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EDGE

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PROFILE:

Center Ice Arena

SUMMER

Maintenance Checklist

What's in Your COACHING TOOLBOX?





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"After a recent ice plant malfunction, my boss described me as a rock star because I was able to troubleshoot the problem and get the system running again without losing the ice. I was able to do this because of the knowledge I gained in the iAIM course that I took last spring."

Mike Bauer, CAM, CAO, CAP
Recreation & Facilities Manager
Rogers Activity Center

"We opened a new ice facility and sent several of our staff to the iAIM classes. The material is well organized and presented. It gave us an excellent base to open our facility. The iAIM staff and participants provide a great network for ideas and support. The classes were well worth our investment."

Paul Sterling, CAO
Operations Manager
Rushmore Plaza Civic Center

"Not only does iAIM offer world-class instruction from industry legends, but you learn just as much from interacting with your peers from across the country. My iAIM certification was instrumental in making the leap from teaching classes to coordinating a program. I intend to complete the other courses in the future, and I highly recommend iAIM to everyone from arena managers to skate guards — anyone serious about being a professional in the skating industry."

Jordan Mann, CAP
Skating Instructor and LTPH Coordinator
Oakton Ice Arena



iAIM is presented through a partnership between the Ice Skating Institute, the National Recreation and Park Association and the National Training Center at Oglebay.



National Recreation and Park Association



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ice skating industry.

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Unique Partnership to Strengthen Ice Arena Management and Recreation Nationwide

OVER THE PAST 10 years, the Ice Arena Institute of Management (iAIM) has offered classes at a variety of locations throughout the United States. This September, the iAIM program will return to where it all began, at the National Training Center at Oglebay in Wheeling, West Virginia.

The 2011 iAIM certification school, at Oglebay, represents the launch of a unique partnership between the Ice Skating Institute, the National Recreation and Park Association (NRPA) and the National Training Center (NTC) at Oglebay.

ISI is the not-for-profit industry trade association providing leadership, education and services to the ice skating industry. The NRPA is a national not-for-profit organization dedicated to advancing park, recreation and conservation efforts that enhance quality of life for all people. With the similarities of the two organizations, a partnership was a step forward for the associations and stands to benefit all of their members.

ISI has always looked for ways to make its programs more accessible to ice arena employees, and this partnership helps achieve that goal. The NRPA operates many schools throughout the year, from aquatics to maintenance, but it has never offered a program specifically for ice arena personnel.

"We identified a growing need in the field for specialized training in ice arena management," said Barbara Tulipane, CEO of NRPA. "This comprehensive and unique program fills that need, and helps to ensure that America's local communities have access to well-run ice arenas and programs."

The NTC at Oglebay has presented continuing education courses since 1960. "The National Training Center at Oglebay is excited to again be the host site and operating partner of the Ice Arena Institute of Management," said Bill Koegler, director of NTC at Oglebay. "Using the successful Oglebay/NRPA school template will further strengthen the outstanding educational program currently being offered, and provide a firm home base for the school to grow on an annual basis."

One of the main benefits to the partnership with NRPA is the opportunity for attendees to receive continuing education credits (CEUs),

which are important to today's parks and recreation professional because they are required to maintain annual professional certification. There are many different ways to receive CEUs through various NRPA events, and now, NRPA can offer them specifically to ice arena personnel.

"Oglebay provides the perfect setting for a concentrated education and training program," said Peter Martell, executive director of the Ice Skating Institute, "while the new partnership with NRPA provides access and CEU accreditation for recreation professionals nationwide."

The iAIM program offers comprehensive training and certification in ice arena management as well as courses to promote executive development. The program consists of four core educational tracks: Management, Operations, Programming and Design, Construction & Renovation. Each course provides students the technical education and confidence to successfully face real-world challenges encountered in the ice arena environment. The skills learned at the iAIM schools make graduates more valuable to their facility, which ultimately provides a competitive advantage through heightened service, increased productivity and lower operating costs.

The iAIM program does not stop with the core educational tracks. Those who want to take the next step in their professional education and certification can advance to the Certified Arena Executive level. The CAE designation is the highest available for an arena employee, requiring an additional 15 hours of study (typically offered at the annual ISI conference), submission of a philosophy of facility management and an oral exam.

Today's competitive environment requires personal and professional improvement and development. The iAIM program provides the ideal opportunity for an ice arena professional to do just that.

Registration is under way for the 2011 iAIM school, where the Management, Operations and Programming tracks will be offered. For more information and a registration form, go to skateisi.org/iaim. Questions about the iAIM program may be directed to Sean Flynn, ISI director of management programs and services, at sflynn@skateisi.org or (972) 735-8800. 



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**CREATIVITY
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= CENTER ICE ARENA**

by **Lori Fairchild**
Photography by **Christian Armstrong**

IT WAS THE early 1990s and the country was poised for an explosion in ice sports. Skating skills were being developed on streets and in parks, thanks to the popularity of inline skates. The International Olympic Committee made the decision to reconfigure the Olympic Games by alternating the Summer and Winter Olympics, resulting in two Winter Games in two years, 1992 and 1994. The Tonya Harding/Nancy Kerrigan drama took figure skating to second place as the most-watched sport on TV, second only to NFL football.

In Pittsburgh, the ice sports excitement was further heightened with the Penguins' two consecutive Stanley Cup

victories. Demand for public ice time on the area's single seasonal ice sheets was far exceeding availability, and new arenas were popping up all over the city.

Three families, all in the contracting business, determined that the eastern suburbs would support a new twin ice facility. Center Ice Arena opened on June 15, 1997 in Delmont, Pa., on a plateau overlooking what is now the extensive business district that has developed in part due to the success of the ice arena. The facility has been compared to "the Starship Enterprise flying over Pittsburgh."

Since then, Center Ice Arena has added a full-service fitness center, party rooms, a new arcade and a third NHL-size ice surface, and expanded its parking.

"We were operating near capacity in the early 2000s, and after 12 years of construction, the highway system around our arena was finally completed, which expanded our primary market," says Mindy Ulyas, Center Ice Arena manager. "We built our third rink, known as the Allegheny Rink, to decompress our building in the winter season and allow for a full range of programming. Due to the expansion of the existing

Center Ice Arena opened on June 15, 1997 in Delmont, Pa., on a plateau overlooking what is now an extensive business district.

refrigeration units to their upper limits, summer operation was aimed at dek hockey, which is a reasonable source of revenue during the summer months and is expected to grow."

Additional arena amenities include a full-service skate shop, a snack bar and grille, a second-floor lounge, and figure skating club and youth hockey offices.



Center Ice has a "10-Second Rule": Make every effort to greet every customer — by name if possible — within 10 seconds of entering the arena.

More parking spaces and a fourth rink are being considered to meet increasing demands.

Center Ice Arena's staff includes a six-member management team and 15 part-time employees, plus 25 figure skating and hockey skill private instructors. The arena is a private venture of the Nese, Franci and Mazzenga families, and is operated by Nese Construction Corp.

"The ownership is involved on a daily basis, monitoring the administrative, operations and programming functions, without ever being intrusive," Ulyas notes. "They are involved in important decisions, then step back and let the managers and directors do their jobs at the rink level."

Being owned by a construction company proved to be a major advantage during the winter of 2009. "With record snow accumulation, high winds and frigid temperatures that exceeded anything ever seen in our area, we knew it was going to be a challenge," recalls Bob Mock, Center Ice Arena's skating school director.

Operations manager Paul Ulyas was carefully monitoring the building's roof system when he began to notice distortion in the East Rink following a wind shift that altered the balance of the snow load. In addition, the perimeter hockey netting began to sag, an indicator that the building was not retaining its full integrity.

A meeting with the Delmont building inspector led to the decision to close the East Rink and remove the snow manually. A few days later, wet snow and shifting winds prompted the closing of the West Rink, too.

Within 24 hours of the snow removal, a construction crew was on-site adding support to both rink roofs. The building was inspected by several safety experts, including the original designer, and reopened.

"We took a big negative event and turned it into a positive with prompt action and extensive communication," says Mock. "Our message was: 'The community knows that Center Ice Arena will spare no expense to keep its customers safe!'" (See sidebar at right.)

Gabri's Grille keeps Center Ice Arena's skaters and their parents fueled during their hours at the three-rink facility.



The Fitness-365 health club operates around-the-clock, year-round, and is available at a reduced cost to all skaters and hockey players.



A full-service skate shop is just one of the facility's many convenient amenities.



COMMUNICATION COUNTS!

Center Ice Arena turned a potential public relations crisis into a marketing advantage through positive, proactive communication during the winter of 2009, when two of its rinks were closed due to heavy snow loads. Here's how the facility handled the situation:

- They welcomed media to their property and provided them with complete information.
- One person — skating director Bob Mock — served as the media contact. No one else spoke to the media, which helped control any misinformation, inconsistency or negative perception.
- Mock contacted all media outlets daily, updating them on Center Ice Arena's progress and concern for safety. Providing regular updates helped avoid negative speculation. Nearly every media outlet commented on how professionally the situation was handled, and how easy it was to work with Center Ice Arena.
- Anyone who visited the facility was immediately given full disclosure.

The entire event resulted in major positive exposure to the Pittsburgh market. Everyone now knows where Center Ice Arena is located and has heard about its approach to safety.



Center Ice Arena has positioned itself as a regional facility, with three seasonal rinks in its primary market that feed its summer programs. The facility draws from one of the younger areas of Greater Pittsburgh, which has a population of about 3.5 million. Its primary market includes 350,000 to 400,000 residents within a 30-minute drive.

“An interesting fact is that Pittsburgh has the second-oldest population in the U.S., making our job of selling ice skating more of a challenge,” Mock points out. “We see many baby boomers bringing their grandchildren ice skating because it was part of their youth. Arena Marketing estimated that we had a rating of 1 million people in foot traffic in a one-year period.”

The best marketing for the Delmont, Pa. arena has proved to be a combination

of in-house efforts, positive word-of-mouth and media stories about figure skating and hockey accomplishments. In addition to placing well-informed, marketing-minded personnel on the front lines, answering the telephones and working the front desk, Center Ice has what it calls a “10-Second Rule”: Make every effort to greet every customer — by name if possible — within 10 seconds of entering the arena.

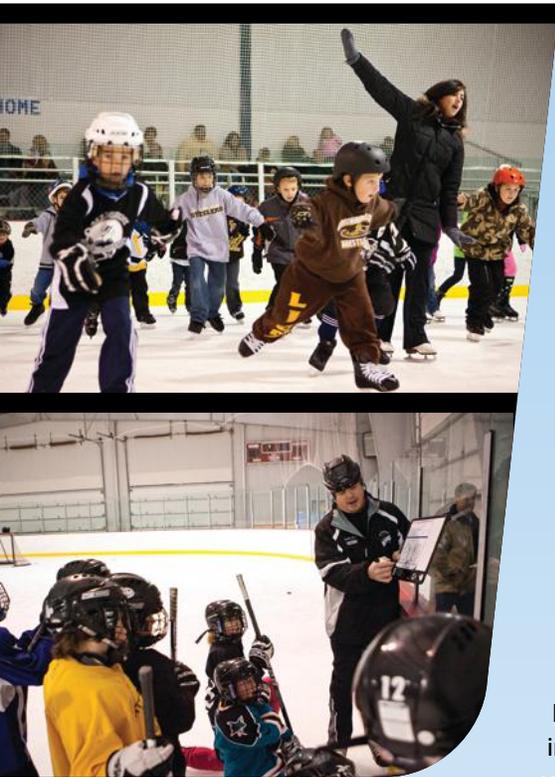
The facility also was one of the first arenas to create a strong Web presence and engage in social networking.

An ISI Administrative member since its opening day 14 years ago, Center Ice Arena has made the ISI Learn-to-Skate Program the cornerstone of its entire arena philosophy, says Mock, who leads the renowned Bob Mock’s National Figure Skating School.



Skaters taking private lessons skate on flextime, signing in when they arrive and skating during the designated freestyle sessions. Ice time is deducted automatically from their pass accounts.

“We set out in 1997 to introduce skating to the eastern suburbs of Pittsburgh. Our goal was to establish a long-term relationship with the families that would be passed from generation to generation,” he explains.



TOP: The ISI Learn-to-Skate Program is the cornerstone of Center Ice Arena’s philosophy.

BOTTOM: Learn-to-play hockey is one of the many instructional programs offered.

ICE SPORT TRENDS

by Bob Mock

Skating is getting younger! Children are starting to skate as young as 17 months, thanks to good instruction, better technology (Baby Skates) and excited parents. Our Ice Babies program is booming!

Skating is getting older! Baby boomers are returning to skate with their grandchildren and are staying very active due to their commitment to fitness, better skating rentals and good instruction.

Hockey private skill lessons and power skating lessons are becoming the norm. We are running hockey skill sessions simultaneously on opposite rinks with figure skating freestyle sessions.

Entry-level skating is growing. Affordable activity for the family is hot, and learn-to-skate programs and public skating are more attractive than those expensive ski resort trips!

Recreational figure skating is growing. The market of young skaters having fun is a hot market that will continue to grow.

High-end competitive figure skating is shrinking. The extensive rule changes, increasingly high expenses and both physical and time demands make this market very shaky during difficult economic times.

Diversified skating programs are the key to success. The wise management trend is to maintain balance in arena programming. When there is sufficient activity for various audiences, a dramatic downturn in revenue from one market can be balanced by other sectors. The 2004 NHL strike was devastating to many facilities that were totally dependent on hockey rental. During that time, diversified arenas saw an upturn in figure skating, learn-to-skate and public skating revenue to balance the drop in hockey interest.

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BOB MOCK'S NATIONAL FIGURE SKATING SCHOOL CENTER ICE & BLADES OF WESTERN PA



Center Ice Arena is home to the renowned Bob Mock's National Figure Skating School.

➤ In order to accomplish this mission, he adds, Center Ice :

- Offers a high-quality learn-to-skate program (ISI) that is easy to administer and affordable to the community.
- Aims to be family-oriented with a total Center Ice Arena experience from the moment patrons drive into the parking lot.
- Strives for consistency in its programming. Its public sessions, LTS sessions and figure skating times have been on the same schedule for 14 years, which has paid immeasurable



Barbara Gahagen is Center Ice Arena's assistant skating director.

dividends in return business, year after year.

- Focuses on having fun in a clean, wholesome environment.

Center Ice Arena uses a unique continuous registration program for its ISI offerings. Skaters can attend any weekly class as many or as few times as they wish. The passes do not expire and are transferable. Team and club members can skate for half-price, and all LTS skaters receive a free public skate session with every program.

Skaters taking private lessons skate on flextime. They sign in when they arrive and skate during the designated freestyle sessions. Ice time is deducted automatically from their pass accounts. There is never any waiting with this approach.

The facility's Ice Babies program also is based on continuous registration. A third of the class time is spent off-ice, teaching young children to follow instruction and to interact with their coaches and each other. The program helps them learn to love skating and view it as a big, fun part of their lives.

Center Ice has developed a strong U.S. Figure Skating and ISI skating team relationship. "We do not differentiate between the two associations, and many of the skaters do both programs," Mock notes. "Everyone is free to do either, or both. There is no stigma attached

to either one; for our skaters, they are interchangeable."

A membership choice is available for every combination, with skaters testing and competing in both ISI and USFS levels. "This provides for a high level of on-ice activity for our skaters year-round and, in turn, keeps our coaching staff very busy," says Mock.

In addition to the ISI Learn-to-Skate and Ice Babies programs and the ISI-based Center Ice Figure Skating Team, Center Ice Arena is home to the USFS-based Basic Skills program and Center Ice and Blades of Western Pennsylvania Inc., as well as learn-to-play hockey. The facility serves as home base for the Allegheny Hockey Association, the largest youth hockey association in western Pennsylvania, plus multiple high school and college hockey teams and clubs.

Among the many events that have been hosted at Center Ice are ISI competitions, USFS and ISI judge training, PSA state workshops, USA Hockey coach and referee seminars, hockey tournaments and professionally directed training seminars for skaters and coaches. The facility also was among the first to host a "Shop-n-Skate" fundraising event in which local vendors are invited to sell their goods and guests are given half-price skating lessons and a chance to try public skating.

Center Ice is often well represented at ISI national competitions. Last year its 22-member team placed fourth out of 107 teams at the ISI World Team Recreational Championships in Boston.

"We gained great public exposure from the local press, and preparation for Worlds really kept our summer skating school jumping — and producing revenue," says Mock.

The greatest challenge for Center Ice Arena in its first 14 years has been one that many facilities would like to have: keeping pace with phenomenal growth.

"Too much growth can actually kill a business," notes Mindy Ulyas. "We have expanded our ice and our parking, added new rental skates and we closely monitor the influx of new skaters, which continues to grow. Strong management and leadership are essential to make the right decisions. When you have them standing in line, the next move better be the right one!"



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Management Matters

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

Summer Maintenance Checklist

MAINTENANCE IS MORE than a once-a-year necessity, but many tasks are most effectively performed when the building is closed and the ice is out.

Each facility is unique, so start by identifying the specific equipment and structural components of your building. Then, develop a detailed plan with methods for accomplishing the tasks during the shutdown period. Following is a suggested outline of maintenance tasks that are common to most ice skating facilities; customize it as needed to keep your own facility in tip-top condition.



- PARKING LOTS, FRONT ENTRANCE AND VESTIBULE**
- ✓ Paint entrance
 - ✓ Strip, clean and seal floors
 - ✓ Adjust door closers and tighten hinges
 - ✓ Oil and grease locks and striker plates
 - ✓ Repave or seal parking lot surface if necessary

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PUBLIC WASHROOMS AND TEAM ROOMS

- ✓ Replace flooring as needed
- ✓ Paint walls, doors and benches
- ✓ Replace toilet partitions if needed
- ✓ Repair or replace plumbing fixtures as needed

CONCESSION AREA

- ✓ Remove all equipment and furnishing
- ✓ Paint walls with high-gloss paint
- ✓ Clean floors and equipment
- ✓ Disinfect drain lines and hoods

LOBBY FLOORS AND WALLS

- ✓ Paint walls, benches and doors
- ✓ Replace worn floor tile, carpeting and baseboards as needed

STAIRWAYS AND SEATING

- ✓ Strip and reseal concrete floors
- ✓ Inspect and repair seats, anti-slip strips and railings
- ✓ Repair/replace spectator seating as needed

ICE FLOOR AND DASHBOARD

- ✓ Check the floor slab for heaving
- ✓ Repair and replace kick plates and cap rail as needed
- ✓ Clean and repair acrylic as needed
- ✓ Inspect stanchions and glass holders
- ✓ Remove cuts and nicks and clean the dashboard plastic
- ✓ Inspect and replace dashboard fasteners
- ✓ Repair and/or replace dasher advertising panels
- ✓ Inspect hockey benches, including penalty box and scorekeeper area
- ✓ Inspect goal frames and nets, paint/replace as needed
- ✓ Inspect and repair netting around arena

OFFICE

- ✓ Replace worn carpet as needed
- ✓ Replace light bulbs and clean fixtures
- ✓ Paint walls and door
- ✓ Install or upgrade computer hardware/software systems
- ✓ Make sure all MSDS sheets are current



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- ✓ Drain and clean seals from holding tank
- ✓ Inspect condenser and lines
- ✓ Clean floors
- ✓ Organize all parts and other supplies (inventory)
- ✓ Inspect all electrical, mechanical and plumbing equipment
- ✓ Check alarms to make sure they are working properly
- ✓ Inspect all safety equipment

HVAC SYSTEM

- ✓ Thoroughly clean all intake and exhaust fans and louvers
- ✓ Clean plenum chambers
- ✓ Replace fan belts
- ✓ Check motor and air-handler bearings

ICE RESURFACER AND RESURFACER ROOM

- ✓ Completely dismantle and paint
- ✓ Replace auger bearings and hydraulic hoses
- ✓ Flush out fluids and recycle tanks
- ✓ Replace dasherboard brushes
- ✓ Clean floor and all drains
- ✓ Follow manufacturer's guidelines for all annual maintenance, including engine overhaul
- ✓ Clean out snow pit
- ✓ Check all hoses and connections
- ✓ Inventory all parts and supplies



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- ✓ Re-lamp over-the-ice fixtures and record date
- ✓ Clean fixtures
- ✓ Replace light bulbs and heaters over seating
- ✓ Inspect emergency and exit lighting systems
- ✓ Replace worn-out switches in offices, locker rooms and washrooms

COOLING TOWER AND EVAPORATIVE CONDENSER

- ✓ Drain tower
- ✓ Clean and remove scale from troughs, coils and tower floor
- ✓ Inspect and clean holding tank, water-flow valves and drains
- ✓ Replace fan belts
- ✓ Replace strainers and intake screens

SKATE RENTAL AREA

- ✓ Check condition of rental skates
- ✓ Make sure to inspect the boots, rivets, tongues, soles, laces, blades and eyelets
- ✓ Repair or replace as necessary

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ELECTRICITY AND THE ICE ARENA: A HOSTILE ENVIRONMENT FOR A DANGEROUS NECESSITY

by Albert Tyldesley



ICE ARENAS WOULD HAVE A DIFFICULT TIME OPERATING WITHOUT ELECTRICITY. WE DEPEND ON THIS EXPENSIVE AND POTENTIALLY DANGEROUS POWER SOURCE. UNFORTUNATELY, WE ALSO TEND TO TAKE IT FOR GRANTED. TURN ON A SWITCH, PLACE A PLUG IN A WALL SOCKET AND WE EXPECT EVERYTHING TO WORK. OUR ELECTRICITY IS USUALLY RELIABLE, AND WHEN USED PROPERLY, IT'S USUALLY SAFE. BUT ALL TOO OFTEN, AGE, ABUSE AND MISMANAGEMENT ALLOW OUR ELECTRICAL POWER EQUIPMENT TO DETERIORATE TO A POINT OF BEING DANGEROUS TO BOTH LIFE AND BUILDING.

⚠️ WATER HAZARDS

We learn at an early age that water and electricity do not mix. Water is an excellent conductor of an electrical charge. Ice arenas use water like they use electricity. Large volumes of water pass through the bathrooms, showers, snack bar and drinking fountains. Tens of thousands of gallons of water are used to maintain the ice. Water is used to cool the equipment in your compressor room. All of these sources are potential problems if not carefully regulated and maintained. Moisture and condensation are normal byproducts in ice arenas. Any kind of moisture mixed with electricity spells trouble.

Most arena managers have seen the damage done by moisture. Overhead lights and beams show signs of rust. Screwheads are hard to remove from equipment that has become damp. We may even have felt a tingle as we worked on electrical equipment inside the arena.

Electrical lines are extremely susceptible to damage from moisture. The simple act of changing an overhead light can result in death if the fixture has been damaged by water. Many arenas place aftermarket lighting and sound equipment on the rink beams. This equipment is often installed by underqualified individuals. Time, moisture and rust may expose live wires

that can lie undiscovered for several years. This type of electrical problem has been responsible for many fires. Water leaks in your roof can cause serious electrical problems in the ceiling area that may go undetected until disaster strikes.

⚠️ AFTERMARKET CAUTIONS

Aftermarket equipment is a problem in many areas. Light fixtures are made for specific use. Most fixtures require that a bulb not exceed a certain watt rating. The extra heat from a larger bulb can ignite not only the fixture, but also any nearby combustible material.

The use of extension cords with decorative lighting is a dangerous misuse of electrical equipment. Extension cords must never be used as a permanent installation, and should be carefully monitored when used as a temporary source of power. Never, never allow an extension cord to pass across an area open to skaters. Should you need to pass a cord through an area where people are wearing skates, elevate the cord high overhead. Using an extension cord that is rated for the equipment you are connecting is a basic safety rule that is frequently violated.

Many ice arenas have electrical lines that extend out to the dashboards. Goal judge lights and sound systems require underground power. The conduit and trenches that carry these lines deteriorate with age. Water passes through rubber flooring and enters the trenches. You will never see this problem unless you inspect the trenches and conduit on a regular basis.

The snack bar, pro shop and skate-sharpening room are all areas highly susceptible to the misuse of electricity. Zip cords or extension cords are commonly used in such areas. Well-meaning employees and outside lease groups can get you into serious trouble in these areas. It is not unusual to find large appliances with power plugs hidden out of sight. Pushing, pulling and dropping items can lead to damaged electrical lines inside walls, which will not be visible day to day. These areas require a thorough inspection by the manager on a regular basis.

Wall plugs in your public area take a beating. Video games and vending machines get pushed and banged into these plugs. Damage can go undetected until a child reaches to retrieve something and is electrocuted. All plugs in the public area should have spring-loaded safety covers that keep little fingers out. Bathrooms, locker rooms and shower rooms should *not* have electrical wall plugs.

ELECTRICAL SAFETY CHECKLIST

- BE SURE ALL ELECTRICAL EQUIPMENT, INCLUDING AFTERMARKET LIGHTING AND SOUND EQUIPMENT, IS INSTALLED AND REPAIRED BY QUALIFIED INDIVIDUALS.

- REGULARLY INSPECT FOR ROOF LEAKS.

- DO NOT USE LIGHT BULBS THAT EXCEED THE RECOMMENDED WATTAGE FOR YOUR FIXTURES.

- NEVER USE EXTENSION CORDS AS A PERMANENT INSTALLATION, AND CAREFULLY MONITOR THEM WHEN USED AS A TEMPORARY SOURCE OF POWER.

- NEVER ALLOW AN EXTENSION CORD TO PASS ACROSS AN AREA OPEN TO SKATERS.

- USE ONLY EXTENSION CORDS THAT ARE RATED FOR THE EQUIPMENT YOU ARE CONNECTING.

- REGULARLY INSPECT TRENCHES AND CONDUITS THAT CARRY POWER UNDERGROUND.

- REGULARLY INSPECT SNACK BARS, PRO SHOPS AND SKATE-SHARPENING ROOMS FOR DAMAGED ELECTRICAL WIRES INSIDE WALLS AND OTHER HAZARDS.

- ALL PLUGS IN THE PUBLIC AREA SHOULD HAVE SPRING-LOADED SAFETY COVERS THAT KEEP LITTLE FINGERS OUT.

- BATHROOMS, LOCKER ROOMS AND SHOWER ROOMS SHOULD NOT HAVE ELECTRICAL WALL PLUGS.

- THE DOOR TO COMPRESSOR OR MECHANICAL ROOMS SHOULD BE CLOSED, LOCKED AND AVAILABLE ONLY TO AUTHORIZED EMPLOYEES.

- EVERY ELECTRICAL DISTRIBUTION BOX SHOULD HAVE EVERY BREAKER MARKED, IDENTIFYING THE SOURCE OF EVERY ELECTRICAL LINE IN THE ARENA.

- IF YOU HAVE ALUMINUM WIRING, CONSIDER REPLACING IT.

- ANY PERSON LEFT ALONE AND IN CHARGE OF YOUR FACILITY SHOULD KNOW HOW TO SHUT OFF ALL ELECTRICITY.

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We often see control-panel access doors left open. Safety guards that have been removed for a repair are not put back on. Uncovered wires hang from equipment and puddles of water appear on the floor. An already dangerous room can become deadly through sloppy maintenance habits and an unprofessional attitude.

You can be sure that Murphy's Law will be in effect when you have a problem in this room: The wrong employee is on duty when an electrical failure occurs. He touches switches, toggles, fuses and anything he thinks might help. Then he touches the wrong thing and dies on the spot. This room must be treated with great respect. Do-it-yourself repair jobs are usually out of order in this room. Let the experts maintain this complicated equipment.

⚠️ BREAKER, BREAKER!

Breaker boxes can be a source of irritation if not marked. Every electrical distribution box should have every breaker marked inside. Identify the source of every electrical line in the arena. This will not only save you time solving a problem; it might save a life or prevent a fire if you can shut a breaker down quickly.

This distribution equipment comes in many different quality grades. When it comes to electrical equipment, the old saying "You get what you pay for" is true. If your arena was built with a low-bid process, you might want to check on the quality of this important equipment. Do you have any aluminum wiring in your arena? Aluminum was used for years before trouble with fire prompted replacement of most of it. Aluminum wiring is still present in many buildings. If you have it, consider replacing it.

Knowing how to shut off all electricity to your facility is important. Any person left alone and in charge of your facility should know how to do this. In case of an electrocution or fire, this simple act could save a life or save your building. It is also a good idea to manually throw every breaker switch once a year. This prevents rust or dirt from incapacitating the breaker. Having extra breakers on hand can be helpful as equipment gets older. Breaker failure in older or low-quality equipment is common.

Electricity is potentially dangerous, yet it is a power source that we cannot live without. Treat it with respect and it remains a friend. Fail to do your homework and electricity can hurt or kill patrons and employees, and burn your facility. Preventive maintenance of electrical equipment should be high on the manager's daily and weekly safety checklist.

Albert Tyldesley is the former chair of both the ISI safety committee and the iAIM board of regents.

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TUESDAY • MAY 24

8 a.m.	9 a.m.	10 a.m.	11 a.m.	Noon	1 p.m.	2 p.m.
15 30 45	15 30 45	15 30 45	15 30 45	15 30 45	15 30 45	15 30 45
	Dallas Cowboys Stadium Tour*				New Attendees Orientation	ISI Conference Opening
						Management Operations Hockey Op Forum
						Maximizing Program Participation

WEDNESDAY • MAY 25

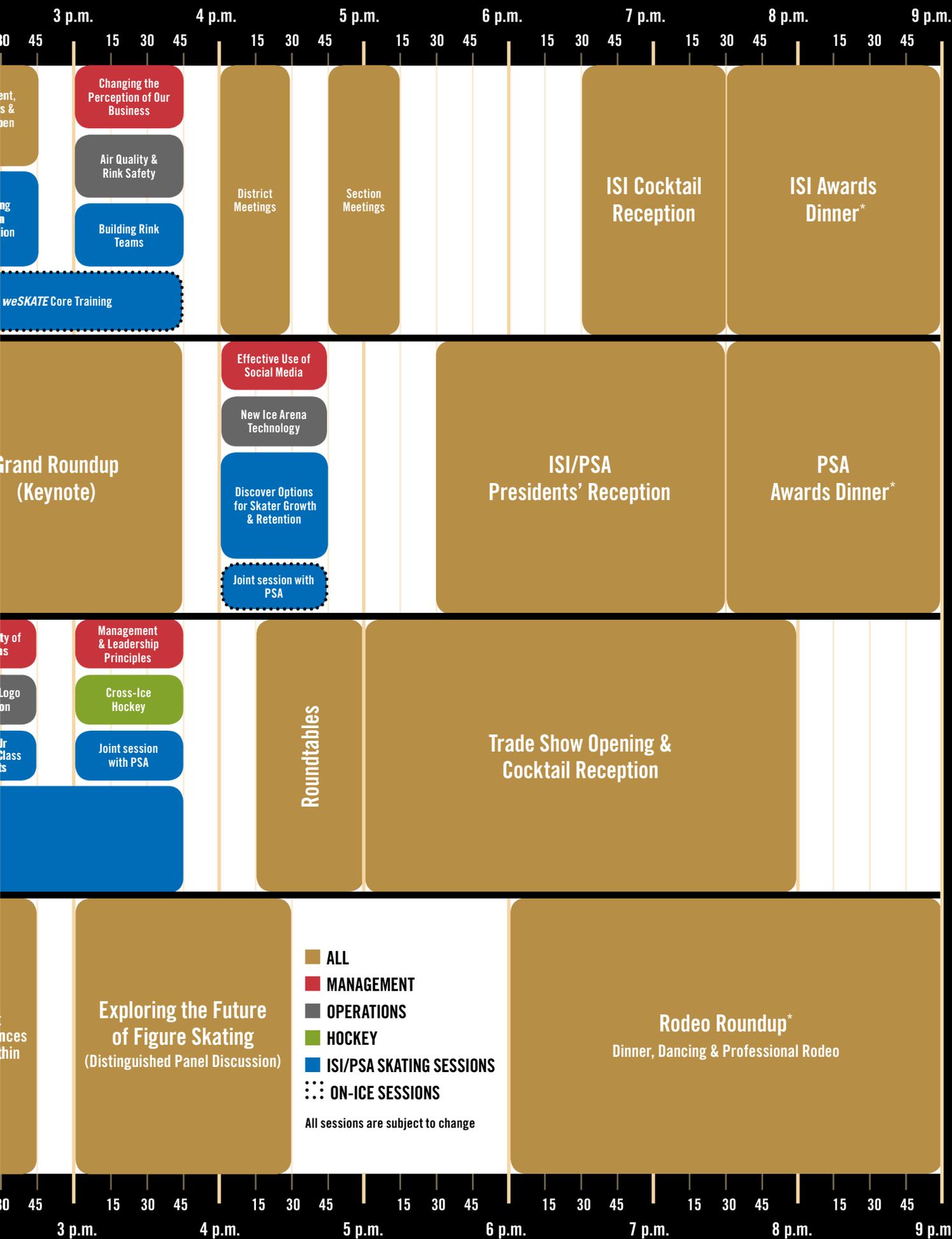
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Marketing Your Skating School	Judge Workshop 1: Intro to Judging	Judge Workshop 2: Advanced Judging Techniques		Open Freestyle	
Off-Ice Warmup 1				Artistic vs Spotlight	
Program Choreography	Dance Step Patterns	weSKATE Intermediate Training		Teaching Turns	

THURSDAY • MAY 26

Creative Expense Reduction	Assembling a Management Team	Working with Skating Clubs	Insurance	What Makes a Great Hockey & Skating Director?	Ancillary Income Sources	Fiscal Realities of Ice Arenas
Building Hockey Programs from LTP to Travel	Cash Control	Refrigeration 101	Organizing Successful Hockey Tournaments	Floor Renovation & Retrofit	The 20% That Makes 80% of the Difference	Ice, Line & L... Installation
Referee Training	weSKATE Class Mgmt Software	Edge Competition Software 101	Edge Competition Software 201	Edge Competition Software 301	weSKATE Class Mgmt Software (repeat)	Training for Coaches & Assistants
weSKATE Training Combined course	weSKATE Training Test*	In conjunction with the PSA conference, multiple in-depth educational sessions will include: <ul style="list-style-type: none"> • Singles - jumps, spins, using modern technology • Groups - beginner class workshop & teaching tots • Skating Directors - Staff management, customer communication, training a new generation • Choreography - Performance coaching, new warm-ups with partners & Zumba • Sessions for Pairs, Dance, Synchro, Hockey & much more 				
Joint session with PSA	Joint session with PSA					

FRIDAY • MAY 27

Corporate Partnerships & Naming Rights	Management & Instructor Relationships	Hockey Section Meeting				
Rental Skate Selection & Maintenance	Hockey Skates in Your Skate School	Instructor Section Meeting				
Joint sessions with PSA			Trade Show With Buffet Lunch			
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 - HOCKEY
 - ISI/PSA SKATING SESSIONS
 - ⋯ ON-ICE SESSIONS
- All sessions are subject to change

* Registration & additional fee required (see registration form)



Boot up for Big D!

Where was the frozen margarita machine invented? How about the integrated circuit computer chip (now known as the microchip)? What city boasts the largest urban arts district in the United States? Where does the tallest (52 feet!) cowboy in Texas live? Where is the ice rink that's home to the country's tallest indoor Christmas tree during the winter holiday season? Where will ISI and PSA members gather in May for a concurrently hosted Ice Arena Conference and Trade Show?

The answer is ... D.

Big D, that is! This year's bigger and better event will be hosted at the beautiful Westin in the Galleria Complex, one of USA Today's Top 10 Shopping Spots in the U.S. In addition to the outstanding educational sessions and trade show, the week will include such highlights as a behind-the-scenes tour of the new Dallas Cowboys stadium, a joint ISI/PSA Presidents' Reception and a Friday evening Roundup including dinner, dancing and a private professional rodeo. The 2011 ISI Conference Championships national ice skating competition will follow the conference and trade show, over Memorial Day weekend at the nearby Dr Pepper StarCenter and PSA StarCenter.

Join us in Big D for a heapin' helpin' of Southern hospitality!

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ISI group rate: \$145

Reservation desk: (888) 627-8536

Group Code: Ice Skating Institute

Reservation deadline: April 25

REGISTRATION FORM:

skateisi.org/conference





May 28-30 Dr Pepper StarCenter McKinney, Texas

Additional events at Dr Pepper StarCenter
Frisco and/or PSA StarCenter Plano, if needed

Entry & Test Deadline: March 1

Back by popular demand, this Memorial Day weekend event offers a prime opportunity to maximize your investment by using your programs and costumes from the skating season. Plus, a trip to Dallas – also known as “Big D” – is a great way to kick off the summer! The motto here is “Live Large. Think Big.” The Dallas area is the shopping capital of the U.S. and offers more than 6,000 restaurants, not to mention arts and historic districts, amusement parks, museums and more. And just like ISI events, Dallas is all about both quality and quantity!

More Info:
skateisi.org/ConferenceChamps
visitdallas.com
drpepperstarcenter.com
psaplano.org

For event details and entry forms...
skateisi.org/ConferenceChamps





Two Conferences for the Price of One! Keynote Speaker and Closing Panel Discussion Announced

by Lori Fairchild

THE 2011 ICE Arena Conference & Trade Show will offer more bang for your buck. ISI and PSA are partnering up for a concurrently hosted event with all educational sessions included in one conference admission. ISI conference attendees may attend all PSA sessions at no additional charge, and vice versa (excluding special activities or social events requiring registration fees).

This year's conference and trade show will be held at the Westin Galleria in Dallas' lavish Galleria Complex, home to more than 200 retailers and a diverse collection of restaurants at all price points. On-ice sessions will be conveniently located at the on-site Galleria Ice Skating Center.

ISI and PSA will team up for a pre-conference tour of the new Dallas Cowboys stadium, the "Grand Roundup" welcome keynote, a joint Presidents' Reception, the trade show and a Rodeo

Roundup closing party. Each organization will host its own awards dinner.

The Cowboys stadium tour on Tuesday, May 24, preceding the ISI conference opening address, will include a private suite, press boxes, the field, the post-game interview room and both the players' and cheerleaders' locker rooms, plus offices, the Dr Pepper Star Bar, the Ford Motor Co. Fountain, the Miller Lite Club, and finally, the pro shop. Also included will be a complimentary souvenir photo on the Cowboys Star and the opportunity to throw the ball around on the field.

The opening keynote speaker, Trevor Moawad, director of the IMG Performance Institute, is recognized worldwide for his involvement in the field of mental conditioning and peak performance education.

A special closing keynote session on Friday will feature a not-to-be-missed

panel discussion, "Exploring the Future of Figure Skating," with high-profile participants to be announced soon.

Friday's Rodeo Roundup, a perfect closing to the busy week, will feature a barbecue dinner, dancing and a private live rodeo at Mesquite Championship Rodeo, with bus transportation provided.

Back by popular demand, the ISI Conference Championships national skating competition will be held Memorial Day weekend at the nearby Dr Pepper StarCenter McKinney and PSA StarCenter facilities. (Go to skateisi.org for competition details.)

Advance registration continues through April 15, offering a \$100 savings. The registration form and additional details are available at skateisi.org/conference.

Look for the conference prospectus, including a session schedule, in the center of this magazine. 



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Play Texas Trivia and You Could Win an iPad!

Test your knowledge of the Lone Star State, then bring this completed quiz to the ISI registration desk at the conference in Dallas for a chance to win an iPad! Entries must be received by 5 p.m. Tuesday, May 24. The winner will be announced at the Presidents' Reception on Wednesday, May 25, and must be present. (Hint: Some answers contain multiple words.)

- The _____ in Texas is bigger than the state of Rhode Island.
- Texas boasts the nation's largest herd of _____.
- Texas is the only state to enter the United States by _____ instead of by territorial annexation.
- El Paso, Texas is closer to Needles, _____ than it is to Dallas.
- The state's _____ population is estimated to be near 16 million.
- The world's first _____ was held in Texas on July 4, 1883.
- _____ jelly originated in Texas and was first marketed in 1978.
- The Dallas-Fort Worth Metroplex covers 384 square miles of _____.
- Dallas has more _____ per capita than any other major American city.
- The NFL's all-time leading rusher is former Dallas Cowboy _____.
- Dallas was home to the nation's first _____ store in 1922.
- Dallas has four times as many _____ as New York City.
- The first professional baseball team in Dallas was known as the _____.
- Famous outlaws _____ met in Dallas.
- Seventy percent of the population of Texas lives within 200 miles of _____.
- The Dallas-Fort Worth area has more residents than 31 U.S. _____.
- Almost 10 percent of Texas is covered by _____.
- In Texas, it is illegal to put graffiti on someone else's _____.
- The name "Texas" is derived from the Caddoan word "Tejas," meaning _____.
- The most famous line from the 1970s TV show "Dallas" was "_____."

Your Name _____

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Coaches' Corner

Randy Winship
ISI Director of Skating Programs & Events

C'mon Down!

NO, THOSE ARE NOT THE MAGICAL WORDS for you to become the next contestant on *The Price Is Right*. You've heard the news and seen the ads — and you already know that everything is bigger in Texas — so now there's only one thing left to do: Make your plans to come on down to Dallas for the ISI/PSA Conferences in May.

And the price IS right! This year's bargain of "two conferences for the price of one" is an educational bonanza, saving both travel costs and time, to boot! When you sign up for the ISI Conference, you

are welcome and encouraged to attend any of the PSA educational sessions as well, at no additional cost.

I've been attending both the ISI and PSA conferences since both were held in Dallas in 1983. Even when I lived and worked overseas, I always made it part of my plan to return to the USA in May for the conferences. I felt isolated living and teaching skating in foreign countries throughout Asia and in the Middle East, so just being at the conferences would re-inspire me and give me the support and strength I needed to deal with some difficult situations. My conference trip was always a major highlight of my year.

While the focus of each conference is different, the goals for coaches are similar:

- To provide you with the tools and education needed to become the best coach you can be.
- To broaden your coaching horizons and increase your teaching opportunities.
- To provide unlimited networking opportunities in the family of skating — no matter how long you've been coaching, or how new you are to this profession.
- To meet friends and colleagues,

and to renew your sense of direction while becoming refreshed, revitalized, rejuvenated.

If it's education you crave, you'll be "deep in the heart of learning" with a multitude of choices for coaches as well as skating directors.

If you need to get organized, you'll learn shortcuts and tips from coaches who have "been there, done that."

If technology is your thing, check out some new tools at the largest industry trade show, which will be held on Thursday and Friday of conference week.

If unlimited networking opportunities and fabulous social events are your thing, this is your year! You'll love the incredible Galleria complex, complete with the Westin hotel, the upscale tri-level shoppers' paradise, outstanding restaurants and a beautiful ice rink.

Get your advance registration in by April 15 and save \$100, then get ready for a two-for-one week of learning, sharing and preparing for your best skating season ever. We hope you'll be staying for the ISI Conference Championships immediately following conference, too! 

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THE ISIA EDUCATION Foundation awards annual scholarships to ISI skaters, with recipients announced at the annual ISI Conference in May. For information on tax-deductible donations as well as memorial or honorary gifts, please go to www.skateisi.org/foundation. Special thanks and appreciation go to the following generous individuals and groups who made pledges and donations for 2010:

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July 25-30

NSC Schwan Super Rink Blaine, Minnesota

Entry & Test Deadline: May 1

Three's a charm for ISI Worlds at Schwan Super Rink! Worlds returns for the third time to the country's largest indoor ice skating facility, now with an incredible eight rinks under one roof! This facility is part of the National Sports Center, one of the largest amateur sports complexes in the world. The Twin Cities of Minneapolis and St. Paul are less than 30 minutes away, offering plenty of fun family attractions, like the gigantic Mall of America with its own indoor theme park, the Riverfront District, Loring Park, Uptown, "Eat Street" and beautiful lakes and parks galore. Mark your calendar for Worlds 2011, and get ready for the largest recreational ice skating competition on the planet and a healthy dose of "Minnesota Nice."

More Info:
skateisi.org/Worlds
minneapolis.org
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For event details and entry forms...
skateisi.org/Worlds



Coaching Toolbox?



An element of entertainment is needed to hold a new skater's INTEREST.

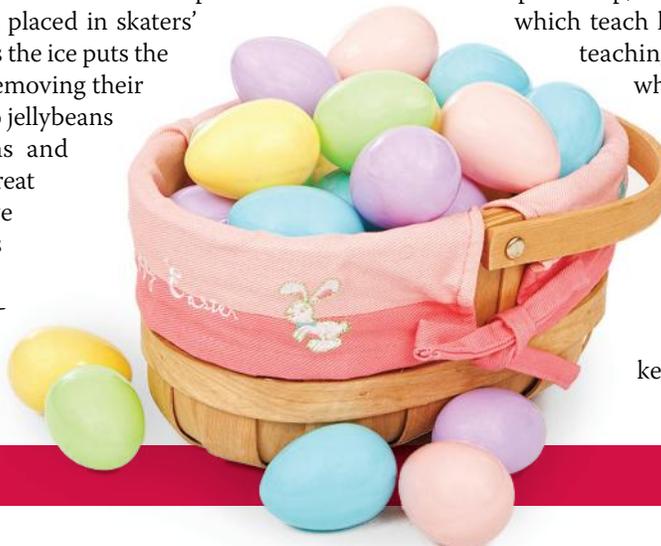
WHAT IN THE world would one find in an ice skating coach's toolbox, you might ask? Over the last 26 years I have seen a growing need to bring more to a skating lesson than our knowledge of our wonderful sport. An element of entertainment is needed to hold a new skater's interest.

Ideal teaching tools can be found at any time of year in stores' dollar bins or through the Oriental Trading Co. catalog.

Whether you are a new coach or have many years of coaching experience, it is never too late to start collecting tools to build up your toolbox. As you go about your normal shopping routines, I recommend keeping your eyes open for those peculiar toys or games that can be fun and appropriate to bring to your lessons. Of course, keep in mind "safety first" when buying anything that will

be taken onto the ice.

The best days to stumble onto great buys are the first few days after a holiday, when all the leftovers have gone on sale. Each holiday has its own special collection. Little plastic hearts or plastic Easter eggs placed in skaters' palms as they're marching across the ice puts the focus directly onto the object, removing their focus from the fear of falling. No jellybeans necessary! Inflatable pumpkins and other Halloween toys make for great games in the fall. Inexpensive holiday stockings and small toys scattered on the ice make for a great game of marching and dipping while skaters pick up toys to stuff their stockings.



Other ideal teaching tools can be found at any time of year in stores' dollar bins or through the Oriental Trading Co. catalog. Marching around and collecting rubber ducks ordered from Oriental Trading Co. almost guarantees that the Tiny Tots will be asking to come back for more skating lessons.

Keep your eyes open in stores' gardening sections for child-size kneepads. They measure approximately 12-by-12 inches, and you can find them in all different shapes, such as ladybugs and flowers. These are perfect for your skaters to hold out in front of them with their arms extended to keep their balance as they skate across the ice.

Other games that entertain skaters and keep their interest include plastic croquet sets (skaters travel across the ice with a plastic croquet ball) and ring toss (skaters toss rings onto blowup toys and complete backward wiggles to throw the rings from a greater distance each time).

The easiest tool of all is a giant marker, available at most office supply stores. Draw a "road" on the ice, creating a course for beginning skaters. Draw a stop sign so they can use their new snowplow stop; U-turns going in different directions, which teach leaning into the circle; large X's for teaching the two-foot hop; and a cyclone, which can be the start of a two-foot spin. Remember to draw a treasure box, rainbow or some other special "reward" at the end of the road to give the skater the feeling of accomplishment when they have finished traveling the course.

Markers also should be used to keep skaters from clinging to the wall. >>



ISI Membership **REWARD\$** PROGRAM

3 Ways to **Win!**

ISI Administrative members (arenas, clubs and skating schools) can now enjoy substantial returns by registering class and recreational skaters with ISI.

All that's required is a quick and simple initial sign-up, indicating that your arena, club and/or skating school would like to participate. Just visit the Membership Rewards link on our website (www.skateisi.org).

**What are you waiting for?
Get all the details and sign up today at
www.skateisi.org**

Phase 1

Wholesale Membership Rate

Take advantage of ISI's convenient bulk registration process and register your skaters as ISI Individual members starting Sept. 1 using the retail membership rate and earn an immediate reward of \$2 per skater registered.

Just think, when you register 500 skaters, your arena, club or school earns \$1,000!

Phase 2

Threshold Rewards

Increase the number of registered skaters by targeted percentages of 25%, 50% and 100% and receive additional rewards in the form of "ISI Bucks," which may be used as credits toward ISI programs, services or publications.

Phase 3

ISI Honor Roll

Administrative members with large ISI enrollments earn rewards at four levels, for up to \$1000 in ISI Bucks.

Now, the same 500 skaters have earned you another \$500, this time in ISI Bucks!

Professional Member Incentives

Skating directors and coaches can earn big rewards, too, by referring new ISI Professional members.





» Every parent loves to look out and see an organized looking class.

Draw a line approximately 3 feet away from the wall on each end of your group-lesson lane and make sure the skaters are aware from the first day of class that the wall is off-limits. On that first encounter with new skaters in a group lesson, line them up on the line you have drawn, and don't forget to check for properly fitted and laced skates. Make the line different every week — sometimes straight, next time curvy. By lining up the skaters, you are showing the parents that you have control of your class, and you are proving that the skaters do not need to hang onto the wall while skating. I always say, "The wall will make you fall!"

Stickers offer another simple tool that goes home with the skater to remind them of their great time on the ice. Again, Oriental Trading Co. has hundreds of stickers for a great price, including seasonal stickers to pass out during the last class before a holiday.

The tools in our toolbox help us improve our odds of business survival and success.

Remember: Coaches, rink managers and parents form the points of a triangle that must work together in these tough economic times. Without management, we have no organized structure to gain clientele. Without coaches working to keep customers coming back for more skating lessons, management would not have returning business. Without happy parents, management and coaches have no consistent clients. It is imperative we keep this triangle in mind as we teach our lessons. The tools in our toolbox help us improve our odds of survival and success in a business that depends on who walks in the door and how we go about keeping them coming back.

Jacqui Palmore is the skating director at Glacial Garden in Lakewood, Calif.

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Association Reports

NorthEast Ice Skating Managers' Association (NEISMA)

by Ed Peduto, President



NEISMA hopes to parlay its successful fall 2010 meeting into an even more successful spring 2011 meeting. We hope that the cachet of the Ivy League and Yale University will attract many rink employees to New Haven, Conn. The *tres* exclusive and highly ranked Yale University Golf Course will

host the 2011 NEISMA Golf Tournament; the "Yale Whale," aka Ingalls Arena, will host the 2011 NEISMA Cup Hockey Game; and the Omni Hotel will serve as the host hotel. We hope that our mid-April date will allow many facility personnel to attend during "mud season"!

The ISI network is alive and well in my life. I look forward to collecting my FREE dinner from longtime ISI stalwart Judy Sniffen. She had lots of faith in the NY Jets' abilities; the Patriots Dec. 6 thrashing of them has shaken both her faith in the Jets and a few moths out of her wallet! On a sadder note, I attended a wake for ISI instructor Mindy Lordan's mother-in-law, where I learned that Mindy reads this column. Never underestimate the reach of the *ISI EDGE!*

NEISMA ASTM representative Tom Morton reported a successful outcome from the recent meeting in Texas. A proposed far-reaching "rink standard" will be reworked to the benefit of many rinks, many of which are not members of any associations.

The busy season is in full swing! I hope that all of you have enjoyed a prosperous season and I look forward to seeing many of you in Dallas in May.

Minnesota Ice Arena Managers Association (MIAMA)

by Eric Edhlund, MIAMA President



What a winter we have had in Minnesota! We experienced a record-setting 21 inches of snow in one weekend, a snowfall that we haven't seen in more than 10 years. True to our nature, we pulled it together, and embraced winter and all that comes with

it. Minnesota saw the opening of a couple of new facilities: Vadnais Heights Sport Center in the metro, and Duluth's Amsoil Ice Arena, the new home to the Duluth Bulldogs.

As the president of MIAMA, I encourage all ice arenas nationwide to become a member of our website, Rinkfinder.com. Rinkfinder, along with MIAMA.org, is a resource where rink professionals and vendors can sell available ice, promote their facility, communicate online, post comments, network and share ideas. We believe we can learn from each other to make the ice industry the best it can be.

Please visit MIAMA.org for information on our spring conference, which will be held in early May at the new Vadnais Heights Sports Center and will include multiple tracks involving hands-on ice maintenance, management seminars and a trade show.



CLASSIFIED ADVERTISING

DIRECTOR OF MEMBER SERVICES

Full-time position at ISI headquarters in Plano, Texas, responsible for marketing, promotion and administration of ISI membership programs and services, along with other duties. Must be ISI gold-certified judge with minimum 10 years experience managing ISI programs and events, and have a thorough understanding and appreciation of the ISI recreational skating philosophy. Must possess strong leadership, oral and written communication skills, in addition to general office and computer skills. Travel required. Please send letter of interest with résumé to pmartell@skateisi.org.

GRADUATE ASSISTANT

Bowling Green University is looking for a graduate assistant to assist with management of the ice arena, including scheduling, hiring, training, supervision and evaluation of senior student assistant, student employees and practicum students. Additional duties include ordering skate shop and concession inventory. For more details, go to www.bgsu.edu/offices/sa/recwell/page32777.html.

SKATING INSTRUCTORS

Wheaton Ice Arena in Wheaton, Md. seeks skating professionals to instruct group lesson program. Must be available Thursday evenings, Friday afternoons, Saturday morning to afternoon and/or Sunday afternoons. Opportunity to teach private lessons. Must be ISI- or PSA-certified. E-mail résumé, cover letter and three letters of reference to Samantha.Hickey@montgomeryparks.org. Website: www.WheatonIceArena.com

FREE CLASSIFIED ADVERTISING for ISI Members!

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

Ice Skating + FUN = 2011 ISI National Events!

It All Adds Up to Skating for the FUN of It!

Six competitions, six locations — unlimited opportunities!
It's a no-brainer! ISI skaters have the most opportunities to compete in a wide variety of events and in a fun, welcoming environment.

February 11-13

St. Peters Rec-Plex
St. Peters, MO

Entry & Test
Deadline:
December 1



April 8-10

The Edge Ice Arenas
Bensenville, IL

Entry Deadline:
February 1



May 28-30

Dr Pepper StarCenter
McKinney, TX

Entry & Test
Deadline:
March 1



July 25-30

NSC Schwan Super Rink
Blaine, MN

Entry & Test
Deadline:
May 1



Sept. 30-Oct. 2

Tampa Bay Skating
Academy-Oldsmar
Oldsmar, FL

Entry & Test
Deadline:
August 15



December 2-4

Pickwick Ice Skating
Center
Burbank, CA

Entry & Test
Deadline:
October 15



Go to skateisi.org for entry forms and additional event details.



CALENDAR

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

COMPETITIONS

MARCH

- 4-6** **Park Ridge IL**
 Oakton Ice Arena
 Ice Breaker Classic
- 5-6** **Minneapolis MN**
 Parade Ice Arena
 SportQuest Skating Academy
 Blades of March
- 5-6** **San Diego CA**
 San Diego Ice Arena
 California State Games
- 5-6** **Belmont CA**
 Belmont Iceland
 Silver Spin
- 5-6** **Wasilla AK**
 Brett Memorial Ice Arena
 Iditarod Days Skatefest
- 6** **College Park MD**
 Herbert Wells Ice Rink
 Spring Invitational
- 12** **Peoria IL**
 Owens Recreation Center
 Owens Center Spring Thaw ISI Competition
- 12-13** **Natick MA**
 FMC William Chase Arena
 40th Annual ISI Competition
- 12-13** **Columbus OH**
 Chiller LLC Easton
 Chiller Spring Classic
- 12-13** **Champaign IL**
 University of Illinois Ice Arena
 Illini Ice Competition
- 18-20** **Oldsmar FL**
 TBSA Oldsmar & Countryside
 2011 ISI District 18 Championship
- 18-20** **Geneva IL**
 The Skate School @ Fox Valley
 Fox Valley Ice Arena
 ISI District 8 Championships
- 18-20** **Jefferson City MO**
 Washington Park Ice Arena
 18th Annual ISI Capital City Classic
- 19** **Pittsburgh PA**
 RMU Island Sports Center
 2011 Shamrock Skate

- 19** **Charlottesville VA**
 Main St. Arena
 St. Patrick's Day Open
- 19-20** **San Francisco CA**
 Yerba Buena Ice Skating Center
 Golden Gate Skate

- 20** **Odenton MD**
 Piney Orchard Ice Arena
 Reach for the Stars

- 20** **Dallas TX**
 Galleria Ice Skating Center
 27th Annual State of Texas Team Competition
- 26** **Yorktown VA**
 Hampton Roads IcePlex
 4th Annual Spring Fling

- 26** **Livonia MI**
 Livonia Eddie Edgar
 Livonia ISI Open Competition

- 26-27** **Luverne MN**
 Blue Mound Ice Arena
 Blue Mound Figure Skaters Inc.
 Spring Fling

- 26-27** **Riverside CA**
 Icetown-Riverside
 Orange Twist Open Competition

- 27** **Newark DE**
 The Pond Ice Arena
 2011 ISI Spring Invitational

- 27** **Newark DE**
 The Pond Ice Arena
 2011 ISI Spring Invitational

APRIL

- 1-3** **Knoxville TN**
 Ice Chalet
 42nd Annual Robert Unger ISI Skating
 Competition

- 1-3** **Fairview Heights IL**
 US Ice Sports Complex
 10th Annual Spring Fling Invitational

- 2-3** **Saratoga Springs NY**
 Weibel Ice Rink
 Saratoga Springs FSC
 14th Annual Saratoga Springs Invitational

- 2-3** **Delmont PA**
 Center Ice Arena
 Golden Blades Championship of Pittsburgh



- 9-10** **Anaheim CA**
 KHS Ice Arena
 Jump into Spring 3rd Annual ISI Open

- 9-10** **Van Nuys CA**
 Iceland Van Nuys
 Annual ISI Competition

- 10** **Boardman OH**
 The Ice Zone
 Spring Invitational

- 15-16** **Gatlinburg TN**
 Ober Gatlinburg Ice
 Ober Gatlinburg ISI Team Competition

- 15-17** **Tacoma WA**
 Sprinker Recreation Center
 ISI Spring Fever Team Competition

- 16-17** **Franklin Park IL**
 Franklin Park Ice Arena
 Spring Fever Competition

- 16-17** **Monsey NY**
 Sport-O-Rama Ice Rinks
 Sport-O-Rama Spring Classic

- 16-17** **San Mateo CA**
 Ice Center San Mateo
 April Ambush

- 22-23** **Boxborough MA**
 Nashoba Valley Olympia
 Nashoba Valley ISI 31st Annual Team
 Competition

- 30-May 1** **Fairfax VA**
 Fairfax Ice Arena
 2011 ISI Spring Competition

- 30-May 1** **El Segundo CA**
 Toyota Sports Center
 Spring Fling

- 30-May 1** **Great Neck NY**
 Andrew Stergiopoulos Rink
 7th Annual Long Island Ice Classic

MAY

- 14-15** **Pasadena CA**
 Pasadena Ice Skating Center
 27th Annual ISI Open Competition

- 28-30** **Dallas TX**
**Dr Pepper StarCenter
 McKinney**
 (Additional events at Dr Pepper
 StarCenter Frisco and/or PSA
 StarCenter Plano, if needed)

ISI Conference Championships

JUNE

- 3-5** **New York NY**
 Sky Rink @ Chelsea Piers
 25th Annual ISI Team Competition

- 11-12** **Johnstown PA**
 Planet Ice
 Spring Challenge Championship

- 11-12** **Chicago IL**
 McFetridge Sports Center
 22nd Annual School's Out Competition

- 17-19** **Clearwater FL**
 Clearwater Ice Arena
 25th Annual ISI Competition

JULY

2-3 **Paramount CA**

Paramount Iceland
Paramount Iceland's American Classic

16 **Wilmette IL**

Centennial Ice Rinks
Mid-Summer Classic



24-30 **Blaine MN**

Schwan Super Rink
ISI World Recreational
Team Championships

30 **Gurnee IL**

Rink Side Ice Arena
The Summer Chiller

AUGUST

4-7 **San Diego CA**

San Diego Ice Arena
State Games of America

SEPTEMBER

16-18 **Arlington TX**

ICE at The Parks
7th Annual Open Competition



30-Oct. 2 **Oldsmar FL**

Tampa Bay Skating
Academy-Oldsmar
ISI Adult
Championships

DECEMBER



2-4 **Burbank CA**

Pickwick Ice Skating
Center
ISI Artistic Challenge

SHOWS & EXHIBITIONS

MARCH

thru April 15 **Minneapolis MN**

Parade Ice Arena
SportQuest Skating Academy
SportQuest Exhibition

1 **Granite City IL**

Granite City Park District
39th Annual Ice Show

3-5 **Middletown RI**

Cabot-Harmon Ice Center
Franklin Blades Skating School
Ice Exhibition at St. George's

4-5 **Pekin IL**

Pekin Memorial Arena
Annual Ice Show - Rated G

4-6 **Jefferson City MO**

Washington Park Ice Arena
49th Annual Ice Show-Seasonal Vibes

5 **St. Louis Park MN**

St. Louis Park Rec Center
Winter Exhibition

5 **Tacoma WA**

Sprinker Recreation Center
ISI Camp Showtime-Boot Camp

6 **Salem MA**

Salem State University
Viking Skating Club
A Salute to Disney

11 **Cheyenne WY**

Taco John's Events Center
American Rock n Roll

12 **Gurnee IL**

Rink Side Ice Arena
Pass the Remote

12-13 **St. Louis MO**

Wayne C. Kennedy Recreation Complex
Annual Ice Recital

18-19 **Luverne MN**

Blue Mound Ice Arena
Blue Mound Figure Skaters Inc.
Celebrate

19 **Bakersfield CA**

Rabobank Arena
Bakersfield Blades FSC
Condors Skate Exhibition

21 **Laconia NH**

Laconia Ice Arena
Central New Hampshire Skating Academy
Spring Show

25-27 **Eden Prairie MN**

Eden Prairie Community Center
The Little Mermaid

26 **West Concord MA**

Valley Sports Ice Arena
Sharper Edge Skating School
Motion on Ice

26 **Greenfield MA**

FMC Collins-Moylan Arena
Reflection

APRIL

1-2 **Norwich CT**

Norwich Ice Rink
Norwich Skating School
Under the Sea

2-3 **Stevens Point WI**

KB Willett Arena
Time to Skate

3 **Greensburg PA**

Kirk S. Nevin Arena
Over the Rainbow

9 **Soldotna AK**

Soldotna Sports Center
Skating Under the Big Top

15-16 **Joliet IL**

Inwood Ice Arena-Joliet Park
Inwood's Adventure Theme Park

15-16 **Champaign IL**

University of Illinois Ice Arena
Learn-to-Skate Showcase 2011: City Lights

15-17 **Park Ridge IL**

Oakton Ice Arena
Club Oakton

15-17 **Chicago IL**

McFetridge Sports Center
Totally '80s

22-23 **Newark OH**

Lou & Gib Reese Ice Arena
6th Annual Jane McConnell Ice Show

23 **Wasilla AK**

Brett Memorial Ice Arena
Spring Ice Show

29-May 1 **Carol Stream IL**

Carol Stream Ice Rink
Lights, Camera, Action

29-May 1 **White Bear Lake MN**

White Bear Lake Sports Center
From Books to Blades...

MAY

1 **Marlboro MA**

FMC Navin Arena
Flower Power

13-15 **Wilmette IL**

Centennial Ice Rinks
Opposites Attract

15 **Nashville TN**

Centennial Sportsplex
Spring Ice Show

20-21 **Stillwater MN**

St. Croix Valley Recreation Center
Cinema On Ice

20-22 **Niles IL**

Niles Park District Iceland Arena
Glide on Down the Yellow Brick Road

21-22 **Boxborough MA**

Nashoba Valley Olympia
Ice Magic 2011

22 **Glen Ellyn IL**

Center Ice of DuPage
Just Dance

JUNE

18 **Arlington TX**

ICE at The Parks
Summertime



**And
Another
Thing...**

Peter Martell
ISI Executive Director

Don't Be Penny-Wise But Pound-Foolish

I RECENTLY READ A report about a new multimillion-dollar arena that concluded with: "There is talk of hiring a manager before the facility opens."

My first reaction was to laugh. But then, upon further reflection, I realized that this is a serious problem that has grown worse during the recent economic downturn. What other business do you know that would consider building and operating a multimillion-dollar facility without employing an experienced and knowledgeable manager to run it? Furthermore, how many businesses do you know that have numerous different departments or product lines that do not have a manager or department head to direct each business segment?

While I realize that an ice skating arena is not a hotel or a department store, it is still a business and has much in common with hotels and department stores, which are service and retail businesses — as is an ice skating facility!

If we, as rink owners and operators, want to grow our businesses, we must be willing to invest not only in the necessary land, building and equipment but also in a trained, knowledgeable and experienced staff that can organize, promote and administer the programs required to increase and retain interest and participation in ice sports. After all, ice skating

and hockey are not necessities of life; they are dispensable activities competing for people's disposable time and money.

In order to compete effectively with all of the other recreation and entertainment opportunities available to the American public today, it is imperative that we run our arenas as a business as opposed to a pastime — and that includes hiring the right people to operate them. After all, would a professional sports franchise build a new stadium and then not hire the best players, coaches and manager available (and affordable) to build their team? Why should the ice skating business be any different?

Don't be penny-wise but pound-foolish. The secret to success in our business is getting more bodies through the front door, then entertaining and retaining them. You don't accomplish that by cutting back on staff and services. While it may produce some immediate savings, it will almost inevitably result in long-term decline in participation and revenue.

As a mentor once told me, the ultimate way to reduce expenses is to put a chain on the front door. Clearly, that doesn't encourage participation or generate revenue. Invest in your future by investing in the present. That's what will build our businesses, our sports and our industry. 

CONDOLENCES

FRANCES DORSEY

Former Northbrook Sports Center skating director Frances Dorsey passed away last July at the age of 74. She was a national and international figure skating competitor in the 1950s and later was billed as "The Marilyn Monroe of the Ice" during her career with the Ice Follies. During her 25 years in Northbrook, Ill., she directed the ISI program as well as the annual ice show featuring 1,500 skaters. She later moved to Santa Fe, where she resumed teaching ice skating and choreographing ice shows. Dorsey was the author of the book *Creative Ice Skating*. She is survived by her daughter, Dorsey Lachner; her son, Comer Plummer Jr.; and her sister, Sherry Dorsey Cook. Contributions for a memorial park bench may be sent to: Northbrook Park District Sports Center, Frances Dorsey Memorial Fund, 1730 Pflugsten Road, Northbrook IL 60062.

ROY GARDNER

Roy Gardner passed away Nov. 20 at Scarborough General Hospital in Toronto at the age of 82. Gardner retired in 2002 following a 54-year career with CIMCO, where he held many different positions, including vice president of operations. He was an avid curler who helped build the 16-sheet Avonlea Curling Rink in Don Mills, Toronto

in 1961. Gardner is survived by son Craig (Jenny), daughter Linda (Dave), four grandchildren and companion Lorraine Kirk. His wife, Joyce, predeceased him in 1993.

BARRY KEAST

Barry Keast, 69, of Danville, Calif., died Nov. 12. In the early 1960s, Keast was a trainer for the Niagara Falls Hockey Club and later the NHL's Cleveland Barons and Oakland Seals. He went on to manage Dublin Iceland in California for many years, and was a frequent attendee at the annual ISI Conference and Trade Show. Keast is survived by his wife Bonnie, their two sons and four grandchildren.

JOSEPH SPITERI

Longtime ISI builder/supplier member Joseph Spiteri died on Dec. 22 at the age of 87. An immigrant from Malta, he was the founder of ice skating boot maker SP-Teri Company. His custom and stock-made skates are sold in the United States, Canada, Europe and Asia. Many show skaters, professional coaches and national, world and Olympic skaters and champions have worn his boots. Spiteri is survived by his wife of 64 years, Carmen; their sons Charles and George; daughters Tessy Lencioni and Josie Ghiglieri; 12 grandchildren; six great-grandchildren; three brothers; and two sisters.

Release Your Inner Cowboy (or girl)!



Make the most of
your Texas experience
with these not-to-miss
conference events!



Dallas Cowboys VIP Guided Stadium Tour

Spend the morning before the conference opening on a behind-the-scenes tour of the new Dallas Cowboys stadium, home of the 2011 Super Bowl. You'll get to visit a private suite, press boxes, the field, the post-game interview room and both the players' and cheerleaders' locker rooms, plus offices, the Dr Pepper Star Bar, the Ford Motor Co. Fountain, the Miller Lite Club and the pro shop. Also included will be a complimentary souvenir photo on the famous Cowboys Star and the opportunity to throw the ball around on the field.

Rodeo Roundup

What better way to conclude the week than with a Friday night shindig that includes: a full barbecue buffet dinner with all the fixins; a private live rodeo featuring the country's fastest horses, strongest bulls and toughest cowboys; and country music and dancing in an authentic Texas honky tonk! Help raise funds for the ISIA Education Foundation by purchasing a chance to sit in the "shark cage" — 1,500 pounds of steel in the center of the arena floor — or attempt to tame the mechanical bull. Great photo opportunities! But remember: *"There never was a horse that couldn't be rode, and never was a cowboy who couldn't be throwed!"*

Reservations required for both events.
See conference registration form at skateisi.org/conference.
Tickets \$35 for each event before May 1; \$50 after May 1.
Transportation included.

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