFetridge Ice Arena in Chicago. We look forward to having this event in a location it has never been!

Please keep an eye on the District 8 website (learntoskate.org) and Facebook page for up-to-date information on everything we have coming up in our district!

ISI District 11

(Arkansas, Louisiana, Oklahoma, Texas)

by Caroline Baker, District Director



2016 was a nice year for District 11. Many rinks from our district participated in ISI national events: Synchro Champs, Worlds, Holiday Challenge and Adult Champs. I am hoping for even more national competition participation in 2017.

The Macy's Grand Tree Lighting Celebration at Galleria Dallas welcomed local talent, National champions and Olympians to help light the largest indoor Christmas tree in the world. About 65 Dallas Galleria Skating School members auditioned and were chosen to perform in each



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for credits toward ISI
programs, services and
materials.*

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were awarded to
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participants.*

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skater or player
you register.*

*NOT taking
advantage of this
program is like
throwing
away cash!*

*ISI Administrative
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by registering class and
participants.*

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your facility's bottom
line while providing
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benefits.*

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District & Association Updates



The Macy's Grand Tree Lighting Celebration at The Galleria Dallas Ice Skating Center.

tree lighting and did a wonderful job. Celebrity skaters included Johnny Weir, Caydee Denney and John Coughlin, Richard Dorbush and Ryan Bradley.

Galleria Dallas introduced their new climate controlled Studio Rink, a perfect place to host parties. It's also a great place for friends, relatives and co-workers to share ice skating or broomball fun in a uniquely private, safe ice skating environment.

Allen Community Ice held their Holidays On Ice 6th Annual Winter Show on Dec. 4. Approximately 100 skaters participated and 500 spectators watched. They collected over 500 pounds of non-perishable food items for the local community outreach.



2017 ISI/MIAMA Ice Arena Conference & Trade Show Minneapolis

2017 ISI/MIAMA ICE ARENA TRADE SHOW
June 1-2 | Minneapolis, Minn.

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 ISIMIAMA2017  @ISIMIAMA2017 #ISIMIAMA2017 skateisi.org/tradeshow



Sun City Blades, El Paso, Texas – Holiday Show



Allen Community Ice Rink, Allen, Texas –
Holiday Show, above and top.

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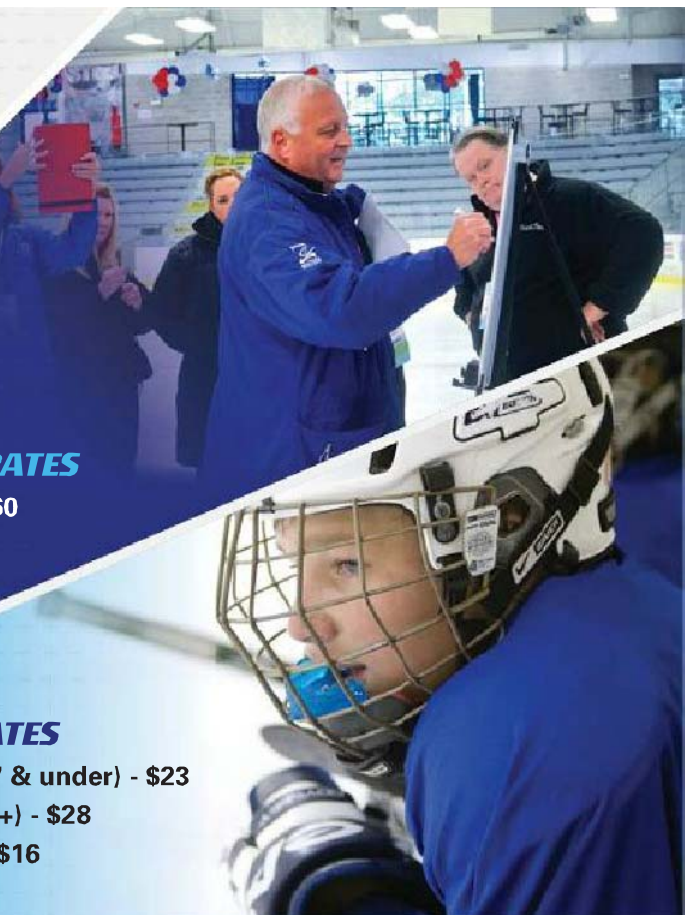
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- Official - \$16



District & Association Updates



**Dr Pepper StarCenter –
Farmer's Branch, Texas –
Holiday Show**

2017 Events

Learn-to-skate classes began in January. Coaches are busy preparing skaters for testing and the start of another year of competitions, shows and fun.

ICE at The Parks held their annual winter party Feb. 10. ISI Winter Classic took place Feb. 10-12 in Oxford, Ohio. Dr Pepper Star Center-McKinney, Texas, is hosting the Love To Skate competition Feb. 18-19.

March and April is spring break for many rinks in District 11. ICE at The Parks holds several promotional events during the week of spring break for local schools in the area. Events include: Theme Skate Night, Beginner Skate Class Special and more.

March 1 is the entry and test deadline for ISI Conference Championships, scheduled June 2-4 at Doug Woog Arena in St Paul, Minn. ISI Synchronized Championships will take place March 31-April 2 at RecPlex Ice Arena in Pleasant Prairie, WI.

May 1 is the entry and test deadline for ISI World Championships at The Rinks in Anaheim, Calif. District 11 Competition is scheduled May 19-21 at NYTEX in North Richland Hills, Texas.

The ISI Conference and Trade Show takes place May 30 –



**ICE at The Parks: Holiday Show, top; Coaches displaying
their new jackets, bottom.**

June 2. I look forward to seeing everyone there. Summer Camps throughout District 11 begin in June. The second half of 2017 promises to be just as busy.

Professional Skaters Association


by Gerry Lane, PSA Representative to
ISI board of directors



On behalf of the Professional Skaters Association, we want to assure the ISI membership that we are committed to a strong working relationship with the ISI. For many years now, a statement of cooperation between the organizations has been in place and today that commitment has never been stronger. We will continue to work on mutually beneficial programs to help grow ice skating sports and the industry as a whole.

I was first exposed to the ISI programs 35 years ago, and I have administered the program for the past 24 years in our facilities. It works extremely well for us and has helped build the U.S. Figure Skating base in our arenas from 88 to about 478 USFS members in our resident skating clubs.

We have offered figure events at our local ISI competitions in recent years and two of the skaters who have participated in the events just finished first and second at the World Figure Championships in Toronto, Canada. They are Jill Ahlbrecht, who won the event, and Brooke Pitman, who finished second. Brooke's sister Nancy Blackwell also participated and finished 6th at the World Figure Championships.

Jill also won the event last year in Lake Placid. She grew up in our South Suburban program and now coaches at our facilities. She was the 2015 ISI District 12 Merit Award winner and is thankful for the opportunity that ISI brings to her to be able to continue her passion for skating and competing in school figures. 

Promote Your Summer Clinics!

Advertise in *Recreational Ice Skating Online* (RISonline.org) and reach your target audience.

RIS Online is ISI's informative and entertaining digital magazine dedicated to skaters, skater parents and coaches.

RISonline.org

Contact Carol Jackson at
cjackson@skateisi.org or 972-735-8800
for affordable rates and details.



CALENDAR

ISI-Endorsed Competitions and Shows & Exhibitions

Deadline for the next EDGE calendar: April 3.
For calendar updates, see skateisi.org (Events).

COMPETITIONS

FEBRUARY

3-5.....Blaine MN

Schwan – Super Rink/NSC
Frosty Blades 2017

4-5.....Bensenville IL

Edge Ice Arena
17th Annual Mardi Gras Competition

5.....Salem MA

Salem State University – Rockett Arena
Viking Skating Club's 36th Annual Peace, Love & Skating Competition



10-12.....Oxford OH Goggin Ice Center ISI Winter Classic

11-12.....Niles IL

Niles IceLand
Sweetheart Open

12.....Easton MD

Talbot County Community Center Ice Rink
2017 Talbot Classic Competition

17-19.....St Louis MO

Wayne C Kennedy Rec Complex
Sweetheart Open

17-19.....Orlando FL

RDV Sportsplex Ice Den
2017 ISI Spring Classic Spring Competition

18-19.....McKinney TX

Dr Pepper StarCenter – McKinney
ISI Love to Skate 2017

18-19.....Anaheim CA

The Rinks – Anaheim ICE
2017 Sweetheart Classic

25-26.....Yankton SD

Yankton 4-H Ice Arena
Yankton Winter Miracle

26.....Brooklyn NY

Lakeside Brooklyn @ LaFrak Center Lakeside
Lakeside Open Competition

MARCH

3-5.....Chicago IL

McFetridge Sports Center
District 8 Championships

3-5.....Minneapolis MN

SportQuest Skating Academy – Parade
Skate Parade

4-5.....College Park MD

Herbert Wells Ice Rink
Spring Invitational

4.....Roseville CA

Skatetown Ice Arena
Be A Star

4-5.....San Diego CA

San Diego Ice Arena
2017 State Games

4-5.....Natick MA

FMC Ice Sports – William L. Chase Arena
46th Annual ISI Competition

5-6.....Webster Groves MO

Webster Groves Ice Arena
Meet Me In St Louis

10-12.....Park Ridge IL

Oakton Ice Arena
Icebreaker Classic

10-12.....Sioux Falls SD

SCHEELS IcePlex
2017 Sioux Falls Ice Classic

11-12.....Newark OH

Lou & Gib Reese Ice Arena
2017 Newark Spring Open

18-19.....Riverside CA

LA Kings Riverside Ice Town
Orange Twist Open

18-19.....El Segundo CA

Toyota Sports Center
2017 Annual Spring Fling ISI Open Competition

26.....Arlington TX

ICE at The Parks In-House Competition
ICE at The Parks

26.....Pittsburgh PA

RMU Island Sports Center
2017 Shamrock Skate



31-Apr. 2 ... Pleasant Prairie WI RecPlex Ice Arena ISI Synchronized Championships

APRIL

1.....North Huntingdon PA

Alpha Ice Complex
Golden Blades Championship of Pittsburgh

1-2.....Van Nuys CA

Van Nuys Iceland
14th Annual ISI Open Competition Spring

22-23.....Tacoma WA

Sprinkler Recreation Center
30th Annual ISI Spring Fever Team Competition

28-30.....Knoxville TN

Ice Chalet
The 48th Annual Robert Unger ISI Competition

29.....Boxborough MA

Nashoba Valley Olympia
Nashoba Valley Olympia 36th Annual Team
Competition

FOLLOW US:



MAY

19-21 North Richland Hills TX

NYTEX Sports Centre
District 11 Championships

27-28 San Diego CA

San Diego Ice Arena
San Diego Ice Arena 2017 ISI Open
Championships

JUNE



2-4 South St. Paul, MN Doug Woog Arena ISI Conference Championships

2-4 New York NY

Sky Rink at Chelsea Piers LP
31st Annual Sky Rink ISI Endorsed Team
Competition

11 Centennial CO

South Suburban Ice Arena
Yvonne Dowlen Memorial Summer Skatefest

17-18 Lynchburg VA

Liberty University – La Haye Ice Center
Commonwealth Games of Virginia

23-25 Boxborough MA

Nashoba Valley Olympia
27th Annual ISI District 1 Championships

JULY



17-22 Anaheim CA The Rinks – Anaheim ICE ISI World Recreational Team Championships

SEPTEMBER

15-17 Arlington TX

ICE at The Parks
ICE at The Parks 14th Annual ISI Open
Competition

SHOWS & EXHIBITIONS

FEBRUARY

Feb. 17-May 17 Roseville CA

Skatetown Ice Arena
Skatetown Exhibitions

MARCH

5 Salem MA

Salem State University, Rockett Arena
Viking Glides Through the Year

11 Tacoma WA

Sprinker Recreation Center
ISI Camp Showtime

19 Brooklyn NY

Lakeside Brooklyn
Lakeside Spring Showcase

24-25 Luverne MN

Blue Mound Ice Arena
The Game of Life

24-26 Findlay OH

The Cube: Findlay Sportsplex
Imagine

25 Montgomery AL

K Lynn Skating School
Easter Bunny Arrival on Ice

APRIL

1-2 Stevens Point WI

K.B. Willett Ice Arena
Skate the World

1 Soldotna AK

Soldotna Regional Sports Complex
Can't Stop the Dancing

7 Joliet IL

Joliet Park District
Through the Pages

21-23 Park Ridge IL

Oakton Ice Arena
Destination Unknown

28-30 Chicago IL

McFetridge Sports Center
Razzle Dazzle Broadway

28-30 Minneapolis MN

SportQuest Skating Academy - Parade
Elements on Ice

MAY

5-6 Cottage Grove MN

Cottage Grove Ice Arena
Once Upon a Time on Ice

13-15 St Peters MO

St. Peters Rec-Plex
Tales of Arabian Nights – 23rd Annual
Spring Show

19-20 Newark OH

Lou & Gib Reese Arena
12th Annual Jane McConnell Ice Show

19-20 Franklin Park IL

Franklin Park Ice Arena
2017 Spring Show

20-22 Wilmette IL

Centennial – Wilmette Ice Rinks
Toe Picks to Tonys

JUNE

10 Arlington TX

ICE at The Parks
SummerTime

17 Boxborough MA

Nashoba Valley Olympia
Nashoba Valley Olympia Show

DECEMBER

16 Arlington TX

ICE at The Parks
Holiday at The Parks

LIKE US:



Ice Skating Institute

KATHY SHANKLE

*Owner/Skating Director
K Lynn Ice Skating School
Montgomery, AL*



"Over the past 35 years of coaching, ISI has afforded me many friends, which have enriched my life, and continues to help me grow in my profession. It gave me an enjoyable path to reach personal goals and be successful in my job."

EDUCATION

- Jefferson Davis High School – Class of 1976
- University of Georgia – International Council of Shopping Centers Marketing Certificate
- Ice Skating Institute Certifications/ Membership
- Professional Skaters Certifications
- U.S. Figure Skating

WORK EXPERIENCE

- Marketing Director, Eastdale Mall – Received two Addy/Advertising Awards
- Roller Skating Association Instructor, 1980 – 1984
- Ice Skating Coach, 35 years

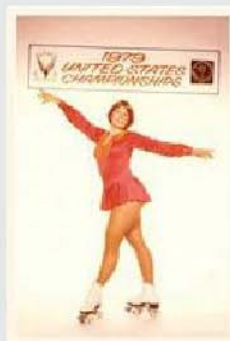
ISI "LOVES"

"Ice Skating Institute promotes the fun and love of ice skating for everyone. The program creates a positive, high energy of team unity. The participation factor of solo skater through family events makes memories of a lifetime. Skaters know they contribute to the team with every event they skate. This is a win-win for all. I love the fact that everyone participating feels valued and part of a team."

THE BEGINNING

Although born in Pontiac, Mich., Kathy considers herself a Southerner since she grew up in Alabama. She started roller skating at age 6 and became a competitive skater at Looney's Roller Rink. She

was a regional silver medalist and national competitor. The late Pleas Looney opened an ice rink in the Eastdale Mall in 1977. Kathy crossed over out of curiosity and found her skating skills compatible on the ice. She felt that ice skating was easier and recognized the opportunities offered by the ice skating industry. She eventually decided on ice skating as her primary coaching focus. At one point, she was teaching both sports and was a member of the Roller Skating Association.



WORDS OF WISDOM

"I feel every challenge presented is an opportunity to grow. There is a path and each challenge that occurs is a chance to redirect or reevaluate your own path to follow or make a change. Skating offers an outlet to learn skills of different levels to proceed through life."

MOST INTERESTING MOMENT

"Prior to creating K Lynn Skating School, I was assistant marketing director and skating director at Eastdale Mall in which a rink was located. The year after getting involved in ISI, I coordinated, along with rink manager Linda Lee, an anniversary wedding on ice at the mall. The event was a huge undertaking but loads of fun! "Jon Robinson performed a couple's number with one of our team skaters prior to wedding ceremonies on ice. This was in 1984. The wedding on ice was a mall celebration with attendance of several thousand in the crowd. It is still occasionally mentioned."

OTHER FAVORITE ACTIVITIES

Tennis, reading, dining out with friends. Kathy also supports her local Joy to Life Breast Cancer Foundation and Haverly's Fight for the Pink campaign.

FAMILY LIFE

"I am thankful for my immediate family and returning generations of my extended skating family. My heart is full of love as each generation continues to grow."

LITTLE KNOWN FACT ABOUT KATHY

She loves fresh-fallen snow and skiing.

iAIM Certifications Are Now Available During Annual ISI Conferences!



(CAP)* CERTIFIED ARENA PROGRAMMER

Topics include:

- Role of Arena Programmer
- Programs for Communities and Schools
- Summer Skating Activities
- Elite Programs
- Competitive Programs
- Electronic Marketing
- Managing Public Sessions
- Working with Volunteers

(CAM)* CERTIFIED ARENA MANAGER

Topics include:

- Role of Arena Manager
- Leadership
- Financial Management
- Contract Administration
- Arena Scheduling
- Public vs. Private Management
- Risk Management
- Budgeting for Managers



(CAO)* CERTIFIED ARENA OPERATOR

Topics include:

- Financial Management
- Emergency Preparedness
- Building Maintenance & Safety
- Computers & Technology
- Custodial & Housekeeping
- Risk Management
- Customer Service
- Energy Management
- Employee vs. Independent Contractor

(ACSD)** ADVANCED CERTIFIED SKATING DIRECTOR

Topics include:

- Ethics and Creating a Professional Culture
- Recreational Programming and Skater Retention
- Marketing and Promotions
- Budgeting/Accounting
- Risk Management
- Working Synergistically
- Electronic Marketing



iAIM SPONSORS



Now you can conveniently earn your iAIM certifications while attending annual ISI conferences. iAIM students can also attend general conference sessions and activities in addition to their required certification classes, offering a comprehensive professional development event.

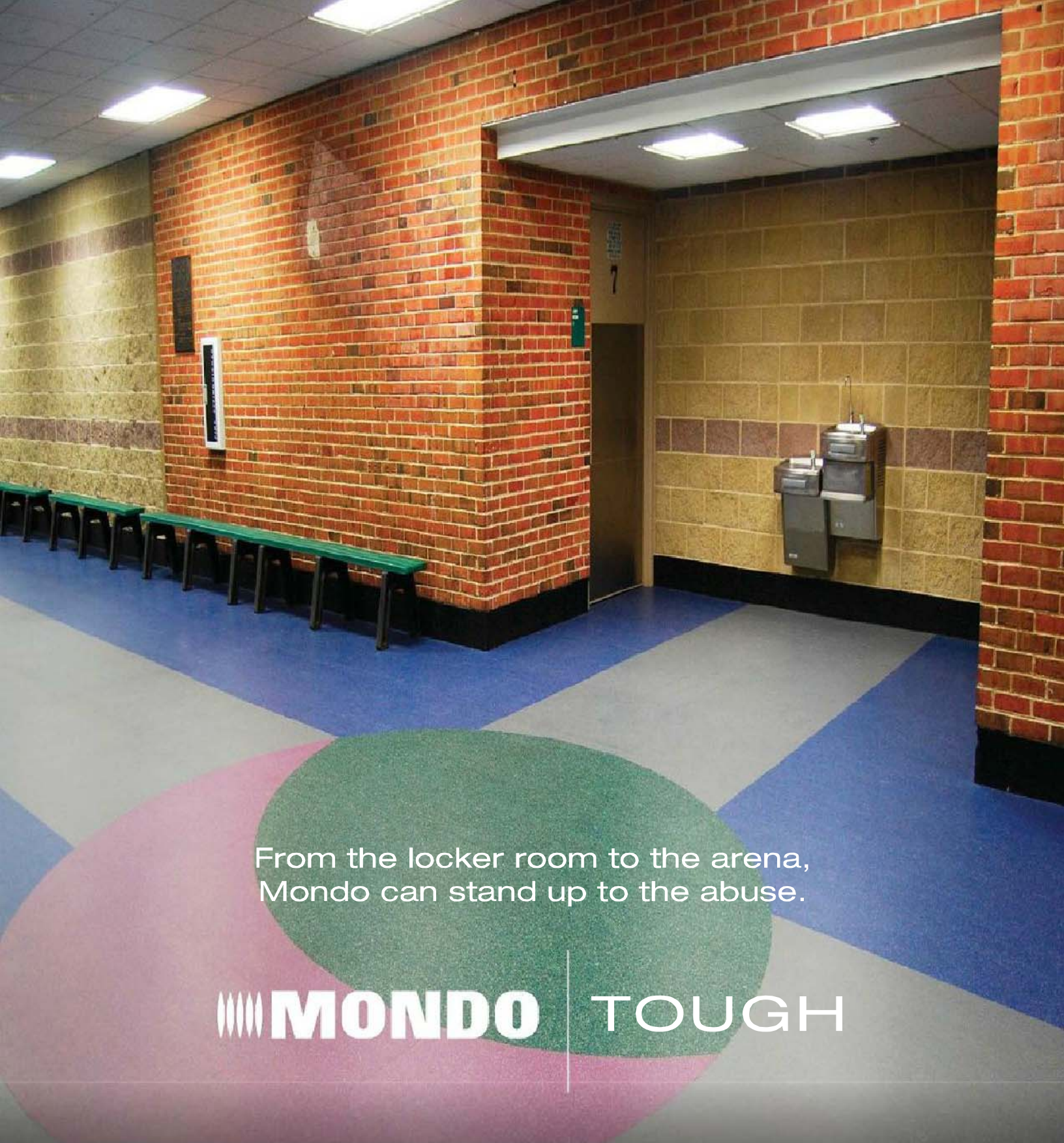
iAIM's Management, Operations, Programming and Skating Director courses equip students with the education and confidence to successfully face real-world challenges encountered on the job.

Since 2001, industry professionals have earned more than 1,000 iAIM certifications. Join the hundreds of people who have gained a competitive advantage in the workplace and made themselves more valuable to their facilities through iAIM certification.

* CAM, CAO and CAP are presented in three segments, with full certification earned in three years.

**ACSD is offered in its entirety.





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