

ISI EDGE

Curling Craze

Girls'/Women's Hockey

Seasonal Rink Maintenance



Ice Chalet

KNOXVILLE'S PLAYGROUND

Since 1962

HOST OF 2018
ISI THEATRICAL
CHALLENGE



GOLDEN HORSE

SINCE 1969



Loop
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single/double jumps



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for ice rinks



MAESTRO
for high level:
Triple/quad jumps



IS-903
specialized rental
hockey for ice rinks



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Please visit our booth #16 at 2018 PSA conference in May and #11 at 2018 ISI trade show in early June



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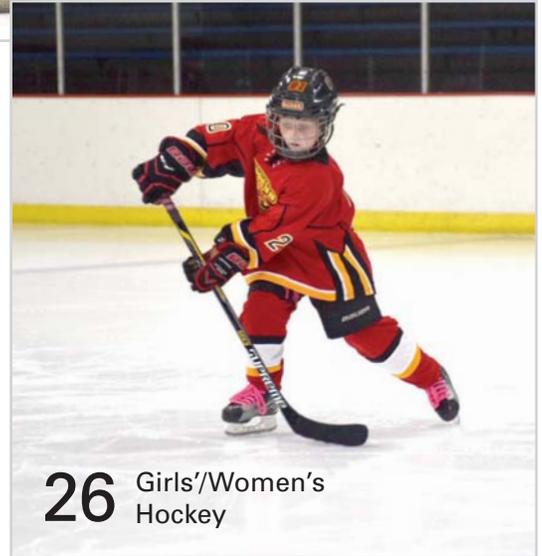


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THE FACES OF ISI — Kim Hansen



ISI Skating Programs and National Events Director Kim Hansen has been with ISI for 6 ½ years. She is responsible for the planning, organization and implementation of ISI national events. She also serves as an ISI office staff representative on the Test and Standards and Judge Certification committees, working to administer new skating program initiatives and revisions requested by the committees. "I love the events," says Kim. "As a coach and former skater, I get excited every time I walk into the rink at a national event. The energy and enthusiasm I get from the skaters and coaches involved keeps me motivated and focused on wanting to make them even more exciting and special."

More Kim

Early Years: Considers herself an "Air Force brat," who has lived in California; Nevada; Ohio; Virginia; Georgia; Okinawa, Japan; and now Texas.

Education: Bachelor of Arts in Zoology, Miami University, Oxford, Ohio

Previous Work Experience: Skating manager, PSA StarCenter, Plano, Texas; Skating coach: PSA StarCenter; Galleria Ice Skating Center, Dallas; and Dr Pepper StarCenter, McKinney, Texas.

Family Life: Married to Palle, a Danish man whom she met 14 years ago at the ISI conference in San Diego; has a spoiled, ragdoll cat named Binney Boo and two grown children: Jason, a mechanic, and Katie, a high school dance director; and a 17-month-old granddaughter, Emmy Jewel.

Favorite Places to Be: On the beach with toes in the sand; on a ski hill when the sun is out and the weather is mild; exploring an old, European city; on a cruise ship with an umbrella drink and a Calypso band playing.

Song Title that Best Describes Her: "I Hope You Dance" by Lee Ann Womack

Janice Teodoro-Forbes

WORDS OF ADVICE

"Get involved. Make a difference. Help shape the world of ice skating."



Randy Winship

INTERESTS OUTSIDE OF WORK

"I have decorated floats for the annual Pasadena Tournament of Roses Parade for the past 12 years. My favorite 10 days each year is spent as a crew chief supervising hundreds of volunteers to get every inch of the floats covered in time for the New Year's Day parade."



Doug Peters

WHERE HE WOULD BE IF NOT IN THE INDUSTRY

"If ESPN had become bigger sooner, I would hope that I would have been able to put my education to good use to become a play-by-play announcer for a sports team."



SOCIAL MEDIA SPOTLIGHT

The following list of fun and unusual "holidays" will help you develop content for your social media marketing. Get creative and have fun engaging with your customers. Remember, interesting and entertaining content can build brand awareness, drive traffic to your website and arena and improve communication with your customers.

June

2 Donut Day:

#NationalDonutDay

4 Leave the Office Early Day:

LeaveTheOfficeEarlyDay
(No, we didn't make this one up!)

8 Best Friends Day:

#NationalBestFriendsDay

July

1 Joke Day:

#InternationalJokeDay

7 Word Chocolate Day:

#WorldChocolateDay

13 French Fry Day:

#NationalFrenchFryDay

20 Get to Know Your Customers Day

#GetToKnowYourCustomersDay

24 Cousins Day:

#NationalCousinsDay

August

9 Book Lovers Day:

#NationalBookLoversDay

10 National Lazy Day:

#NationalLazyDay

12 Middle Child Day:

#MiddleChildDay

13 International Lefthanders Day:

#LefthandersDay

15 Relaxation Day:

#NationalRelaxationDay

AUG. 27

Just Because Day

#JustBecauseDay

HELPFUL TIP:

Offer something at no charge (concession treat, rental skates, etc.) or a special coupon for discounted rates on services or merchandise — #JustBecause you value your customers.

ISI PROUD — Lauren Gendzier



Photo by Gabriele Photography

"I love how inclusive and supportive the ISI program is. My favorite moment at the [2017] ISI Holiday Challenge was after a skater forgot her program halfway through and ended up in tears. Instead of dismissing the skater and moving on with the competition, the judges called her over and asked her if she could pick up her program to the music where she left off. When the skater said 'no,' they still didn't give up on her. Instead, they offered her the opportunity to finish the program without music. The skater left the ice with a smile on her face, and now that skater can be proud of what she accomplished and not fear competing in the future."

~Lauren Gendzier, ISI's latest Dance 10 skater

Do you have industry news you'd like to share in CrossCuts? Please email submissions (with CrossCuts in the subject heading) to editor@skateisi.org.



ISI Flashback Circa 2004: ISI members enjoying themselves at the poolside closing party, Fiesta Fantastica, at the 45th Annual ISI Conference & Trade Show at the Manchester Grand Hyatt in San Diego.

ONE SYSTEM. ONE SOLUTION.



SIMPLIFY OPERATIONS

Point-of-Sale

Check-in/Admissions/Registration Proshop, Retail Inventory Control Concessions, Time Clock

Customer & Membership Management

Secure Credit Card Processing

PA-DSS Compliant, Point-to-Point Encryption Capability, Encrypted Credit Card Storage for Recurring Billing

Scheduling

Parties, Leagues, Surfaces, Employees

Integrated Web

Online Sales, Enrollments Facility Schedules

Programs

Enrollments, Rosters, Passes

Overhead TV Display

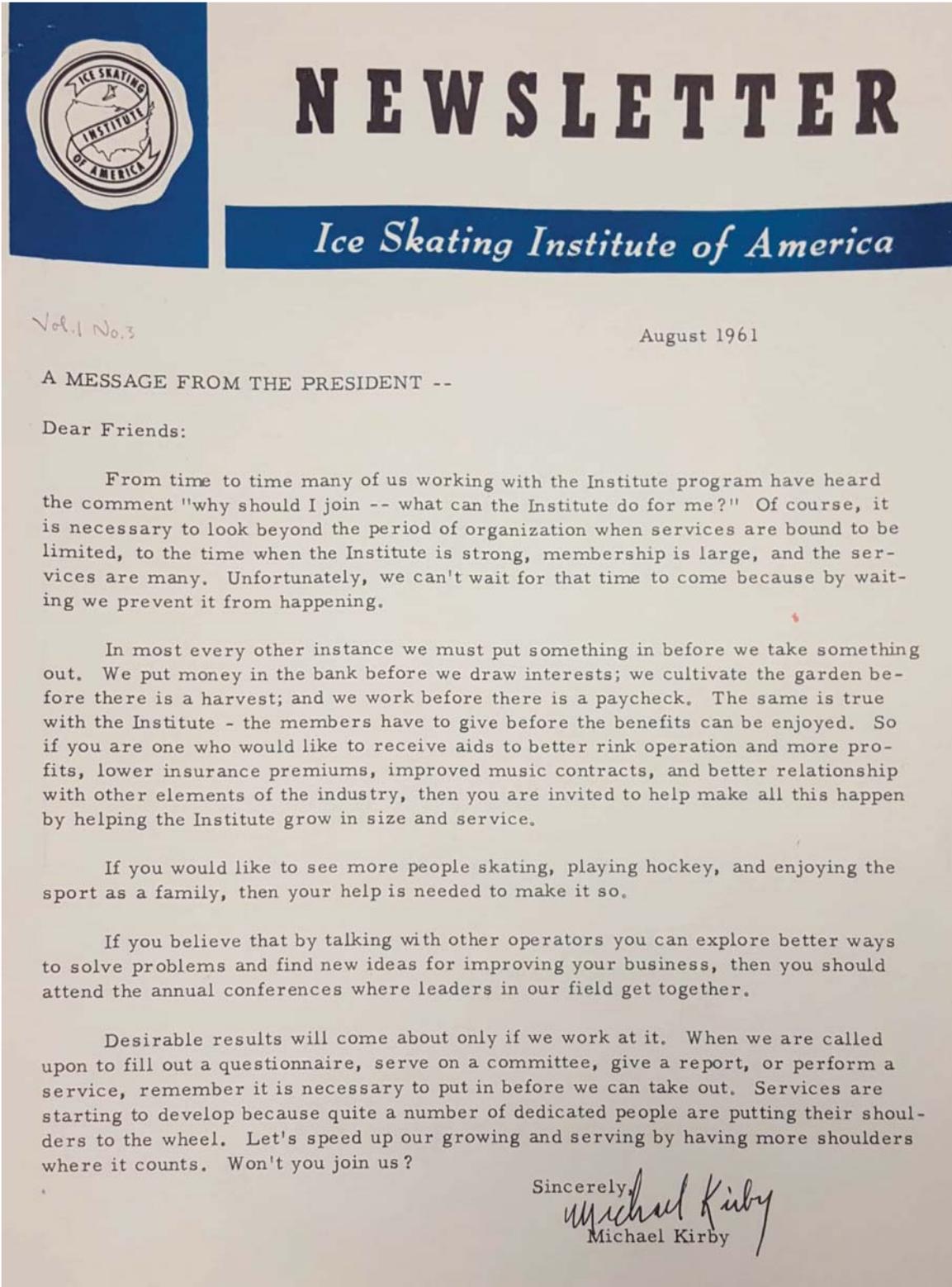
Surfaces, Parties, Advertising



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EDITOR'S NOTE:

The following message written by the late Michael Kirby, a former ISI president, was published in a 1961 *ISIA Newsletter*. It's just as relevant today as it was then. Won't you join us and put your "shoulders to the wheel" to enable us to continue assisting in the growth of your business and the industry?



Vol. 1 No. 3

August 1961

A MESSAGE FROM THE PRESIDENT --

Dear Friends:

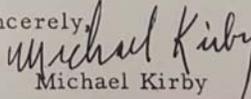
From time to time many of us working with the Institute program have heard the comment "why should I join -- what can the Institute do for me?" Of course, it is necessary to look beyond the period of organization when services are bound to be limited, to the time when the Institute is strong, membership is large, and the services are many. Unfortunately, we can't wait for that time to come because by waiting we prevent it from happening.

In most every other instance we must put something in before we take something out. We put money in the bank before we draw interests; we cultivate the garden before there is a harvest; and we work before there is a paycheck. The same is true with the Institute - the members have to give before the benefits can be enjoyed. So if you are one who would like to receive aids to better rink operation and more profits, lower insurance premiums, improved music contracts, and better relationship with other elements of the industry, then you are invited to help make all this happen by helping the Institute grow in size and service.

If you would like to see more people skating, playing hockey, and enjoying the sport as a family, then your help is needed to make it so.

If you believe that by talking with other operators you can explore better ways to solve problems and find new ideas for improving your business, then you should attend the annual conferences where leaders in our field get together.

Desirable results will come about only if we work at it. When we are called upon to fill out a questionnaire, serve on a committee, give a report, or perform a service, remember it is necessary to put in before we can take out. Services are starting to develop because quite a number of dedicated people are putting their shoulders to the wheel. Let's speed up our growing and serving by having more shoulders where it counts. Won't you join us?

Sincerely,

 Michael Kirby



One Size Fits All??

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

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

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

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



American Insurance
The Right Fit
617-770-9000



Rink Insurance Program underwritten by an A+ Insurance Company



LEADERSHIP MESSAGE

Scott McCoy

Member-at-Large, ISI Executive Committee
Senior Vice President, FMC Ice Sports

Sustain Post-Olympics Interest with Great Products, Delivery and Communication

Team USA finished fourth in the 2018 Winter Olympics medal race after an exciting few weeks in Pyeongchang, South Korea, where 2,952 athletes from 92 countries competed in 102 events in 15 different sports.

The excitement for this quadrennial event permeates every community across the nation, and publicity for ice sports is on overdrive. This year was no exception; however, it proved to be especially exhilarating — the USA men’s curling team brought home its first-ever gold medal, the USA women’s hockey team defeated Canada for the first time in 20 years to capture gold and Nathan Chen rebounded, after a faulty start, to land six quads in one program, an Olympic record.

If ever there was a time to ride the wave of post-Olympics fever in our rinks, now is that time. *(Please read related articles on curling, page 23, and girls’/women’s hockey, page 26.)*

During the Pyeongchang Olympics, my company experienced a 500 percent increase in social media engagement and a 350 percent increase in inquiries on our website. Most people will initially look to the internet to find out about your arena’s offerings, so make sure that your website and social media are optimized to capture that interest.

Next, it’s imperative to focus on product, delivery and conversion.

Determine who your customers are and what products you are offering them.

Changing lifestyles and the variety of options available for people’s leisure time means that ice sports need to be as accessible and affordable as possible. Schedule introductory programs during convenient times for parents, include rental skates in the price of the program and make it easy to get information and register.

While a good product is essential, it is just as important to have good people to deliver it. The experience a skater has in your arena influences their thoughts on ice sports. Investing in engaging, passionate and knowledgeable staffing will set your arena apart from other facilities and enable your programs to compete with other leisure and recreational activities.

While converting interested customers into repeat or lifelong customers is a bit more difficult, it’s certainly worth

the effort as loyal customers are also apt to refer your facility and programs to others.

Build a pathway for each customer to experience and enjoy ice sports, keeping in mind that communication is the necessary key to conversion and retention. Invest the time in educating your skaters’ parents about the benefits of ice sports and next steps for their skaters.

Get to know your customers, and keep in touch with them via email, social media and in person. When you see them in your arena, be personable — treat them like an extension of your family and make them feel as if they are part of a community.

The attention to these processes will be pivotal to sustaining participation growth seen around each Olympic Games. **ISI**

WHEN YOU WANT TO HAVE THE BEST RINK, LET’S TALK. YOU GO FIRST.



Becker Arena Products didn’t get to be such a trusted partner by accident. Our expert rink consultants learned long ago that our customers set the tone of every conversation. And with that in mind, the Becker Team follows a consistent, four-step approach when we work with you.



WE LISTEN.

Tell us what you need. Clearly understanding your goals and objectives is the first step to delivering the right solution in just the right way.



WE SOLVE.

Our track record of expertise and success across the country has taught us that each opportunity is new and unlike any other. So when we put our heads together to execute your project, it will be with a highly customized plan. Yours.



WE RECOMMEND.

After understanding your situation and priorities, the Becker Team uses decades of experience in evaluating how best to do the job — while respecting your schedule and budget.



WE PARTNER.

From proposed concept to project completion, get used to having us around. At Becker Arena Products, we’re in the business of building customer relationships, not just customers, because we’re genuinely committed to your long-term success.

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Shakopee, MN 55379

WWW.BECKERARENA.COM
CALL 800-234-5522

CONGRATULATIONS GOLDEN KNIGHTS

VEGAS GOLDEN KNIGHTS CITY NATIONAL ARENA VEGAS GOLDEN KNIGHTS CITY NATIONAL ARENA @VEGASGOLDENKNIGHTS @GOLDENKNIGHTS CITY NATIONAL ARENA VEGAS GOLDEN KNIGHTS CITY NATIONAL ARENA

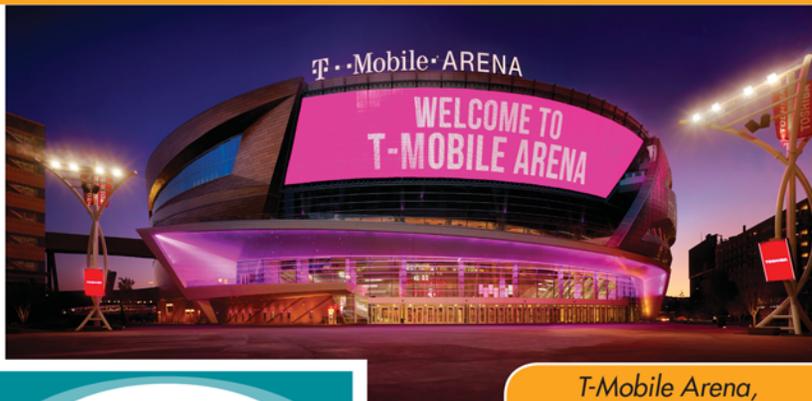
Helping teams win since 1913.



Over 6,000 ice surfaces installed around the world!



City National Arena, Golden Knights Practice Facility



T-Mobile Arena, Las Vegas, NV

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2018 Ice Sports Industry Conference & Trade Show Washington D.C.

CONFERENCE COUNTDOWN

The 2018 ISI Conference & Trade Show gets underway June 5-8 at the Hilton Alexandria Mark Center in Alexandria, Va., just a stone's throw from our nation's capital.

While advance registration is closed, late registration will be accepted on-site at the conference registration desk at the hotel.

Here's the rundown of key highlights each day:

TUESDAY

ISI University Certification Courses
8:30 a.m.-5 p.m.

Lunch for ISI University Students & Faculty
11:50 a.m.-12:50 p.m.

Evening Mixer
6-7:30 p.m.

WEDNESDAY

Lunch & Conference Opening
11:30 a.m.-1 p.m.

ISI Roundtables
1-2 p.m.

Join us for the popular ISI breakfast roundtables, offering attendees the opportunity to network and discuss industry ideas, trends and issues.

Free Evening to Enjoy D.C. Metro Area

There's so much to do in Alexandria and the surrounding Washington, D.C. metropolitan area, we left the night unscheduled to allow for sightseeing, dining and enjoying the area's bustling nightlife scene.

THURSDAY

ISI Annual Awards Luncheon
Noon-1:30 p.m.

The 59th Annual ISI Awards Luncheon will recognize ISI and industry honorees.

Trade Show & Cocktail Reception
2-8 p.m.

The annual trade show, featuring a cocktail reception, is open to all.

FRIDAY

On-Ice Instruction Led by:



Ryan Bradley

2011 U.S. champion, three-time collegiate champion and two-time Grand prix finalist.



Kelly Corcoran Smith

Choreographer and U.S. Figure Skating gold medalist in moves in the field, freestyle and dance; silver medalist in pairs and international ice dances.



Ice Installation & Maintenance Workshop Certification featuring:

- Ice painting
- Ice maintenance techniques
- Basic dasher maintenance
- Resurfacer maintenance

(On-ice instruction will run from 8:30 a.m. to 2:30 p.m. at Cabin John Ice Rink in Rockville, Md. Bus transportation to and from the rink will be provided.)



ISI University Professional Development

The following ISI University courses will be offered:

- Certified Arena Manager, Part 1 (CAM1)
- Certified Arena Operator, Part 2 (CAO2)
- Certified Arena Programmer, Part 2 (CAP2)
- Certified Skating Director, Part 3 (CSD3) **NEW!**

Conference-goers not registered for ISI University courses may attend any of the sessions at no charge, but a registration fee is required for those wishing to take the full course, receive the course manual and take the certification exam. For more information, inquire at the conference registration desk.

One-Day On-Ice Instruction at Rink

Friday only, \$149

Certified Arena Executive (CAE) Class

"Accidents Happen — Learn What You Need to Know to Successfully Navigate the Litigation Process."

Thursday, 8:15 – 9:45 a.m., \$100

ISI National Instructor Training

Core/Intermediate Level Combo (Tots-FS5)

Thursday, 1:45-4:45 p.m., \$60



The ISIA Education Foundation's silent and live auctions will provide the opportunity to bid on great items while also supporting the foundation's scholarship program.

For additional conference information, visit skateisi.org/conference. Be sure to like the ISI conference Facebook page to stay up-to-date on conference happenings and to learn about all the wonderful things to see and do in the D.C. metro area:

 ISICONFERENCE2018  @SKATINGISI

HELPFUL HINTS FOR YOUR ALEXANDRIA STAY

GETTING AROUND

Walk

Alexandria's King Street is a walkable mile ...

Free King Street Trolley

Stops every two blocks from the King St – Old Town, Alexandria, Metrorail station to the Potomac waterfront. For more information, visit dashbus.com.



Metrorail /Metrobus

The Metrorail is Alexandria's subway system. Look for tall, brown columns with a large "M," designating the station entrances.

Hop on the Metrorail from the King Street – Old Town, Alexandria, station and take it to downtown Washington, D.C.

You can purchase a fare card online or at any Metrorail station. A reusable SmarTrip card will save you \$1 per trip versus a paper fare card. A one- or seven-day SmarTrip pass is good for unlimited rides. These cards can also be used on Metrobus and Alexandria's DASH bus system.

Alexandria is also serviced by three other Metrorail stations: Braddock Rd., Eisenhower Ave. and Van Dorn St. Metrorail stations open at 5 a.m. on weekdays and 7 a.m. on weekends. Metrorail closes at midnight on Sunday through Thursday and at 3 a.m. on Friday and Saturday.

For more information, please visit wmata.com

Bikes & Boats

You can rent a bike or cruise the Potomac on a riverboat or water taxi, which you can take to downtown Washington, D.C. For more information, please visit alexandriava.com.

KEY TO THE CITY MUSEUM PASS

You can purchase a Key to the City museum pass for \$15 (a \$49 value), which includes:

- Entry to eight historic Alexandria sites.
- A 40-percent-off coupon for a visit to the nearby George Washington's Mount Vernon estate.
- Access to the observation deck atop the George Washington National Masonic Memorial, offering stunning views of Alexandria and the D.C. metro region.
- A 10-percent-off coupon for museum store purchases at seven sites.

Purchase your pass at the Alexandria Visitor Center at 221 King St.

ALEXANDRIA NIGHTLIFE



Great local spots to hear live music, enjoy cocktails and grab a bite to eat:

Basin Street Lounge

219 King St.

🌐 21restaurant.com

Hosts live jazz and blues nightly since 1979.

Blackwall Hitch

5 Cameron St.

🌐 Theblackwallhitch.com

A chill spot on the Potomac waterfront.

Daniel O'Connell's

112 King Street

🌐 danieloconnells.com

Modern Irish pub with four bars, a fireplace and outdoor seating.

King Street Blues

112 North Saint Asaph St.

🌐 Kingstreetblues.com

Showcasing local blues/rock in a honky-tonk setting.

La Tasca

607 King St.

🌐 Latascausa.com

The perfect place to enjoy Latin music and get your salsa groove on.

Nick's Nightclub

642 S Pickett St.

🌐 Nicksnightclub.com

Kick up your heels at northern Virginia's only country-western bar, offering live bands, line dancing and karaoke.

Murphy's Irish Pub

713 King St.

🌐 Murphyspub.com

An authentic Irish pub that often gets the entire crowd singing along to a merry tune.

Sonoma Cellar

207 King St.

🌐 Mysonomacellar.com

Sit outdoors and enjoy Sonoma Country wines while listening to local acoustic artists.

The Birchmere

3701 Mount Vernon Ave.

Birchmere.com

Enjoy local musicians and possibly catch a rising star at this legendary music hall established in 1966.

The Light Horse

715 King St.

🌐 Thelighthorserestaurant.com

Play shuffleboard, skeeball and more while listening to live entertainment.



Best Place for Craft Beer

Named the 2015 Small Brewing Company of the Year at the Great American Beer Festival, Port City Brewing Company,

located at 3950 Wheeler Ave., is the first production brewery to operate in Alexandria since Prohibition, when the Robert Portner Brewing Company closed its doors. It's considered the oldest packaging brewery in metropolitan Washington, D.C.

Visit portcitybrewing.com

Source: visitalexandriava.com

MUST-SEE MUSEUMS

National Gallery of Art

401 Constitution Ave NW

Washington, D.C.

🌐 nga.gov

National Air and Space Museum

Independence Ave at 6th St SW

Washington, D.C.

🌐 airandspace.si.edu



Newseum

555 Pennsylvania Ave. NW

Washington, D.C. (Penn Quarter/Chinatown)

🌐 newseum.org

National Museum of American History

14th St. & Constitution Ave. NW (National Mall)

Washington, D.C.

🌐 Americanhistory.si.edu

National Museum of Natural History

10th St. & Constitution Ave., NW

🌐 naturalhistory.si.edu

National Portrait Gallery

8th & F St. NW

Washington, D.C. (Penn Quarter/Chinatown)

🌐 npg.si.edu

National Museum of African Art

940 Independence Ave.

Washington, D.C. (National Mall)

🌐 africa.si.edu

Annual Refrigeration Maintenance for Seasonal Ice Rinks

by Art Sutherland

SEASONAL ICE RINKS do not accumulate the refrigeration equipment operating hours that year-round ice rinks do, but they still need maintenance on a regular basis. The benefit of the off-season is that it affords you the opportunity to carry out maintenance procedures while the equipment is shut down and the pressure of maintaining your ice is behind you.

BRINE AND GLYCOL MAINTENANCE

You should take a brine or glycol sample and have it sent to a recognized lab to be analyzed. For the health of your chiller, it is extremely important to ensure that your rust inhibitors are kept at the correct level. The analysis will reveal a number of other important items such as iron content, which is an early indicator of internal corrosion in your headers or chiller.

If your brine starts to develop a red coloration, it can be a sign that corrosion is taking place. The installation of brine filters will remove the solids but also make sure that you have your rust inhibitor levels correct.

The freeze point should be verified for adequate protection. Generally, you would maintain your freeze point at -5 to -10 F, depending on your normal operating temperatures. You want your freeze point at least 10 percent lower than your lowest operating temperature.

During the off-season, continue to check your brine level. This is often forgotten about and can result in a failed chiller if it is allowed to drain out due to an unnoticed leak.

BRINE PUMP MAINTENANCE

Start a regular brine pump maintenance program. Grease the motor and pumps according to the manufacturer's recommendations. On good-quality pumps, we recommend installing new seals and bearings every 15,000 hours of operation. Some pump models could require more frequent maintenance. Do not remove the pump and leave the chiller empty. Make sure the chiller is isolated and full.

The off-season is an ideal opportunity to do some housekeeping. Scrape any rust from the pumps and treat them with a rust conditioner and paint. Consider insulating your pump bodies. It saves a bit of energy, reduces equipment rusting and makes for a much nicer plant room appearance. Running the brine pumps for an hour per week will prevent crystallization of brine in the seal.

Inspect the brine pump drive insert to ensure that it is in good condition. Rubber fillings on the floor beneath the insert are a sure sign that it is wearing out and the pump must be aligned.



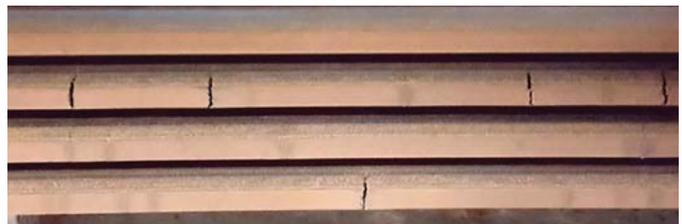
The installation of brine filters will remove the solids and ensure that your rust inhibitor levels are correct.

COMPRESSOR MAINTENANCE

Although your compressors will not need to be overhauled annually, it is still important to make sure that they are maintained. If your compressor heads are water-cooled and you have hard water, you might need to de-scale the water-cooling circuit.

It is important to ensure that your compressor oil is always in good condition. On well-built Freon systems that have had no leaks, the oil will only have to be replaced every few years. On ammonia systems or Freon systems where more maintenance has been required, the oil should be replaced annually. Make sure that the oil sight glass is cleaned properly so the oil level is evident.

Grease the compressor motors and check the compressor belts for cracks and tension and change them if necessary.



Inspect your compressors for cracked belts.

CHILLER MAINTENANCE

Prior to start-up in the fall, the oil will have settled to the bottom of the chiller in ammonia systems. This is an ideal time

to drain the oil. Repair any damaged insulation and scrape and prime any rusted surfaces. Make sure that the relief valves have been replaced within the previous five years.

CONDENSER MAINTENANCE

Air-cooled condensers should have their coils inspected annually to ensure that there is no debris in the fins. The coil can be pressure-washed from the top down and brushed clean but be careful not to bend the fins.

Evaporative condensers are effective, because they utilize the cooling effect of evaporating water; however, any mineral in the water is very often left behind as deposits on the coil, which impedes proper heat transfer. The coil should be inspected every summer for deposits. Check with the condenser manufacturer for an approved acid solution to remove the scaling. Thick mineral deposits on the condenser tube bundle can be dislodged using one-quarter-inch steel flat bar worked in between the tubes from the top of the condenser. In extreme cases, the condenser will have to be dismantled to properly clean.

Check and replace belts as required. Grease and replace fan bearings as required. Consider installing automatic greasers on hard-to-access bearings. This will eliminate the need to get to the condenser in the middle of the operating season when you're very busy and it is cold outside.

Check the inlet air screens and fan wheels to make sure that debris isn't obstructing airflow.

Inspect the condenser spray nozzles and clean them as required. Be sure to clean any scale out of your condenser water tank.

Proper off-season maintenance will make your start-ups go much more smoothly as well as prevent breakdowns and reduce operating expense during the regular season.



Check the inlet air screens and fan wheels on your condenser to make sure that debris isn't obstructing airflow.



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» **BRINE ISOLATION VALVE MAINTENANCE**

The brine isolation valves are never needed until maintenance is required or there is an emergency requiring component isolation. Unfortunately, if the valves are never used, they will seize in the open position. It is important to open and close them once a month while the plant is off during the regular season and once or twice during the off-season. The off-season will give you a chance to remove and replace any seized valves.

CHECK YOUR SPARE PARTS

Make sure that you have the following critical supplies and spare parts on hand:

- ✓ Enough oil to make it through the season
- ✓ Fuses for all critical motors
- ✓ Belts for your condenser and compressors
- ✓ Inserts for pump couplings

CHECK YOUR SAFETY EQUIPMENT

- ✓ Test your refrigerant detector and indicator lights
- ✓ Test your ventilation fans
- ✓ Check ammonia masks to make sure canisters are current
- ✓ Inspect fire extinguishers to ensure that they are current



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Kindness

CAN TRANSFORM YOUR WORKPLACE



How “kind” is your workplace? Are your employees or coworkers stressed to the max, overly competitive and habitually secretive? Or are people open, communicative, helpful and friendly?

According to author Susan Mangiero, too many workplaces are missing the kindness factor, and it’s more damaging than you might realize. Why? Because kindness is integral to employee engagement, and cultures of engagement are integral to high-performance organizations.

“Doing business revolves around relationships,” says Mangiero, author of “The Big Squeeze: Hugs & Inspirations for Every Grown-Up Who Loves Teddy Bears.”

“Without strong, positive relationships, people can’t work together productively. They can’t communicate well. They can’t innovate. And positive relationships *cannot* flourish in the absence of kindness.”

When kindness is not present, everyone in the company detaches, stops communicating and loses trust. Teamwork suffers. Morale drops. Productivity falls. Absenteeism and turnover rates rise. And yes, customer satisfaction plummets — and eventually, customers leave.

In today’s high-stakes, fast-paced business climate, it’s easy to focus on survival at all costs (one of those costs being positive relationships). But Mangiero says the most hard-driven workers need to remember to infuse kindness into their daily interactions, not only with clients (obviously) but with each other as well. She says kindness is the element that makes organizations

great places to work, and it’s also the secret sauce that helps companies thrive.

The *kindness equals success* principle applies to all career paths — even those in conventionally “un-nurturing” industries. Mangiero is well qualified to speak to this subject. She made her mark in financial services and now serves as a relationship-building consultant to companies in that hard-charging industry. (We don’t typically think of finance professionals as needing to be more nurturing, but they really do need to hone this skill to build trusting client relationships, especially when trust is low and anxiety about the future is high. Survey after survey shows that individuals are more likely to buy from people they trust and respect.)

You don’t have to be a leader to change your company’s culture. When a single employee commits to kindness, his or her actions tend to spread. Just know that you can’t “turn on” kindness at will, and you certainly can’t fake it. To develop your nurturing muscles — the ones that will make you relatable in a world yearning for connection — you need to make being kind a part of your daily life in the workplace *and* outside of it.

Here are Mangiero’s 10 best tips for making genuine kindness a habit:

➤ **First, practice being kind to yourself.** If you don’t know how to nurture yourself, it’s hard to nurture

others, like your coworkers and clients. Mangiero says practicing self-care is the best way to learn kindness and establish that you deserve kindness too. She suggests you do something kind for yourself (enjoy a cup of tea, take a short break, etc.) daily.

“Finally, stop being so hard on yourself. Forgiving yourself is an important component of kindness,” notes Mangiero. “Whether you fail to impress on a work project, underperform on an evaluation, or otherwise disappoint yourself, ease up on the punishing self-talk.”

➤ **Make time to play or commit time to a new hobby to balance out the hard work you might be doing.** You may be working aggressively for a promotion or simply grinding away at an endless list of work projects, says Mangiero. Either way, don’t let your life be all work and no play. Whether you enjoy hiking, art, community theatre or club sports, make time for it.

“When your life is all about work, it’s impossible to stay balanced,” she says. “Trust me, you can’t do your best when you don’t find ways to bring joy into your life. Playfulness is vital for the creative energy you need to excel professionally and personally. And it’s all part of being kind to yourself.”

➤ **Volunteer for a good cause.** Finding a way to help others gets you in touch with your humanity and keeps you humble and kind. Every city has multiple opportunities to volunteer, so find a cause that resonates with you. Your employer



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» may sponsor activities that you can do with your colleagues. Whether you're tutoring underprivileged kids, working with the elderly, walking shelter dogs or collecting food for the homeless, you'll be working on your connection and kindness skills. As a bonus, volunteering looks great on a resume.

➤ **Stay in touch with your friends and family.** Don't get so wrapped up in the rat race that you forget about your tribe, warns Mangiero. Stay close to your cherished family members and make time for your friends. Visit your favorite people regularly. If your job has taken you far away, schedule regular video chats to keep in touch. Sometimes sending a quick text can make you feel closer to those in your support network.

➤ **Celebrate the "wow!" in the lives of friends and coworkers.** Nurturing others means showing that you care when good things happen in their lives and resisting the urge to be jealous! Take a moment to applaud and praise others' accomplishments instead of breezing right past them. "Congratulate your colleague on her promotion even if you're working thanklessly at your job," says Mangiero. "One day you'll appreciate it when someone makes a big deal out of your accomplishments. The same goes for your friends. Be genuinely happy for their good news, be it a personal win or a business milestone such as getting the rights to a new patent or adding a new customer. And let it show."

➤ **Practice your manners.** Small niceties like hello, please and thank you; holding doors for people; and asking how others are doing really do matter and shouldn't vanish when tensions are high. In the hard-charging business world, however, manners can take a back seat when deals and deadlines are involved. Keep your work in perspective, and remember that rude behavior makes a stronger impression than kindness but not in a good way! Remember to be courteous to individuals in different jobs and at different levels, not just the boss.

➤ **Go out of your way to make shy, left-out or misunderstood people feel comfortable.** In life and at work, there's going to be an in-crowd and those who don't quite belong — just like in school.

"Make it your duty to be kind and welcoming to those in your office who may feel excluded from the group," says Mangiero. "Outsiders hurt when they are not readily accepted, and it even happens in the workplace. So be sure to reach out and be friendly to those who need a little help socially. You will be doing what's right, setting a good example and maybe even making a new friend."

➤ **Send thank-you notes (the pen-and-paper kind).** It is good etiquette to send a thank-you note when anyone — a client, supervisor or coworker — goes above and beyond for you. Not only that, but you have plenty of opportunities ahead of you to say "thanks" when somebody does something nice for you outside of the office. So get into the habit of writing old-fashioned thank-you notes now, instead of firing off an email or sending a text.

➤ **Listen more than you talk.** No matter how successful you are, remember that you really don't know it all (and that's okay!). Be open to the wisdom of others. Mangiero points out that learning is a lifetime process and that listening to those in the know can freshen our perspectives and expand our horizons.

"When I commit to really hearing what others say, I learn a lot and feel so much more connected to them," she says. "Others appreciate the courtesy of being given a chance to express themselves. It's a way of showing respect and empathy when we are willing to lend an ear to our colleagues and our loved ones. In business, it's also a way of distinguishing ourselves from the competitors who don't embrace the importance of letting someone else talk. In a hurried world, the lost art of careful listening is a good skill to develop."

➤ **Be a shoulder to cry on.** When someone in your life is hurting and

Kind employees are engaged employees, and engaged employees make for a more enjoyable, productive and successful work culture.

needs comfort (or someone to vent to) and you think you can help, be willing to engage and support them. Yes, it can be uncomfortable and inconvenient to deal with another person's troubles on top of your own, but true kindness often requires this kind of sacrifice.

"Don't disconnect when a friend or work associate is upset and wants to talk about it with you," says Mangiero. Really taking the time to be present will make them feel heard and supported, which is crucial to building trust. If you 'there-there' them and walk away, you may close the door to a deeper relationship.

"Being appropriately kind is not the same as being a pushover. To the contrary, being kind is a show of strength. Genuine kindness is a state of being. It's not something you do just to get what you want in the moment. Kindness is a gift that keeps on giving, and you'll find that you are happier and more successful when you make it a part of your work practices and personal life. Throughout your professional journey, commit to being kind to everyone you encounter along the way, and you will reap the many rewards that come from caring for and connecting with others."

Editor's Note: Susan Mangiero, author of "The Big Squeeze: Hugs & Inspirations for Every Grown-Up Who Loves Teddy Bears," coaches organizations on using trust, kindness and empathy to develop their relationship-building skills and grow their brand. She has lead numerous workshops on leadership best practices and the importance of integrity and empathy in attracting and retaining customers.

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ICE CHALET

**Knoxville's Playground
for Over a Half Century!**

by Eileen Viglione

APPROACHING THE ICE Chalet in Knoxville, Tenn., one can't help feeling awestruck as they enter the doors of this historic ice rink that resembles an inviting chalet nestled in the foothills of the majestic Alps.

With its warm, wood-paneled interior, stone hearth in the lobby and large wall mural depicting a stained glass window opening onto a snowy mountain scene, the Ice Chalet has been welcoming generations of "Knoxvillians" for more than a half century — 56 to be precise!

Built in 1962 by a corporation named Ice Chalet Rinks, Inc., the arena was one of the first skating facilities in the South with regularly scheduled hours for public skating.

In 1963, professional skater and Holiday on Ice star Robert Unger established the Robert Unger School of Ice Skating there and later became the rink's general manager and vice president of Chalet Rinks, Inc. Six years later, the Ice Chalet hosted the Mississippi Valley District Invitational Team Competition (MVDC), one of the first skating competitions endorsed by the Ice Skating Institute of America (ISIA), now known as the Ice Sports Industry (ISI).



In 1977, the MVDC became the first international ISI figure skating competition, now known as the Robert Unger ISI Competition in honor of the late professional skater, who was instrumental in the success of the Ice Chalet as well as ISI's first learn-to-skate program. The competition is the oldest continuously running recreational skating competition in the world and will celebrate the half-century mark in 2019.

Today, the Ice Chalet, a 50-plus year ISI member-rink, is a private corporation with former professional skater Larry LaBorde at its helm, as president and manager. LaBorde's heart and soul have been tied to the rink since he was just a young boy. At age 11, he began helping out there while playing hockey. He did everything from sweeping floors and washing boards to clearing snow and picking up debris.

"We were learning good work ethic at a very young age," said LaBorde, who had big plans of becoming a professional hockey player but switched his focus to figure skating after his experience with professional junior hockey in Canada. Little did he know at the time that this decision would alter the course of his life, putting him on a path that would forever fulfill his passions.

Under the tutelage of Unger, he not only fine-tuned his skating skills but he also learned the nuts and bolts of rink management and the skating industry. He went on to become a U. S. Figure Skating gold medalist in ice dance and a show skater with Holiday on Ice and eventually became manager of the Ice Chalet.

Skating School

In 2016, the name of the skating school was changed to "The Robert Unger and Larry LaBorde School of Ice Skating" to



Ice Chalet Skating Director Julia Harding was one of Robert Unger's first students. Here, she is pictured with him at the rink in the 1960s.

reflect LaBorde's influential role in the growth of the program. The school's whimsical logo, designed after Unger's trademark fedora hat, was slightly revised to reflect this change.

The school offers figure skating group and private lessons for all ages and skill levels, from tots through adults. Freestyle, dance, pairs and theatre classes are offered three days a week and beginner and intermediate classes, five days a week.

"Our stroking classes are a hallmark of our program, where skaters from alpha through freestyle hone their skating skills in special maneuvers set to music," said Skating Director Julia Hardin, who was one of Unger's first students at the Ice Chalet in 1963. "We have been fortunate to have a strong tradition of male figure skaters in the school, so our pairs training program and ice dance program are very popular."

In 2016, the Ice Chalet began including ISI membership in all class registrations. They split the cost across multiple terms, assuming that most students will sign up for more than one term, and for those who don't, the budget is balanced out over the five terms they offer throughout the year.

"The ISI testing program is extremely important to our school's success — the progressive skill levels and embroidered patches are strong incentives to our skaters to enroll from one term to the next," said Hardin. "Membership in ISI also serves to give skaters and their parents a sense of involvement in the worldwide-skating community."

"We constantly reinforce the ISI focus on lifelong learning and the fun and friendship of recreational ice skating — in emails, social media and team-event preparation."

The rink also offers drop-in hockey and learn-to-play hockey group classes on various days throughout the week, and they have an active adult league. The Great Smoky Mountain Curling Club hosts curling sessions once a week throughout most of the year. *(Please see page 23 for more information.)*

Public Skate Sessions and Parties

"Staying true to Mr. Unger's adage that public sessions must remain consistent to maintain the public's trust and foster

regular attendance, we offer public sessions every day of the week with very rare interruptions for special events," said Hardin. "During the winter months, we often have 200-plus skaters on the ice at any given time and more in the party rooms and lobby area.

"Some of our beginner and intermediate lessons are actually held during the public sessions, using just a portion of the ice surface, so the games, teacher attention and laughter emanating from the classes often entice public session skaters to inquire about joining classes."

The rink's birthday party package includes a party room reservation for two hours and admission to a public skate session for its duration. They have two rink-side party rooms and book approximately 50 parties per month during the winter season (less during the rest of the year).

"Birthday parties are often a child's first step into the world of skating," said Hardin. "Part of our birthday party package includes coupons for the guests to attend a public session or enroll in classes. We also offer an introductory skating lesson as a party option."

The rink also offers hockey skaters a discount for enrolling in skating classes alongside learn-to-play programs.

Show Skating

Ice Chalet has been presenting special shows since the skating school began, including "Swan Lake" and other musical productions. In 1987, they presented "Nutcracker on Ice," and it has become an annual holiday tradition ever since. This year, they presented the 30th annual performance, featuring 150 skaters of all ages and skill levels.

Since 2014, the rink has hosted the annual ProSkaters Performance Camp and Live Auditions.

"Producers from Feld Entertainment (Disney on Ice), Willy Bietak Productions, Advanced Entertainment Group and other shows hold auditions at Ice Chalet during a two-day event sponsored by ProSkaters, an organization dedicated to helping skaters develop their professional careers," said Hardin. "Skaters receive show skating training insights from experienced show skaters and producers



ISI Theatrical Challenge

Ice Chalet will host their first-ever ISI national competition, Theatrical Challenge, Oct. 5-7. Conceived as an opportunity for skaters to star in their own show, the competition will feature an elaborate theatrical set-up for non-technical events, such as Artistic, Ensemble, Footwork, Kaleidoskate, Pattern, Rhythm, Spotlights (both solos and couples) and Small Production.

"The Ice Chalet has always had a special niche training skaters for show skating careers, so the ISI Theatrical Challenge is a natural fit for us," said Hardin. "During our competition, all spotlights events and interpretive events, as well as many team events, will be presented with full spotlighting and a show curtain."

Test and entry deadline for Theatrical Challenge is Aug. 5. For more information, contact ISI Skating Programs and National Events Director Kim Hansen at Khanen@skateisi.org or 972-735-8800.



Ice Chalet President and Manager Larry LaBorde poses with a skater following a "Nutcracker" performance in 1990.



» and train to perform a real show at the end of the weekend's events. The Ice Chalet is proud to have launched many skaters in professional show careers."

Facility

While the Ice Chalet is almost 60 years old, it has held up well over the years with a considerable amount of preventative maintenance and no small amount of patience, according to LaBorde. The cooling pipes and header were replaced in 1992.

With a major renovation of the ice subfloor in 2016, the rink was able to achieve a major milestone: to remain open year round. Until then, the rink had to be shut down for six to eight weeks each spring for pipe and cooling system maintenance.

Numerous additions have been made to the facility over the years. Viewing booths and party/dressing rooms were added in the 1990s, as was the "crow's nest," a control room for the extensive lighting system. The Café Chalet, a restaurant operated by skaters and their parents, was opened in 1999 and additional windows, a pro shop and teachers' room were added in the early 2000s.

Several projects are in the works to freshen up the facility. The beams over the ice surface are being painted and enhancements are being made to the party rooms and bathrooms. In the next couple of years, LaBorde plans to expand the facility, adding new party and meeting room space and a hallway to display the collection of Pro Skating Historical Foundation. A new cooling tower is also on the project list for the near future.

In 2016, the Ice Chalet purchased its first electric Zamboni with the help of a generous donation. The first Zamboni used at the rink was built in 1955 and the company purchased and restored it; it is now on display at the company's museum in California.

"The leadership and enthusiasm of our teachers and staff are a major reason for our continued success, but the Ice Chalet would never have survived this long without the caring support of parents, grandparents, siblings and adult skaters who volunteer their time, energies and skills to each and every activity for shows and special events," said LaBorde. "We are truly a family, and we try to welcome

Ice Chalet VIPs

Larry LaBorde
President and Manager

Julia Hardin
Skating Director

Steve McCurry
Hockey Director

Greg Benson
Office Manager

Veronica McElyea
Head Session Manager

Gregory Fuller
Pro Shop Manager

Also:

Tony (aka "Zorro") Knox
Dan "the Man" Baird
Gilbert "Can Fix Anything" Meacham

newcomers with open arms and hearts, then we quickly get them involved — and try not to scare them away! The non-profit Ice Chalet Skating Club coordinates most of these volunteer efforts, and we are very lucky to have so many people willing to lend a hand in fulfillment of Tennessee's nickname, 'The Volunteer State.' Fair warning to any visitors: Folks around here tend to wear a lot of orange!" **ISI**

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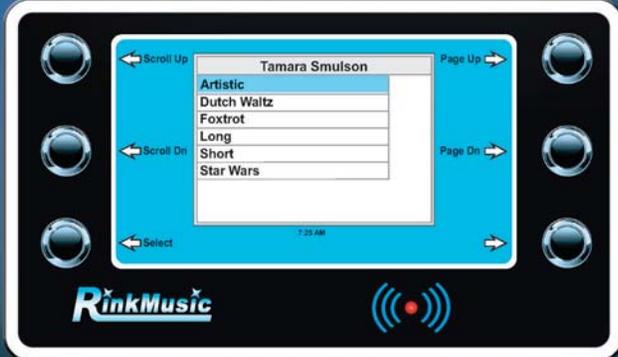
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CURLING



SWEEPER in the Players, Rake in the Revenue

by Eileen Viglione

WHILE THE SPORT of curling has been trending for quite some time, you know it's hit the "big time" when it dominates social media discussion during the Olympics — and that's just what played out in February during the 2018 Winter Olympic Games in Pyeongchang, South Korea.

Curling was the most talked-about sport on Facebook in the United States and the second most top-tweeted sport, behind figure skating, on Twitter, according to a Feb. 27 article in *ADWEEK*.

The once-sleepy pastime had attracted an impressive fan base, which included celebrities such as rapper Diddy, actor Mr. T and Houston Texans all-pro defensive end J.J. Watt. Millions of Americans were glued to their televisions as Team USA, led by three-time Olympian and Minnesota native John Shuster, made history as the first American team to ever win Olympic gold in curling.

Even before the Games began, it was evident that curling has become a hot sport. The give-away? Limited-edition Cheetos Winter White Cheddar Curls on grocery store shelves, promoted with a fun music video, "Teach Me How to Curl," featuring a new dance move, "The Curl." Viewers were encouraged to post their curl moves on social media with the hashtag: #DoTheCurl.

Cheetos, a PepsiCo Frito-Lay brand, teamed up with USA Curling to rally support for Team USA Curling heading into the Olympics. They called on music sensation Todrick Hall, Washington Redskins tight end Vernon Davis and NFL Hall of Famer Ladaian Tomlinson to create and star in the video along with USA Curling members, including Shuster. *(The video can be viewed on YouTube.)*

CURLING GROWTH

Curling has been growing substantially across the nation since the 2002 Olympic Winter Games in Salt Lake City. Its popularity skyrocketed in the United States following the 2006 Winter Olympic Games in Torino, Italy, where 80-plus hours were televised, and the U.S. men's team won the bronze medal.

In 2014, the U.S. Olympic Committee and the World Curling Federation, in partnership with NBC Sports, produced the first season of "Curling Night in America," which aired on NBCSN in 2015 and reached 700,000 viewers, cited United States Curling Association Chairman Rich Lepping in his 2014-15 annual report, adding that some of the biggest growth has occurred in the local ice arenas. The fourth season of the program aired from October through November 2017 and concluded after coverage of Olympic Team Trials.

"Due to nationwide exposure through Olympic television coverage, curling has been expanding rapidly," said USA Curling Director of Growth & Development Kim Nawyn. "Membership in the national organization is expected to be above 22,000 in the 2017-18 season for the first time.

"Countless people are also introduced to the sport each season through classes, corporate events and community outreach. Following the 2018 Olympic Winter Games, many clubs in the United States opened their doors to members of the public through introduction to curling sessions."

For instance, during the 2017-18 season, the Nutmeg Curling Club, with dedicated ice at Wonderland of Ice in Bridgeport, Conn., scheduled over 60 events for the public, bringing more than 1,200 people



2018 WINTER OLYMPICS SOCIAL MEDIA STATS:

Most-Talked-About Sports on Facebook in the U.S.

1. CURLING
2. Figure Skating
3. Snowboarding
4. Luge
5. Speedskating

Top-Tweeted Sports

1. Figure Skating
2. CURLING
3. Short-track Speed Skating
4. Speed Skating
5. Snowboarding

Source: ADWEEK, Feb. 27, 2018 (adweek.com)

into the club, according to Nawyn.

"Approximately 1,500 volunteer hours were needed to facilitate and instruct these programs," she said. "To get the word out, the club expanded their promotional budget and used an aggressive marketing campaign, which included television and radio ads; digital and social media marketing; and several features on local television, radio and print media outlets. They also held off-site events at schools, malls and local arenas. A total of 120 new members enrolled in the club's beginner league, which is more than a 400 percent increase from previous years."

All of the ISI member arenas we surveyed, *(Please see "Arenas Discuss Their Curling Programs, page 24)* also reported a surge of interest in their curling programs since the recent Olympics, and it's clear that arenas tapping into the flourishing sport are reaping the benefits. Both arena operators and curling club officials advise those arenas not already doing so to jump on the curling bandwagon.



ARENAS DISCUSS THEIR CURLING PROGRAMS/ CLUBS

BURNSVILLE ICE CENTER Burnsville, Minn.

In 2006, Burnsville Ice Center was approached by a couple wanting to start a new curling club in the South Metro area of Minneapolis-St. Paul, Minn. After many meetings, the Dakota Curling Club was born, with membership eventually peaking at 125.

The club left its Burnsville home to open their own dedicated curling facility at Holyoke Plaza in downtown Lakeville, Minn., in 2017. However, the sport continues to play out on the ice at Burnsville Ice Center, which offers Learn to Curl (LTC) classes and a Learn to Curl Instructional League (LTCL).

Both programs are offered on Sunday evenings from September through May. The league curls from 3 to 5 p.m. and LTC classes are held from 5:30 to 7:30 p.m. The facility also offers corporate curling events. They currently have 24 active participants.



Since the 2018 Winter Olympic Games, the arena has seen increasing interest in curling, mainly with corporate events, according to Burnsville Ice Center Recreational Facilities Manager Dean Mulso.

Ice Preparation

“We resurface the ice first, then our staff will pebble the ice next,” said Mulso. “While one person is pebbling, others are setting the rocks out. We rent three sets of rocks on an annual lease. We put our hacks in hot water while all this is going on and then put them in place after pebbling is complete. The process can take 15 to 20 minutes depending on how much staff we have available to get the jobs done. We invested a little over \$3,000 in equipment, and our lease agreement is another \$3,500 annually.”

Revenue Generated

“Overall, it was very hard in 2017 to get the ball rolling as we weren’t a club, so we only generated \$4,417.35,” said Mulso. “In late 2017, we introduced our programs on Groupon and we have hit \$6,791.23 so far this year. Very few are paying directly; most reservations have been with a Groupon coupon.”

Advice to Rinks

Mulso suggests that arenas offer curling. His advice? “Do your homework with what you want to offer and how you want to present it to the public. If you can, get current curling members from another club involved, who can help a great deal. Most curlers are members of multiple clubs, at least in the Twin Cities area.”

FMC BLACKSTONE VALLEY ICEPLEX Hopedale, Mass.

In May 2016, Al Ayotte, founder of Blackstone Valley Curling Club (BVCC), approached Blackstone Valley IcePlex, requesting if they had ice time available, because he wanted to start a curling club. FMC Ice Sports had just purchased Blackstone Valley IcePlex in July 2015 and had ice time open on Sunday afternoons.

“It was a perfect match between a group that needed a home and a rink that had room for them,” said Pat Furze, FMC Ice Sports vice president of marketing and development.

“I’m so glad that Al walked through our doors that day because it’s been a great partnership, and I have been able to learn something about a new sport and grow as an arena manager,” added Blackstone Valley IcePlex Manager Jason LaBossiere. “Honestly, I never had curling at a rink and I was skeptical at first, but Al kept telling me they [the classes] would fill up in no time and they did.”

The Blackstone Valley Curling Club plays on Sundays from 5:30 to 8 p.m. September through April. Learn-to-curl events are held primarily on Saturdays throughout the season. In 2017, the club held a Monday night summer league, and this spring they are running another Monday night league with visions of a summer league coming to fruition.

The learn-to-curl events attract players interested in the sport, and the participants are always having fun, which leads to new members. There is rarely an event heavily advertised since the interest is so high and the learn to curls are full, according to LaBossiere.

The club has 34 members, split evenly between male and female. “Right now, we are an adult league,” says Ayotte. “We have had members from ages 17 all the way up to ‘too polite to ask their age’. We hope to start a juniors’ program once we have enough experience to do it right.”

The club has experienced increasing interest in the sport following the 2018 Winter Olympic Games. “It’s very hard to keep up with the demand,” said Ayotte. “We have to find pockets of available

“... The number of arena-based curling clubs that are members of the national organization jumped from 10 in 2000 to 73 in 2016 — a 630 percent increase.”

— USA Curling Director of Growth & Development Kim Nawyn

ice time and find enough instructors to help teach the new curlers. It's been a challenge, but FMC has been working with us to help find the time.”

Ice Preparation

“As long as you maintain the ice and keep up on its maintenance to keep it as flat as possible, everything falls into place,” said LaBossiere. “The biggest difference is our operators dry shave in a cross-ice pattern (driving the width of the rink instead of the length) instead of the traditional wet cut before their session. The curlers find that the stones slide better after cutting cross-ice.”

The club pebbles the ice and sets up the lanes. During the club's first season, they also used washable markers to draw the houses, hog line, T-line, etc., but after the club's first season FMC installed those markings on the ice to allow more curling time.

“FMC was awesome and installed houses for us in the ice, which has made setting up significantly easier,” said Ayotte. “BVCC rents curling stones from GNCC, our regional curling authority. FMC also helped us build storage units for our stones and equipment. Like I said, they are awesome!”

Revenue Generated

The Blackstone Valley Curling Club purchases two-and-a-half hours of ice time weekly from September through April. “With few exceptions, they are curling every week and in addition to these Sunday night sessions, additional revues are generated through the scheduling of learn-to-curl sessions.

Future plans include corporate outings and school groups hosted by BVCC to teach children the sport. The club is potentially doubling in size for the 2018-19 season, so the ice-time requirement will also increase.

Advice to Rinks

LaBossiere encourages any rink having a hard time filling ice to look into curling. He recommends reaching out to local dedicated curling facilities to see how they can help.

“I would encourage any rink to seriously consider hosting curling,” said Ayotte. “The club usually takes care of most of the equipment, and curling will help sell more ice time and open the rink up to a more diverse clientele. Plus, how cool is it to be involved in the fastest growing sport on ice?”

RDV SPORTSPLEX Orlando, Fla.

In 2014, RDV Sportsplex was approached by a community member who was eager to start a curling club. He found others interested in participating and discovered other clubs willing to loan or sell the stones. By summer 2015, he had enough people to put together a learn-to-curl event at the rink, and they have hosted the sport ever since. The group is now known as the Orlando Curling Club.

Curling leagues and learn-to-curl events are held on weekends and corporate team-building curling events are held weekday mornings.

“We have more consistent ice times for curling when we are not hosting travel hockey practices or games, so we host learn to curls in the spring and leagues in the summer,” said RDV Sportsplex Manager Debbie Kwasman.

Participation numbers vary from 20 to 40 people depending on whether they host a league or a learn-to-curl session.

Ice Preparation

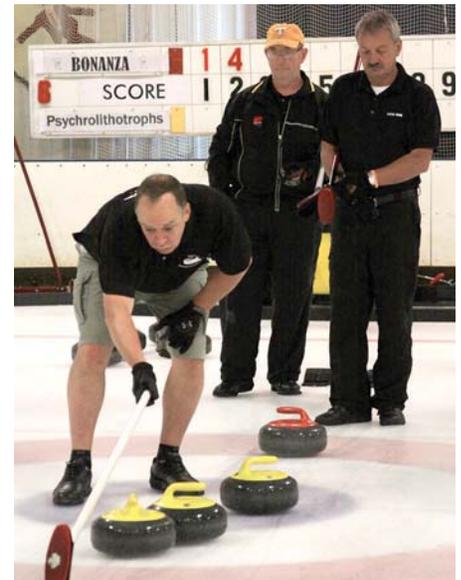
The rink does a wet and a dry cut with the resurfacer to prep the ice, and the curling club pebbles and gets the sheets ready. In summer 2017, RDV painted curling circles on their Olympic-size rink.

Revenue Generated

Curling has added several thousands of dollars, according to Kwasman

Advice to Rinks

“Curling has been a great addition to the on-ice activities we offer and a nice, new source of revenue,” said Kwasman. “I



would recommend finding a person who is passionate about curling, who is willing to lead this effort and who can connect to other curling clubs for additional information. Finding that individual made all of the difference for us, and we are lucky to have found him.”

DR PEPPER STARCENTER – FARMERS BRANCH Farmers Branch, Texas

Dr Pepper StarCenter rents ice to the DFW Curling Club and partners with them on corporate events. The club started in a coffee shop on St. Patrick's Day after the 2002 Winter Olympics in Salt Lake City, Utah, according to Ron Corker, manager of Dr. Pepper StarCenter-Farmers Branch, Texas.

Two-hour curling sessions are offered at 5 p.m. on Sundays and at 7 pm. on Wednesdays. Since the 2018 Winter Olympics, the club has experienced a huge increase in demand, with up to 300 people signed up to curl, according to Corker.

Club participation numbers vary but generally have 60 to 80 members, 10 percent of which are female. Club membership is open to both adult and youth curlers.

Ice Preparation

“It takes about 30 minutes,” said Corker. “First is a typical flood, then a dry cut and the pebble is added on top of the dry cut.”



Revenue Generated

Most clubs will require four hours of ice per week, so if you multiple your ice cost by the number of hours, you'll have a revenue figure, according to Corker. "The club or the rink must install a walk-in freezer as the stones must be frozen when put on the ice or they melt in, and they take a considerable amount of time to freeze."

Advice to Rinks

"Curling can be a good opportunity," said Corker. "In arena curling, you have five sheets on one hockey ice surface. This means, if all curling sheets are in use, you have 40 curlers on the ice. The games typically take two hours, and you need an extra 15 minutes on the front end to prepare the ice, so math is simple."

"I would suggest you find very interested folks and have them start a club and convince some arena staff to join. I would also suggest that a new club start one year before the Winter Olympics. This will give them time to get organized and start building a name so when the Olympics start you are ready to sell the sport and the club."

ICE STATION VALENCIA Valencia, Calif.

In 2011, several members of Hollywood Curling, founded in 2017, reached out to Ice Station Valencia, with an interest in leasing ice time at the arena, and a partnership was established.

Curling is offered from 6:15 to 10:15 p.m. on Sundays and an annual three-day bonspiel (tournament) takes place in July. The club averages 70 participants for each learn-to-curl class and 32 to 40 players during league night.

In February and March, the club taught approximately 440 people how to curl; of that figure, approximately 60 percent were males and 40 percent females, according to Hollywood Curling Club President Liza Beres, who added that less than 10 percent are juniors, most likely due to the time classes are offered.

"We were 85 percent sold out on the night of the gold-medal [curling] game, and we are now 100 percent sold out with extensive wait lists every night," she said.



Ice Preparation

After the Zamboni scrapes the ice (dry cut only), the club members take to the surface with dry mops to pick up debris. Next, with a backpack of warm water, they pebble the surface a couple of times back and forth across the length of the sheet. Hacks are warmed briefly with warm water, before frozen into place, and stones are brought from racks near the ice onto the ice surface. If possible, the club cools the stones in advance on a smaller rink immediately before the curling time slot.

The club is allowed once or twice a year to paint the houses under the ice. The club is responsible for paying for the paint, supplies and ice time, and Ice Station Valencia staff takes care of sealing it up.

The local club has taken on 100 percent of the cost of ice-prep equipment and is allowed to store it at the rink free of charge.

Revenue Generated

Revenue is generated from ice time.

Advice to Rinks

"If there is local interest, or a local club interested in renting ice time, do it!" said Beres. "Curlers are generally courteous and hard working."

ICE CHALET Knoxville, Tenn.

Eddie Shipstad, son of the founder of Ice Follies, established the Great Smoky Mountains Curling Club with his son, Bill, in 2004. The club has been meeting at the historic Ice Chalet in Knoxville, Tenn., ever since.

When the Great Smoky Mountains Curling Club held an open house four years ago, after the 2014 Winter Olympics, 200 people showed up, according to

Shipstad. Following the recent 2018 Winter Olympics, history repeated itself, with almost 40 people in attendance at each of the club's three open houses.

The club has approximately 50 members, mostly adults, with a ratio of 60 percent men/40 percent women. Curling takes place on five sheets from 8 to 10:30 p.m. Wednesdays. The spring league runs March through May, fall begins in September and winter, in January.

Ice Preparation

"We don't have [dedicated] curling-club ice at the Ice Chalet, so we work hard to keep it good," said Shipstad. "We do more cutting with the Zamboni and flooding, and we have a place to keep the stones cold."

The club bought the equipment, and the cost of five sets of used stones was approximately \$3,400.

Revenue Generated

Revenue from curling has been very good, according to Ice Chalet President and Manager Larry LaBorde. The rink charges the club a negotiated hourly rate.

Advice to Rinks

LaBorde encourages rinks to offer curling. "Success depends on ongoing, open communications with the curling club's officers," he said. "We have a written, annual contract, which helps both parties. Curling ice does take a little more time and effort to prepare than ice for any other ice skating activity — usually 30 minutes — so allow for that extra time and expense in planning curling events. There are also other things to keep in mind such as the cold storage space needed for curling stones as well as space to store other curling supplies, such as brushes and score displays."



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» **SOLAR4AMERICA**
(Solar4America Ice at San Jose,
Solar4 America Ice at Fremont and
Oakland Ice Center Operated by
Sharks Ice)

Solar4America got into curling 18 years ago, according to Salvatore Barranco, participant development manager for Solar4America/Sharks Sports & Entertainment. Their San Jose facility rents ice to the Silicon Valley Bay Area Curling Club, which offers year-round curling at the rink in San Jose and summer/spring curling at Solar4America's Fremont location. Solar4America's Oakland Ice Center rents ice to the San Francisco Bay Area Curling Club.

The Silicon Valley Curling Club offers curling on Tuesday nights during winter, summer, spring and fall. Curling is offered on Thursday nights in the spring and in summer at the Fremont facility. Learn-to-curl sessions are also offered throughout the year. The San Francisco/Bay Area

Curling Club curls on Wednesdays and Fridays at Oakland Ice Center.

Solar4America saw a huge spike in curling interest following the Olympics, according to Barranco. In February through April last year, they hosted 12 corporate group events at the San Jose and Fremont locations and four corporate group events at the Oakland facility. At press time, Barranco reported that during that same timeframe this year, they were on track to host 45 events in San Jose and 23 in Oakland. They also had four media requests to film curling at one of their facilities.

During February alone, corporate group participants numbered 180 at the San Jose arena and 170 in Oakland. Also, the Silicon Valley Curling Club hosted learn-to-curl events during the Olympics and had approximately 320 participants over four sessions. They also had a few school groups visit the rink, requesting to learn to curl. The San Francisco Bay Area Curling Club suspended league play

to focus on hosting learn-to-curl sessions from February through April. In February alone, they hosted 11 sold-out curling events.

Ice Preparation

"There is a lot that goes into making perfect curling ice for curling rinks," said Barranco. "To start, we have a Zamboni come out and cut the ice, but it is not the same cut for hockey and figure skating. The Zamboni doesn't just flood the ice with hot water. The Zamboni goes into a figure eight, only scrapping off the top layer of the snow. When you do a normal ice cut, the water and the blade overlap, which causes lanes to develop. During a figure-eight cut, we essentially are cutting across, which takes away the lanes. It helps create flat ice and helps the curlers control the stone better.

"Hot water is used versus cold water because it helps release air bubbles from the ice. It typically takes about 15 to 20 minutes to get a good curling cut. After the ice is cut, we have a person pebble.

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From there, depending on how many sheets or lanes you have to pebble, it can take about 10 minutes. While this is going on, we have other people bringing out rocks and brooms.”

Revenue Generated

“Curling has been a huge windfall for our organization as 99 percent of the new corporate events requested are curling,” said Barranco. “It introduces our facilities to new people, which also adds to our business and other programming — also great for our bar business!”

Advice to Rinks

Barranco encourages other rinks to get into the business of curling. His advice? “I would tell them to make sure that their rink is properly laid out to host a curling event first. They would need to make sure that their ice surface has curling sheets in it. From there, find some members that are interested in curling and they will start a club — with how popular the sport is now and where it will go, I don’t think this will be a problem.” **ISI**

CURLING BY THE NUMBERS

Between 2000 and 2018, the number of curling clubs registered with USA Curling, the national organization, increased by more than 87 percent — from 99 to 185, according to USA Curling Director of Growth & Development Kim Nawyn.

“Much of this growth is due to the establishment of clubs that curl in multi-use ice arenas,” she said. “The number of arena-based curling clubs that are members of the national organization jumped from 10 in 2000 to 73 in 2016 — a 630 percent increase.

“The number of arena-based curling clubs would have been higher except several have transitioned to dedicated ice. Through the growth of these arena-based clubs, curling has expanded to many southern and western states. At present, curling opportunities are available in about 45 of the 50 states. Efforts to build dedicated curling facilities in the United States are also on the rise. Since 2011, 20 dedicated curling facilities featuring 90 sheets of curling ice opened around the country to help meet the growing demand for the sport.”

One of the best examples of growth in metro areas is in the Twin Cities (Minneapolis—Saint Paul, Minn.), according to Nawyn. For many years, St. Paul, with over 1,000 members, was the only curling option, until the formation of the Dakota Curling Club 10 years ago. The club curled at Burnsville Ice Center before opening a new, dedicated six-sheet facility in January 2017.

“Within the first few weeks they were open, the club gained approximately 300 new members, she said. “They got the confidence to make the transition through the success of the Four Seasons Curling Club (almost 600 members) and Chaska Curling Club (approximately 1,000 members), which both opened in the past five years.”

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POST-U.S. WOMEN'S
OLYMPIC HOCKEY WIN

GOLDEN OPPORTUNITY TO GROW YOUR FEMALE HOCKEY PROGRAM



by Jordan Mann

EVERY FOUR YEARS, the Winter Olympic Games provides the winter sports community with some well-deserved publicity. While comparatively obscure sports like luge, biathlon and curling typically get their 15 minutes of fame on primetime television, familiar sports like figure skating and hockey get pushed to the forefront of American pop culture. For a few precious weeks, Nathan Chen is as popular as LeBron James — well, almost.

This year in Pyeongchang, South Korea, all eyes were on the U.S. Women's National Hockey Team, and rightly so. The U.S. women have been locked in a duel for world hockey domination with Team Canada for the past 25 years, and the international results among the two nations have been nothing short of ridiculous.



The International Ice Hockey Federation (IIHF) Women's World Championships has been contested 18 times, with the USA and Canada reaching the finals every year. Canada holds a 10-8 advantage in all-time gold medals, but the USA has won eight of the last 10 championships and has been arguably the more dominant team internationally this decade.

The Olympics, however, have been a different story. The first Women's Olympic tournament was held in Nagano in 1998, and the USA women defeated Canada in the finals to win the gold. Ever since, they have struggled to get back on top and have had to settle for three silver medals and a bronze heading into this year. Who won the other four tournaments? You guessed it, Canada.

The pressure was high, the drama was higher, and seemingly every TV camera in South Korea was pointing at the ice when the puck dropped for the USA versus Canada final this year. In a perfectly scripted moment, the whole world watched as Team USA's Jocelyne Lamoureux scored the gold-medal clinching shootout goal, ending the 20-year Olympic championship drought and making women's hockey the story of the Games.

It is easy to think of Lamoureux's goal as the moment everything changed — visions of girls all over America rushing to pro shops to buy skates and helmets.

It is easy to jump to the notion that the 2018 team will do for girls what the 1980 Miracle on Ice Team did for boys, especially after their successful and historic boycott against USA Hockey to receive greater compensation, promotion, fundraising and developmental programming. However, it is not that simple. The appropriate infrastructure needs to be in place in our arenas.

STEADY GROWTH

Women's and girls' hockey in the United States has been quietly on the rise for quite some time now. Since the first IIHF Women's World Championship in 1990, USA Hockey has experienced a meteoric 1,260 percent increase in female participation in the United States.

In 2017, the organization registered 75,832 female athletes, a 3.8 percent increase over the previous year. This is not an abnormal year of growth, and indeed girls all over the country are starting to forego toe picks and sequins for shin guards and sticks on a more consistent basis.

This period of steady growth, combined with Team USA's notable wins both on and off the ice, makes the post-Olympic bump this year feel a bit different. Instead of just having a place for girls to play hockey with the boys, arenas and clubs should be conscious to offer girls their own hockey identity.

As arena leaders prepare for the inevitable influx of female athletes in their hockey programs, they should consider a few ideas to not only make girls feel welcome but to also allow them to take ownership over the sport and their own future.

Here are some general ideas for capitalizing on the Olympic momentum:

- **Girls Try Hockey** — Host a “try it” event. Offer free admission and provide rental gear and female coaches/players as instructors.
- **Girls “Bring a Friend” Day** — Let the players be the recruiters!
- **Cross-Promote Learn to Skate and Learn to Play Hockey Programs** — For arena management, keeping girls in the facility is vital; offer smooth avenues between sports.
- **Girls-Only Teams and Leagues** — Rather than relying on girls wanting to play on boys’ teams, make hockey a girl’s sport!

- **Women’s Clinics and Developmental Leagues** — It’s not just kids who want to get involved in hockey. Promote the fitness component of the sport and offer adult-only classes.

- **Hire Qualified Female Coaches and Learn to Play Hockey (LTPH) Instructors** — Give female athletes role models they can easily relate to.

- **Re-Brand Girls Teams with a Different Name/Logo than Your Boys’ Teams** — Create an identity for the girls in your building!

- **Bring in NCAA, Professional and/or National Team Women’s Players for Clinics or Events** — Show prospective players successful women hockey players whom they can admire and aspire to follow in their footsteps.

For the first time in 20 years, the U.S. Women’s National Hockey Team has brought home an Olympic gold medal, and interest in the sport is at an all-time high. It is up to the arena managers and hockey directors to provide infrastructure

and progressive ideas that will allow girls/women’s hockey to flourish. Don’t let this golden opportunity go to waste!



Jordan Mann is the hockey supervisor at Oakton Ice Arena in Park Ridge, Ill. He is ranked and rated through PSA with a Level 4 hockey

certification. He is also a USA Hockey Level 5 (master) coach and US Speedskating Level 2 (national level) coach. A two-time Junior National medalist in figure skating, he is the owner of Jordan Mann Skating, offering power skating clinics to hockey players. A frequent ISI conference presenter, he holds ISI University designations of Certified Arena Manager (CAM), Certified Arena Operator (CAO), Certified Arena Programmer (CAP), Certified Skating Director (CSD) and Advanced Certified Skating Director (ACSD).

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EFFECTIVE SEPT. 1

2018 ISI COMPETITION RULE REVISIONS

The rule revisions and clarifications summarized in these pages go into effect for all ISI events and testing beginning Sept. 1.

Please take the time to review all of these changes to see what's new for you and your skaters. The time you invest will make your job easier and your skaters more successful.

The 2018 ISI Theatrical Challenge and ISI Adult Championships will be the first ISI national events to adhere to the new requirements.

COMPETITION EVENT REVISIONS & CLARIFICATIONS

New – Platinum Plus Open Freestyle Event

This new event will follow the same testing requirements, maneuvers and judging criteria as the current Platinum Open Freestyle event.

The only difference among the Platinum events is the duration time. All duration scores will follow the new guidelines, detailed below and under "Duration Score Changes."

• Platinum Short	2:50 (plus a 10-second leeway)
• Platinum	3:20 (plus a 10-second leeway)
• Platinum Plus	4:30 (plus a 10-second leeway)

Note: Platinum skaters can ask the competition director and choose to enter the Platinum Plus event if they will have more competitors. Remember: There is no penalty for skating under the duration time. All Open Freestyle programs are judged on the quality – not quantity of the maneuvers performed.

Duration Score Changes and Elimination of 5.0 Penalty Score

Please see details (in "Judging Revisions," at right) for these two important changes. The goal of these changes is to even out the playing field among the skaters in an event. These penalty changes will not automatically give skaters last place, as they did in the past.

Maneuver Limitations/Event Level Revision

For Artistic, Interpretive, Solo Spotlight, Couples Spotlight and Rhythmic events, FS6-7/Gold level skaters can include any maneuvers in those programs — as allowed prior to the 2016 Rule Revisions.

As a result, competition directors will again have the option of grouping FS6-7/Gold skaters and FS 8-10/Platinum skaters together in the same event groups for Artistic, Interpretive, Footwork, Solo Spotlight, Couples Spotlight and Rhythmic events. This should give these higher-level skaters a chance to have more competition within their event groups.

Just because these levels can be combined, they don't always have to be. The competition director should create event groups based on the entries received.

½ Loop Stop

A ¼ Loop Jump landing on both feet (toe picks) has been allowed in Footwork events. However, due to confusion as to what this maneuver is and how to perform it, we have renamed this maneuver to better describe it (in Footwork programs and as an uncaptured move). The new name is: ½ Loop Stop — a ½ Loop Jump that lands and stops on both feet (toe picks) without gliding on the landing.

JUDGING REVISIONS & CLARIFICATIONS

Duration Score Changes

For all ISI competition events, instead of using the previous scores of 10, 8 and 5 for duration, the following scores will be used:

	All Events with 2 or More Entries	"Against the Book" Events
Correct duration time (within the 10-second leeway)	7.0	8.0
If skating is timed 11-14 seconds over prescribed time	6.5	7.5
If skating is timed 15-plus seconds over prescribed time	6.0	7.0

Reminders: Duration timing begins with any action after the music starts and ends when the skater stops – not necessarily when the music ends. Judging stops at 10 seconds over the prescribed program time.

Judging "Against the Book" Performances

A new point range of 7.5 – 8.5 will be used for all "against the book" events. This range will exclude the penalty duration score of 7.0 (listed under "Duration Score Changes"). The skater's performance must still get an overall average score of 8.0 for 1st place.

Note: In Solo Compulsory events, "against the book" skaters will be given a score of 8.0 in the "penalty" category if no penalty score is given.

This range will allow judges to comparatively score each judging criteria against the test standard for the skater's age and ability level. The





skater's overall performance should be discussed by the three judges to see if there is a consensus opinion among the panel for 1st or 2nd place. The panel referee should review all judge scores to make sure they reflect the desired placement result.

Penalty Score of 5.0

The 5.0 penalty score has been eliminated. Any errors for all required maneuvers will be judged and scored comparatively within the point range for each event.

Note: A penalty score of "0" will still be given for any required maneuver that is not attempted.

- If all four (4) edges required in Delta and Freestyle 1 programs are not performed – or are not performed consecutively – they can be marked at the bottom of the point range.
- The opposite spin in Freestyle 9 must be performed in both directions consecutively – or that maneuver can be marked at the bottom of the point range scores.
- If only one of the two required arabesques is performed in Freestyle 2 and Freestyle 4 levels, that maneuver can be marked at the bottom of the point range scores.
- Any incomplete jump sequence, spin combination, or dance step sequence will be judged and scored comparatively within the point range for each event.

Note: For "Against the book" skaters, the bottom of the point range is 7.5-7.9. The skater's overall placement should be discussed by the three judges and the referee should review the scores to verify the final placement.

Judging with .2 Between Every Score

Due to the similarity of performances (especially on required maneuvers) it is not required or always realistic to have .2 between your scores. *Always use the entire point range*, and if possible, quickly add-up the "tenths" of your points to make sure you don't have any unnecessary ties between skaters within your scores.

Judging Requirement for Coaches Who are Competing

Judging assignments for coaches who are competing will be at the discretion of the competition director.

TEST REVISIONS & CLARIFICATIONS

Skaters who have passed the U.S. Figure Skating Adult Gold test must take and pass ISI test(s) to compete in ISI events no lower than Freestyle 5/Open Silver.

Open Freestyle Platinum Test Requirement #2 – Two jump combinations:

- a) The first combination must include one Double jump from the FS8-10 levels. The other jump can be any Single or Double jump.
- b) The second combination must include a different Double jump from FS8-10 levels. The other jump can be any Single or Double jump.

For example: Double Loop/Loop jump and Double Flip/Loop jump would meet the test requirement since both a Double Loop and Double Flip jump were performed.

For example: Double Loop/Loop jump and Flip jump/Double Loop would not meet the test requirement since only the same Double Loop jump is repeated in both combinations.

The above examples are the *minimum requirement for testing only*. It would be completely acceptable to perform:

- Double Flip/Double Loop (or Dbl. Toe Loop)
- Double Loop/Double Loop (or Dbl. Toe Loop)
- Double Lutz/Double Loop (or Dbl. Toe Loop)
- Double Axel/Double Loop (or Dbl. Toe Loop)

A Double Salchow/Double Toe Loop *would not* meet the Platinum test requirement, but a Double Salchow/Double Loop *would* meet the requirement.

Open Freestyle Platinum Testing

This test must be passed by 3 local judges or testing through the district test session guidelines in your area. The test forms of all 3 judges must be sent to the ISI office for test registration.

If 3 local judges are not available, 1-2 local judges can judge the test while a video is being recorded. The test form(s) and video must be sent to the ISI office to be reviewed by 1-2 more judges (total 3 judges). The high-level video test fee is \$35.

Pair 4 – Waist Loop Lift

Lifting partner is not required to have their arms fully extended over their head.

Pair 9 – Hand on Hand Double Loop Lift

This requirement is replaced with the *choice of a Press lift or Platter/ Table Top lift*.

For more information and details about any rule revision or clarification, please refer to the 2018 edition of the ISI Handbook. To order, visit skateisi.org/handbook.

DISTRICT UPDATES

ISI DISTRICT 5

(ALABAMA, GEORGIA, MISSISSIPPI, NORTH CAROLINA, SOUTH CAROLINA, TENNESSEE)

By Larry LaBorde, District Director



The Scott Hamilton Figure Skating Academy held two Jump Into Spring camps April 2-8, featuring Scott Hamilton, Peter Oppedard and other renowned coaches. They also hosted "JoJo Starbuck - Skating With A Star," March 23-24.

The Ice Chalet, Knoxville, Tenn., hosted the ProSkaters Performance Camp & Auditions

April 14-15, featuring a show, educational sessions on show skating, and auditions before major ice show producers.

Summer camps will be held in several different rinks throughout ISI District 5: Excel On Ice & Aspire to Excellence, both one-week camps, will be held June 11-July 29 (seven weeks) at the Ice Chalet. KLYnn Skating School in Montgomery, Ala., will offer Monday night class sessions for four weeks. The Raleigh IcePlex in Raleigh, N.C., expects to offer its Cool Ventures Camp again.

The World Figure Sport Society will conduct a "Figure It Out" workshop, exams and competition program at the Ice Chalet from 4:30-7:30 p.m. June 10. Visit worldfiguresport.org for details.

The Ice Chalet is looking forward to hosting the ISI Theatrical Challenge, October 5-7. A true "show atmosphere" and seating arrangement, with all performances under multiple LED and can spotlights, will make this a memorable event for all!

In May 2019, the 50th Annual Robert Unger ISI Competition will be held at the Ice Chalet. All alumni (and new skaters, too!) are invited for this very special event to commemorate the longest continually running ISI competition in the world!

ISI DISTRICT 6

(MICHIGAN)

by Julie Goddard, District Director



And just like that, our competition season in District 6 has come to a close and by the time everyone reads this, our ice show season will have come to an end as well.

We had great competitions here in District 6 that created a lot of memories — from melting ice to winning "Team Overall" in another state, the season was full of surprises!

Congrats to all the skaters and coaches in District 6 for an awesome season. We would like to thank Margy and the staff at the Lou & Gib Reese Ice Arena for making us feel welcome and also to Vickie and The Edge Ice Arena in Bensenville for their hospitality. We had great experiences at both

Michigan's Southgate Stars synchro team holds the Overall Team Trophy, awarded to the Southgate Figure Skating Club at the Newark Open. The event was held in March at Lou & Gib Reese Ice Arena in Newark, Ohio.



out-of-state competitions and plan to venture out again next season. We are already making plans to attend the first ISI Theatrical Challenge in October in Knoxville, Tenn.

We are all looking forward to the downtime during the summer months to grow our skaters in levels, education and spirit!

ISI DISTRICT 8

(CHICAGO/MILWAUKEE METROPOLITAN AREA)

by Vicky Klinko-Osseland, District Director



Our most active time of year has concluded, with our final spring competitions wrapping up in April. We had a great couple of competitions, including District 8 Championships in March, held at Centennial Ice Rinks in Wilmette, Ill. We had boosted participation and interaction with the skaters and coaches that registered this year.

We decided to have our own Snapchat filter for the event, which was a huge success. Many of the skaters, parents and coaches shared their pictures with us.

Snapshots from ISI District 8 Championships, held in March at Centennial Ice Rinks in Wilmette, Ill.



More pictures from the event are available on the District 8 Facebook page.

Congratulations to Niles Iceland for winning the overall team trophy! Second place went to Franklin Park Ice Arena, and third to Inwood Ice Arena. Thanks to all who attended this year's Districts, and a huge thank you to Maura Drew for directing the competition and Vickie Tassone and all of the volunteers at Centennial for their help in making the event successful!

Our summer competitions are coming up in June and July at Centennial and McFetridge Sports Center in Chicago. These competitions are a great opportunity to practice your programs before leaving for ISI Worlds in Boston! For more information on either of these events, or any of the other upcoming events, check out our website at learntoskate.org or our Facebook page at facebook.com/skatedistrict8.

ISI DISTRICT 11

(ARKANSAS, LOUISIANA, OKLAHOMA, TEXAS)

by Caroline Baker, District Director



District 11 had the honor of hosting the 2018 ISI Winter Classic competition. Congratulations to Lisa Cushley and her staff at the Dr Pepper StarCenter – McKinney for doing an outstanding job hosting the event. District 11 is fortunate to have the ISI office in our district — thank you to Liz, Kim, Jeff, Sandey, Eileen, Carol, Heather, Angela, Jennifer and Wendy

for putting together an awesome competition. There were 20 rinks from across the United States participating in the event and District 11 was well represented.

Winter Classic results were as follows: Dr Pepper StarCenter – McKinney, 2nd; ICE at The Parks – Arlington, 3rd; Galleria Ice Skating Center, Dallas, 5th; Dr Pepper StarCenter – Farmers Branch, 6th; Stars of Austin Figure Skating Club, Austin, 7th; El Paso Figure Skating Club, El Paso, 8th; NYTEX Sports Centre, North Richland Hills, 9th; Allen Community Ice Rink, Allen, 11th; Dr Pepper StarCenter — Frisco, 18th; Winner of the President's Trophy, Stars of Austin Figure Skating Club, Austin; Winner of the Percentage Trophy, El Paso Figure Skating Club. Congratulations to all!

Skaters participate in ICE at the Parks' Olympic-themed winter party.



ICE at the Parks synchro teams pose for a group photo at ISI Winter Classic in February at Dr. Pepper StarCenter – McKinney.



Skaters from Dr Pepper StarCenter – Farmers Branch compete in the annual ISI Winter Classic, held in February at their home rink.



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DISTRICT UPDATES

» ICE at The Parks hosted their annual winter party, which had an Olympic theme. The party was free to all. Skaters received goody bags and a “gold medal.” Skaters participated in different activities: sled rides, snowman building, snowball target, hockey shooting and ice skating.

Spring break is a great time for rinks to host promotional classes and events. Chris Pearce from The Galleria Ice Skating Center reported that they offered spring break mini classes for beginner skaters of all ages. These classes gave skaters a taste of ice skating lessons. The classes were affordable at \$45 for three 30-minute sessions, plus free skate rental. After class, skaters were able to skate all day — they loved that! The classes were a big success. The Galleria gained enrollment in their regular class sessions.

ICE at The Parks also held classes during the school holiday week, with an enrollment of 67 skaters in their spring break, three-day class session. ICE at The Parks also reported growth in their Learn To Skate class enrollment and increasing interest in public sessions and party packages.

The District 11 Championships was held at ICE at The Parks, May 4-6. ICE at The Parks was excited to host the competition for the first time.

ICE at The Parks is offering summer camps for low- and high-level skaters during select weeks June 11-Aug. 2.

Wishing District 11 an “ICE” summer of skating!

ISI DISTRICT 18

(FLORIDA)

by Glyn Jones, District Director



The Olympics have come and gone, and it seems as though we have had a bigger boost in interest than in many other previous Olympic years. We have seen growth in our skating and hockey schools in the district, so let’s hope that we can keep these skaters.

We have noticed a downturn in the number of skaters at our local competitions, and individual skater’s events are down; however, on the upside the team competitions seem to be growing.

Our District 18 Championships takes places June 1-3 at the new Clearwater Ice Arena. Skaters from other districts are welcome to participate.

Unfortunately, due to circumstances beyond our control, we have not been able to have our District 18 Coaches Seminar this year. We were going to have it at the Ice Sports Forum in Brandon, but the Amalie Arena, home of the Tampa Bay Lightning, is undergoing a \$5.5 million expansion and other rinks have been closed, one at a time, to replace dasher boards, glass and ice.

A new dehumidification system was installed at Tampa Bay Skating Academy — Oldsmar and more upgrades are planned. As far as I know, there are no other rinks in the planning stages in this area at the time.

Skate into the Spotlight at the 2018 ISI Theatrical Challenge

Oct. 5-7
Ice Chalet
Knoxville, TN
Test & Entry Deadline: Aug. 15
skateisi.org

Calendar

2018 ISI-Endorsed Competitions and Shows & Exhibitions

Deadline for the next EDGE calendar: July 9.

For updates, see skateisi.org (Events).

COMPETITIONS

MAY

26-27..... San Diego CA

San Diego Ice Arena
2018 San Diego Ice Arena ISI Open
Championships

27..... Vacaville CA

Vacaville Ice Sports
All Stars

JUNE



**ISI CONFERENCE
CHAMPIONSHIPS**
June 1-3

Piney Orchard Ice Arena
Odenton, MD

1-3..... Clearwater FL

Clearwater Ice Arena
Clearwater Ice Arena's 32nd Annual ISI
Competition and District 18 Championships

1-3..... New York NY

Sky Rink at Chelsea Piers LP
32nd Annual Sky Rink ISI Endorsed Team
Competition

9-10..... South Lake Tahoe CA

Tahoe Sports Entertainment
District 14 Championships – Skate at the
Lake 2018

10..... Centennial CO

South Suburban Ice Arena
Yvonne Dowlen Memorial ISI Competition

16-17..... Chicago IL

McFetridge Sports Center
28th Annual School's Out Competition

21-24..... Rockland MA

Winterland Skating School
28th Annual ISI District 1 Championships

29-July 1..... Austin TX

Stars of Austin FSC
Texas Hill Country Independence Open

30-July 1..... Las Vegas NV

Las Vegas Ice Center
12th Annual Red White and Blue ISI Open
Championships

30-July 1..... Johnstown PA

The Skating Club of Johnstown
Crown and Glory Invitational

JULY

1..... Norwich CT

RoseGarden Ice Arena
2018 Tournament of Roses

14..... Wilmette IL

Centennial Ice Rinks – Wilmette Park District
Mid-Summer Classic

20-21..... South St Paul MN

Doug Woog Arena
ISI Summer Breeze Invitational

21-22..... Lynchburg VA

Liberty University
Virginia Commonwealth State Games



**ISI WORLD RECREATIONAL
TEAM CHAMPIONSHIPS**
July 23-28
New England Sports Center
Marlborough, MA

AUGUST

4-10..... Cergy-Pointoise, France

International Gay Figure Skating Union
Aren'Ice Zac des linandes
Gay Games 10 – Paris 2018

SHOWS & EXHIBITIONS

JUNE

16-17..... Boxborough MA

Nashoba Valley Olympia
ICE MAGIC 2018

23..... Arlington TX

ICE at The Parks
Summer Time

DECEMBER

1-2..... Franklin Park IL

Franklin Park Ice Arena
2018 Holiday Recital

4-8..... Knoxville TN

Ice Chalet
31st Annual Nutcracker on Ice

15..... Arlington TX

ICE at The Parks
Holiday at The Parks

CLASSIFIED ADVERTISING

GENERAL MANAGER — Magic Ice USA is looking for energetic general managers to supervise all day-to-day operational aspects of ice skating rink venues located throughout the United States. The rinks are in operation from the beginning of November through the end of January/February. Prior ice experience and/or credentials in ISI/ISI University, STAR/NARCE, ORFA or Zamboni driving are helpful. All candidates must successfully pass pre-employment screening and be able to work evenings/weekends/holidays as required. All travel/ lodging expenses paid for. Please email resumes to schedule an interview. wayne@magiciceusa.com

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Vickie Tassone

**Assistant Manager & Skating Director
Centennial Ice Rinks – Wilmette Park
District, Wilmette, Ill.**

Vickie is in her 23rd year as director of skating programs for Centennial Ice Rinks in Wilmette, Ill. She was hired as a Wilmette Park District staff instructor in 1989.

INTRO TO INDUSTRY

When she was 4 years old, her parents took her with them to skate a public session and she discovered her life’s passion. As a teen, she passed her Gold Dance and Pair tests and competed twice at the U.S. Figure Skating Championships. Upon turning professional, she skated as a principal pairs skater with Ice Capades, Ice Parades and Holiday on Ice, International. She feels fortunate to have toured the world and performed in 30-plus countries. She retired from show skating in 1982 and co-directed the skating programs in Vail, Colo., for five years before moving to the North Shore suburbs of Chicago in 1987.

**MOST INTERESTING
MOMENT ON THE JOB**

“A new 3 year old enrolled in the Toddler 1 class looked remarkably familiar to me. Her mom approached me and asked if I remembered her. It turns out, I had been an instructor for one of her first classes! She had continued to skate through her senior year of high school, completed college, married and had a daughter. She commented on how much she had loved participating in Centennials’ skating classes and ice shows over the years and wanted to pass this experience on to her child. I feel very proud that the program we have worked hard to create is producing generations of past, present and future skaters.”

ISI ‘LOVES’

“The stepping-stone philosophy of ISI level progression provides my skating school students with the tools they need to be both successful and lifelong skaters. The provision of ‘something for everyone’ keeps our teens involved through their high school years. Skaters of all abilities are able to feel a sense of accomplishment and are rewarded for their progress.”

**HOW DOES ISI BENEFIT
YOU IN YOUR CAREER?**

“The annual ISI conference and District 8 Fall Seminars provide me with innovative ideas for programming and coaching. The diverse iAIM (now ISI University) courses have given me a better understanding of the operations of my rink. The presenters bring years of experience and knowledge to their students. I come away from every presentation with valuable information for my staff and myself. Networking during the social events has given me creative ideas for new programs as well as modifications of current offerings that better serve our patrons. The benefit I value the most are the friends I have made over the 30 years I’ve been an ISI Professional member.”

WORDS OF WISDOM

- “There are always two sides to an argument — you’ll discover this to be true if you take the time to listen first and speak last.”
- “Problems rarely go away by ignoring them. They are better resolved by facing them in a manner that is clear-thinking, timely and rational.”
- “Remember how and why you are involved in this beautiful sport and pass that enthusiasm on to your skaters and fellow staff members. A positive outlook beats a negative one any day of the week.”

OTHER FAVORITE ACTIVITIES

Tennis, golf and all things outdoors, including walking her dogs and digging/planting in her yard. “When I retire, I plan to work with the rehabilitation of injured wild animals and raptor birds.”



FAMILY TIME – From left, Vickie; her son, Travis; mother, Jean; and her son, Tyler, and his wife, April.

FAMILY LIFE

Sons Tyler, 32, and Travis, 25, are her proudest accomplishments. “Tyler just married the love of his life, April, and now they have a daughter! My mother, known as Grandma Jean, is 91 years old. Her optimistic outlook on life in general is an inspiration to everyone who knows her.”

**LITTLE KNOWN FACT
ABOUT VICKIE**

“I am an only child. When it became clear there were to be no siblings for me, my parents decided to raise me as though I was one of many. Their determination not to have their daughter labeled as a ‘spoiled brat’ led them to raise me with high expectations of courtesy, compassion and respect. I thank their strict but loving parenting techniques for making me the person I am today.” ISI

**Vickie at 15
years old**



2018-2019 ISI National Events

Join a cast of thousands of skaters from across the country & world, all preparing to give a command performance at ISI national competitions in 2018-2019! Flip is movie-star ready to strut his stuff!



ISI Conference Championships

June 1-3
Piney Orchard Ice Arena
Odenton, MD
Test & Entry Deadline: April 1

ISI World Recreational Team Championships

July 23-28
New England Sports Center
Marlborough, MA
Test & Entry Deadline: May 1



ISI Theatrical Challenge

Oct. 5-7
Ice Chalet
Knoxville, TN
Test & Entry Deadline: Aug. 15



ISI Adult Championships

Oct. 26-28
South Lake Tahoe Ice Arena
South Lake Tahoe, CA
Test & Entry Deadline: Sept. 1

ISI Winter Classic

Feb. 22-24
Toyota Sports Center
El Segundo, Calif.
Test & Entry Deadline: Dec. 1, 2018



ISI Synchronized Championships

April 12-14
Doug Woog Arena
So. St. Paul, Minn.
Entry Deadline: Feb. 1



ISI MinneShowdown

April 13
Entry Deadline: Feb. 1



For details, visit skateisi.org



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