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Dedicated to providing leadership, education and services to the ice skating industry.

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Conference COUNTDOWN!

IT'S ALMOST CONFERENCE time, and a little advance planning will go a long way toward making the most of your schedule in Las Vegas. The program book you will receive at registration is available now at skateisi.org/conference to help you make your daily session selections. Check out some of the highlights planned for this year:

Keynote Address

Joan Fox is a nationally recognized customer service and service leadership expert who challenges people and businesses to think in innovative ways to help increase their capacity to compete and win. She believes that learning is facilitated by involvement, interaction and having fun. In her keynote address on Tuesday, May 28, Fox will present what it really takes to be a leader, challenging attendees with the five requirements for "Everyday Leadership."

iAIM All Week

Last year's successful introduction of iAIM Certified Arena Manager (CAM) courses during conference week will be continued this year, allowing attendees to earn a third of their CAM certification while enjoying the other activities and networking opportunities of the annual conference.

In addition, the brand new iAIM Certified Skating Director (CSD) course will be offered in its entirety. Final exams and presentation of credentials will be held on Friday morning.

Conference attendees not registered for the iAIM certification courses may audit any of the individual 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.

The iAIM Certified Arena Executive (CAE) session, open to all attendees (additional fee required), is set for Tuesday morning, prior to the conference opening. Dr. Jack Vivian will present this year's CAE topic: "If You Build It, Will They Come?"

iAIM registration will be available at conference check-in for those who did not register in advance.

He's Back!

Bill Carlson returns by popular demand as a featured presenter, leading "On-Time Marketing" Wednesday morning and "Maximize Profits Always!" in the afternoon. Not only does

Carlson's career include more than 30 years of experience owning and operating successful businesses in amusement and entertainment, retailing, international development and consulting, but his experience as an ice arena manager at Franklin Park in Chicago gives him valuable insight into our industry.

Professional Skating Speaker

This year's featured skating speaker is a professional coach, choreographer and show producer. Doug Mattis has toured the world, starring in thousands of performances and several TV shows, winning pro competitions and producing shows himself. He has worked as a writer for Universal Studios and Disney, published articles and books as a humorist and authored a top-rated blog. Doug will lead multiple sessions both on and off the ice. (On-ice sessions will be held Thursday morning at Las Vegas Ice Center, with bus transportation available.)

Social & Networking Opportunities

The ISI President's Reception on Tuesday evening is open to all conference registrants. Be sure to stop in and thank outgoing President Jim Hartnett for his eight years of service, and welcome the new ISI president.

Wednesday will feature the ever-popular breakfast roundtables as well as the annual ISI Awards Luncheon.

The ISI Trade Show will open at 5 p.m. Thursday with a cocktail reception and continue on Friday with a buffet lunch. Drawings for valuable prizes will be held hourly throughout the trade show.

Conference Times Daily Newsletter

Check your email inbox regularly during the week for the *Conference Times*, a quick and convenient e-newsletter featuring daily conference and trade show reminders and updates. (The newsletter will be sent to all conference attendees whose email addresses are registered with ISI.)

For additional conference information, go to skateisi.org/conference.



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Air Quality Rule Revisions

by Dan Tranter, M.P.H.

THE FIRST PART of this report, published in the spring issue of the *EDGE*, discussed air quality in ice arenas, the current Minnesota Enclosed Sports Arena Rules and the rule revision process. Here we summarize the recent developments and content of the proposed rule changes.

Recent Developments

The Minnesota Department of Health had proposed several changes to the Enclosed Sports Arena Rule. Administrative Law Judge Barbara Neilson reviewed the proposed rules and the various comments submitted from the public and MDH. In her Feb. 8, 2013 report, the judge generally found the proposed rule changes to be needed and reasonable, but also made a few recommendations. MDH is proceeding with making these minor changes and will resubmit the rules for final approval. After the judge's final approval, the proposed rules need to be submitted for the governor's approval, after which the order adopting the rules will be published.

Proposed Rule Changes

The following key changes to the Enclosed Sports Arena Rules are expected to be adopted in 2013:

- Separate set of rules for ice arenas and enclosed motorsport activities
- All indoor ice arenas regulated, including arenas with electric equipment
- Reducing acceptable air quality standards in ice arenas
 - For CO, from 30 ppm (1 hr. average) to 20 ppm
 - For NO₂, from 0.5 ppm (1 hr. average) to 0.3 ppm
- Annual certification of arenas
- Employee training requirement
- Increased monitoring requirements for ice arenas
- From once per week to two times per week where internal combustion engine resurfacing is used
 - An additional once per week where internal combustion engine edging is used
- Allowance of electronic air testing devices without special departmental permission.
- More specific corrective action and follow-up testing requirements

(if unacceptable air quality conditions are observed)

- A lower evacuation criteria of 83 ppm carbon monoxide, down from 125 ppm
- Limits to prevent extended operation above the acceptable air quality limits
- Recordkeeping requirements (including public access)
- Notification of MDH prior to use and air testing when other fuel-burning equipment that vents to the indoor air is brought into ice arenas, such as portable generators, lifts, blowers, etc.

The MDH has proposed revised rules in good faith, balancing public health need with reasonableness. Our primary goal is bringing the rule up to date to protect public health, based on our current knowledge of the subject.

The Minnesota Indoor Arena Managers Association (MIAMA) participated in the advisory committees, has publicly supported the proposed rules and developed a training program to help arena managers.

Dan Tranter is the supervisor of the Indoor Air Unit of the Minnesota Department of Health. He can be reached at (651) 201-4618 or daniel.tranter@state.mn.us.

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NFL STADIUM TRANSFORMED INTO SKATING AND HOCKEY WONDERLAND

by Dave Fies

CHICAGO'S SOLDIER FIELD has been an iconic stadium since its opening in 1924. It is the oldest continuously operating NFL stadium, and home to one of the most storied franchises in football: the Chicago Bears, "Monsters of the Midway." Gale Sayers and Walter Payton danced into its end zone and a coach named Ditka paced its sidelines. NFC Championship games and FIFA World Cup matches have been played here, and music icons named The Stones, Madonna and McCartney have made it their concert venue.

In February, the stadium's history gained a new chapter: the transformation from an NFL stadium into a professional-quality ice sports facility for the Office Max Hockey City Classic. The event was organized by Intersport, a Chicago-based sports and entertainment marketing agency, in partnership with title sponsor Office Max, Soldier Field and the Chicago Parks District.

Texas-based Ice Rink Events handled the installation and operation of the ice hockey event and ice skating activities. The assembly of the rink and ice making was anything but easy for the company's Ohio-based crew, led by 20-year rink install veteran Kevin Gift. The entire facility was created over a 10-day period, working 24 hours a day in some of the wildest weather conditions imaginable.

The first challenge, as usual in any stadium setting, was to solve the "crown" in the turf field. Ice Rink Events built the

sturdy subfloor with custom-cut geo-foam insulation, sandwiched between layers of high-grade, water-resistant OSB plywood, strong enough to support a fully loaded ice resurfer. The crew rushed to roll out the 30 miles of ice mat cooling tubes as the winter weather approached. The dasherboards were anchored to the subfloor decking.

Before the ice making began, an outdoor rink builder's worst fear came true — a big winter snowstorm. Once the weather cleared, all the snow had to be removed from the rink in order to begin ice making with a firm and solid base ice sheet. With another huge weather challenge rapidly approaching, the crew pumped in 4,000 gallons of glycol and energized the 400-ton portable chiller.

On Sunday morning, the ice sheet was perfectly level and solid. The weather radar showed a wide path of freezing precipitation coming, and there was no time to wait, as the deadline to complete the facility was just four days away. Gift's hardy crew, assisted by Robb Olexin of Becker Arena Products, had the ice surface painted, lines down and logos on in an amazing four and a half hours — a job that usually takes nearly double that, even in the best conditions.

With the paint and graphics sealed in, Chicago was hit by tiny white sleet followed by freezing rain, which locked in all of the white pebbles of sleet. "The only guarantee about the weather in Chicago is that it's going to change," Gift said. "The only thing we didn't get was a tornado!"

The following days ranged from 5-degree brutal cold to the one day that reached nearly 65 degrees, with 30 mph winds and 3 inches of rain — definitely not the best of conditions for ice rinks.

"Kudos go to our entire install team, who had three outdoor stadium events ongoing at the same time, a real credit to our crews' years of experience with these tricky installations and their work ethic,"

said Mike Clayton, president of Ice Rink Events. Besides the Chicago event, the company was building and maintaining ice rink facilities for the American Hockey League's Outdoor Classic in Hershey, Pa., and for outdoor hockey staged at TD Ameritrade Park in Omaha.

The Office Max Hockey City Classic opened with a "Skate with the Greats" fundraiser for the Ronald McDonald House, with Chicago Blackhawk alumni Tony Esposito and Bobby Hull on hand for the ribbon cutting. Retired NHL player and Hockey Hall of Famer Denis Savard conducted a youth hockey clinic and USA Hockey hosted "Try Hockey For Free" clinics for area children. The Chicago Blackhawks hosted sled hockey games for the USA Warriors, a program that uses the sport of ice hockey as a rehabilitation tool for wounded veterans. Thousands attended the hourly public skating sessions, seeing the familiar stadium from a very different perspective.

On the main event day, Feb. 17, an announced crowd of 52,051 witnessed four Top 20-ranked university programs compete on the grand Soldier Field stage. Both games resulted in upset wins with a one-goal victory in each game. In the first game, the University of Notre Dame Fighting Irish topped Miami University's RedHawks 2-1. In the second game, the Wisconsin Badgers beat the Minnesota Golden Gophers 3-2.

The inaugural Office Max Hockey City Classic has raised the bar for outdoor hockey and skating events. "We were very excited to bring outdoor hockey to Soldier Field for the very first time," said Drew Russell, Intersport's lead producer. "This was an outstanding event."

Dave Fies is the senior sales manager for Ice Rink Events.

The entire facility was created over a 10-day period, working 24 hours a day in some of the wildest weather conditions imaginable.

Ice Rink Events' Ohio-based crew, led by Kevin Gift, is ready for the subfreezing weather.

OFFICE MAX HOCKEY CITY CLASSIC SOLDIER FIELD, CHICAGO

Photography courtesy of Ice Rink Events



Ice Rink Events crew makes ice in subfreezing Chicago temperatures. Kevin Gift and Dale Gallapoo of Ice Rink Events clear snow before making ice.



Robb Olexin of Becker Arena Products supervises the speedy 4 1/2-hour installation of ice paint, lines and logos before a winter storm hits.



Blackhawk greets Tony Esposito and Bobby Hull speak to the media at the rink's opening.



Chicagoland skaters enjoy seeing Soldier Field from a new perspective.



Former NHL player and Hockey Hall of Famer Denis Savard conducts youth clinics.

A crowd of 52,051 watches four Top 20-ranked university programs compete in the Office Max Hockey City Classic.

Photo by Steve Woltmann



What Does It Take to Be an Everyday Leader?

by Joan Fox

LEADERSHIP IS REMARKABLE. It is written about and spoken about more than any other single subject. It is held out as a characteristic that is nearly sacred, and spoken about with a sense of adoration and awe.

Indeed, we not only desire but also need leadership. Historians tout individual leaders as legends who won wars, mastered space and made decisions that saved entire populations. Few stepped up; many followed.

"It is time to talk about leadership that is not in the context of leading someone else — just leading oneself through everyday life in an extraordinary way."

So we see the pictures, read the stories and tell the tales of the significant few that have moved among us and achieved significance, and we call them leaders. The CEOs, the generals, the kings and queens, the presidents, the scientists, the physicians and the architects (please forgive the many omissions) who shaped our present-day state are dear to us.

We believe they had qualities that you and I might never possess or, at least, have to work at diligently. The goal of being a great leader seems to be more aspirational than real. We believe others were and are better equipped to influence because of their intelligence, natural talents or achieved position. We believe we must sit in workshops and be coached to accomplish anything close.

But I believe we got it wrong. The individuals that we, with some degree of naiveté, hold in esteem had and have the same flaws, daily challenges and Achilles' heels as we all do. What they did was a matter of making a simple, conscious, purposeful choice to serve others — and they made that choice many times, every day. This is worthy of our respect and, at the same time, not beyond our own grasp.

Everyday leadership is not about the traditional leadership stuff. There is nothing wrong with the traditional thoughts about leadership. But it is time to talk about leadership that is not in the context of leading someone else — just leading oneself through everyday life in an extraordinary way.

You and I have control over our choices. We have no control over the family we are born into, the actions of a hostile nation toward our country or what a random stranger will do to us as we pass them on the street.

But it is absolutely titillating when we realize that we can control how we think—and if we can control our thoughts, our feelings and actions are not far behind. And that is sheer magic.

There are five requirements for everyday leadership:

- Everyday leaders bring their "best self" to whatever they do. Self-management is a critical and driving principle of everyday leaders.
- Everyday leaders lead from any seat. You do not have to be in a position of leadership to "take" a position of leadership.



"Everyday leaders are possibilitarians. The ability to see what is first possible over what is impossible is a differentiator."

- Everyday leaders make tough choices and have tough conversations. So many of us are unwilling to say what needs to be said. Yet, taking the time and cornering the courage to have a tough conversation can be life changing.
- Everyday leaders are possibilitarians. The ability to see what is first possible over what is impossible is a differentiator.
- Everyday leaders make others "feel served," and there is a huge difference between "getting served" and "feeling served."

Everyday leadership is about how we choose to be in the circumstances we are in. It is about the choices we make in situations that occur daily. It is a philosophy of taking action to influence what we can in a positive way. If leadership is influence, then everyday leadership is how we influence everyday.



Learn more about everyday leadership when Joan Fox delivers the keynote address at the 2013 ISI Ice Arena Conference on May 28 at Caesars Palace in Las Vegas. A nationally recognized customer service and service leadership expert, Fox is the founder of Eagle Inspiration Inc. (joanfox.com)

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The Level-Ice control box provides real-time data and sends it to the motor that moves the cutting blade.



by Paul Marsh

Laser Leveling: BRINGING ARENA ICE TO A WHOLE NEW LEVEL

ICE QUALITY: It's a topic of discussion among hockey players, figure skaters, curlers, speed skaters and recreational skaters — anyone who uses the ice in your facility. Is it good ice or bad ice? What defines good ice and bad ice? Is the ice fast or slow?

Rink operators have considerable knowledge and experience regarding ice-making principles, but, in general, most consider good ice to be smooth, fast and just soft enough to hold an edge.

Several properties can affect ice quality: smoothness, texture, friction, hardness and levelness.

TRADITIONAL ICE RESURFACING

Prior to the invention of the ice resurfacer, arena ice was manually cleaned and hoses or barrels were pulled around the rink, laying on an even layer of hot water.

The ice resurfacing machine was a significant technological improvement in maintaining ice. The machines are generally composed of a snow container, hot water tanks, a wash water tank, a blade, augers, a towel and a board brush. The engine or motor of the vehicle is

responsible both for propelling the resurfacer and for powering the hydraulics that control the various functions, such as lowering the conditioner or raising the snow tank.

The driver has always ultimately been responsible for the quality of the ice, accomplished by visual observation and personal reaction — until now. Laser leveling is a recent technological improvement that automatically controls the cutting blade of the conditioner to achieve an accurate, level ice surface.

CONTROLLING ICE THICKNESS AND LEVEL

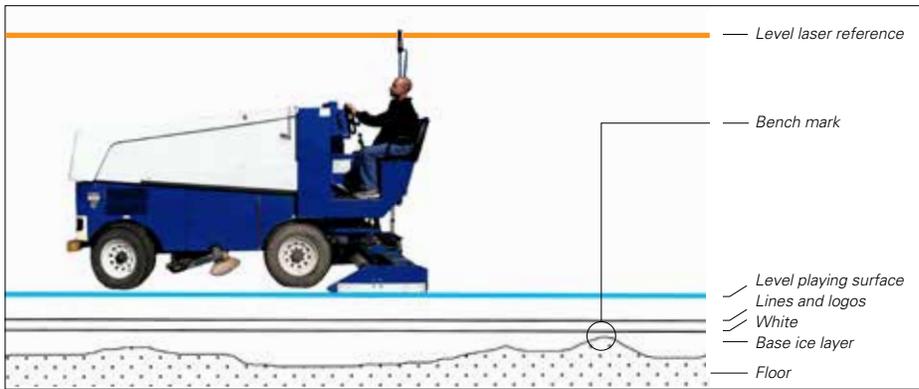
Sixty to 70 years after the invention of the first ice resurfacing machine, the first ice leveling concept was created in Finland. It was based on technology similar to that used for the last 30-plus years in road construction, land leveling, etc.

Since the launch of this leveling system, a North American company specializing in laser and inclinometer machine control systems, Latec Instruments, has further developed the ice leveling concept to better adapt to ice resurfacing equipment

and meet the challenges of ice maintenance, improving ice conditions. The manual crank is removed. An automated, computerized laser cutting system is installed.

The Level-Ice Laser Leveling System literally takes all the guesswork out of producing a perfectly level sheet of ice. The laser-controlled system provides an accurate reference point to within .5 mm. Using the most advanced receiver technology, the system controls the cutting blade of the conditioner to provide a perfectly level surface after every flood. Once the ice is level and under control, the variation is about the thickness of a credit card.

Both natural pond ice and indoor ice appear to be nothing more than frozen water, but those familiar with arenas know that artificial ice is actually a science and requires a high-tech approach. Ice maintenance must be a systematic approach: creation of the ice followed by maintenance of the artificial ice sheet in a controlled environment. Level-Ice provides the operator with real-time data regarding thickness and, essentially, its level.



THE SYSTEM AND HOW IT WORKS

The Level-Ice System comprises four main components:

1. Rotating Laser – This is mounted on a pole in the arena and is always kept at the same level within the rink. It projects a beam across the ice surface and cannot have any obstacles in its path. The beam projected against the receiver provides the data that essentially comprehends ice thickness and then controls the ice level.

2. Receiver – The receiver is mounted on an electrical mast so that it will be in the path of the beam coming from the laser. The mast moves up and down as the elevation of the ice changes and sends this information to the control box.

3. Control Box – This unit is conveniently mounted off the operator console; it provides the operator with real-time data for the ice surface and determines whether or not a blade adjustment is required. It

sends this information to an electric motor that moves the cutting blade up and down as needed.

4. Motor – The electric motor is installed in place of the manual crank. This eliminates the need for the operator to perform manual operation, provides real-time data and allows the operator to drive.

Laser leveling does not eliminate the operator, only the need to manually adjust the cutting blade, plus it provides the operator with valuable real-time data. It monitors ice thickness and then automatically controls the cutting blade throughout the resurfacing process.

Once the components are installed, the highest point in the base floor is located and the optimal ice thickness is determined (usually 1 to 1 1/2 inches, but it varies by arena and whether the base is concrete or sand). The system is then programmed to this desired ice depth.

The system is fully automatic, raising and lowering the cutting blade every 1/8 of a second. It will only cut ice over the



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programmed ice setting, and leaves any low spots untouched, to be built up. The system is programmed for a minimum and maximum cut. It can be controlled by a single person, locking out other staff. It takes the guesswork out of ice cutting and actually maintains the ice each time resurfacing occurs.

All arenas have different customers, events and needs that require different ice qualities and thickness. For example, if you have a busy hockey tournament weekend, you can build up your ice so that it is level and then start to cut it down level as well, essentially avoiding green (new) ice and providing quality level ice.

It should be noted that in the event of an emergency (e.g., a system failure), the Level-Ice System can be removed and the manual crank can be easily reinstalled in a short period of time, preventing any major downtime.

ENERGY SAVINGS

Is this investment worth it? Will it improve ice quality and level? Will it provide a labor savings? What is the return

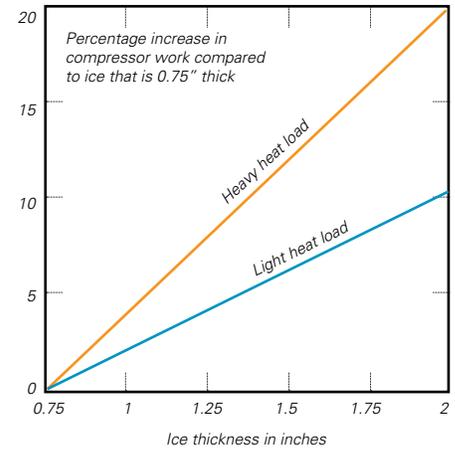
on investment? Will it improve our overall operation?

Would you drive your car or truck without a speedometer? You could, but you likely would be ticketed eventually. What does the speedometer really do for you? It provides real-time information about the speed that you are traveling and allows you to drive at a scientifically pre-determined safe speed.

The laser ice leveling system provides operators with comparable information through the latest technology, and it helps them provide optimal ice for the end user while benefiting the bottom line.

The goal was quite simple: to provide a cost-effective system that yields better ice, time and labor savings, reduced energy costs and potentially more ice time to sell. All of this leads to an excellent return on investment.

While many arenas do not yet track statistics for this type of information, most of the more than 200 North American facilities using the system are reporting reduced labor costs, running at higher ice temperatures because of the uniform ice thickness and enjoying the ability to sell more free ice.



Adapted from: Manitoba Hydro (<http://www.hydro.mb.ca>)

Cut as little ice and use as little water as possible.

Paul Marsh is general manager for Latec Instruments Inc. of Exeter, Ontario. Visit the Latec booth at the 2013 ISI Ice Arena Trade Show May 30-31 at Caesars Palace in Las Vegas.



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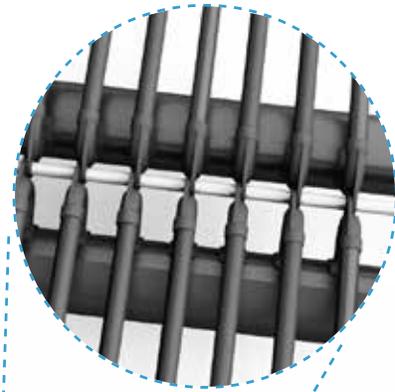
The patent pending Geo-Glide 180 is the **first** one-piece U-Bend designed for the ice rink industry, eliminating the need to fabricate U-Bends.

Geo-Glide 135s

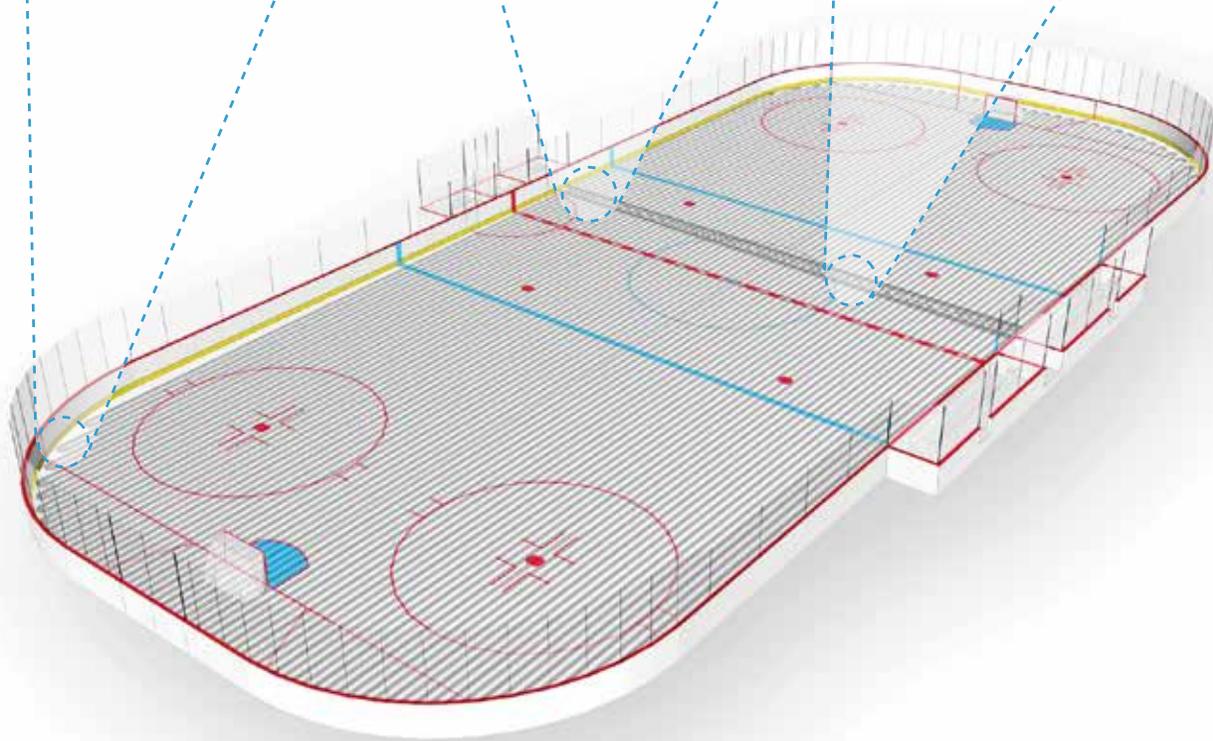
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- Available services include consulting and/or installation.





Offering year-round beginner through advanced hockey clinics can strategically promote the arena and increase the bottom line.

by Robbie Martinez

HOCKEY PROGRAM ENROLLMENT numbers vary dramatically at ice rinks across the United States. In addition to facility location and proximity to competition, there are several other key areas that managers can focus on to build and sustain a successful hockey program.

LEARN-TO-SKATE

Often overlooked, the learn-to-skate program can be the lifeblood of a facility's hockey program. The reasoning behind this perspective is simple: the more skaters the program attracts, the more likely it is that some of those skaters will move on to play hockey.

The key to making that happen is to offer a hockey-specific skating program within your learn-to-skate program. It is

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imperative for a hockey coach to instruct this hockey-specific class, as this builds familiarity between the student, parent and instructor. Familiarity between customers and staff members breeds success.

A hockey-oriented learn-to-skate program will make for a smooth transition between programs for all parties involved and also will prevent children from moving on to other programs before they are ready.

PROGRAMS

As young players emerge from learn-to-skate programs, many obstacles stand in the way of customers transitioning to an arena's hockey programs. First and foremost is the expense of hockey programs and equipment in comparison to the basic skating classes. Managers must address this issue head-on; the rink must provide a cost-effective way for customers to obtain equipment and learn to play hockey.

Offering an affordable equipment rental program by the session will help entice customers who are hesitant to commit to the full cost of purchasing equipment.

Clinic prices also factor into building a successful program. The basic model is to target each hour of ice time between \$20 and \$30. For families who are being charged \$15 to \$20 in learn-to-skate programs, this could be an instant deterrent. Keeping the cost of the beginner hockey clinics down and offering an equipment rental program make the transition into the sport of ice hockey easier and more affordable.

Offering an occasional free clinic to allow customers to experience your hockey program at no cost is an effective way to spark interest. You would also, of course, have to provide equipment for most clinic participants.

Another big obstacle is time availability for both the rink and the customer. From the customer perspective, children's time is at a premium and family schedules are tight. With working parents and so many children involved in after-school activities, other sports and youth groups, the times allotted for beginner hockey clinics might not fit into their weekly schedules.

To be successful, we need to provide options for our customers. Traditionally, one or two weekday afternoon options and one or two weekend options at a reasonable morning hour would be ideal.

But from the arena standpoint, it might not be possible to offer all of those options. One suggestion is to try to combine the clinic with another program. For example, if another hockey program has light attendance, you can split the ice between the existing clinic and your beginner hockey clinic. This allows the benefit not only of maximizing your ice utilization, but also of showing customers the progression in your hockey programs. Once your beginner clinics start to fill, you will need to provide options for those children who begin to excel.

SKILL-SPECIFIC PROGRAMS

When beginners start to emerge as young players, progression is important to maintaining the relationship between arena and customer. Skill-specific programs are a direct line to lifelong customers.



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In-house hockey leagues for children and adults provide a progression from hockey clinics and are vital to acquiring year-round, lifelong customers.

Power skating and goalie programs are among those commonly offered and, as previously mentioned, they can be scheduled simultaneously to maximize ice usage.

Offering these as well as other specific skill clinics — such as shooting, stick handling or game situations — the facility can also indirectly promote its summer camps. In fact, offering programs during the fall through spring season that mirror your summer camp programs is the ideal strategy for promotion and continuity.

Once again, this fosters familiarity with your customers and demonstrates what they can expect from your facility.

Many arenas outsource skill-specific clinics and summer camps to outside vendors. These outside vendors are capitalizing on the inability of many arenas to produce a similar product. The profit made on selling ice time to outside vendors in comparison to the potential profit of running a comparable in-house program is small and has other “costs.” My recommendation would be to limit the accessibility to outside vendors and try to offer a wider variety of programs in a seasonal capacity.

YOUTH AND ADULT LEAGUES

In-house hockey leagues for adults and children are vital to acquiring lifelong

customers. A strong in-house league coupled with a variety of youth and adult clinic options will keep customers coming back for years to come. Seasonal leagues should offer options for all age groups and skill levels.

A beginner instructional league for adults is an option I strongly suggest. Adults are often overlooked in terms of instructional clinics and leagues. We are so focused on gearing our programs toward children that we sometimes forget that it is the adults who finance their children’s endeavors. By offering a low-level instructional league for adults that offers practices run by your staff, scrimmages and even official games with referees, you can open a new window that many adults might not have seen before. Parents are always looking for ways to better connect with their children; what better way is there than to share the same sport, and learn and play it together?

Fall and spring youth leagues offer kids of all ages the opportunity to play consistently. A relationship between your house league and travel program is another crucial aspect of retaining customers. Arenas often view the house and travel programs as separate entities, when, in fact, they should be working together with a common goal in mind: to keep all of the players playing in your facility.

THE OFF SEASON

The summer months offer many ways to maximize arena profits. Summer camps for both hockey and learn-to-skate programs are a great place to start. Again, it is important that each summer camp program mirror the programs that you offer throughout the year.

The new trend in summer camps seems to be offering half-day options for all programs. If you decide to go that route, please make sure that it is cost-efficient for both the facility and the customer.

Another way to boost revenue from otherwise unused ice is to offer youth and adult open hockey programs and even a family option where parent and child can compete with or against one another.

When scheduling these events, be sure to consider the expense of staffing ice monitors in order to turn a reasonable profit.

Our facility also uses the off season and many school holidays to organize youth 3-on-3 tournaments. We have found we can increase the profit of a standard sold-out youth open hockey session between 300 and 400 percent.

Use the yearly calendar to your advantage, and even your off seasons can be profitable.

Robbie Martinez is the hockey administrator for Floyd Hall Arena in Little Falls, N.J.

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Are You Ready?

Ice Arena Emergency Preparedness Guide

by Lori Fairchild & Bill Carlson

BY ITS VERY nature, an ice arena is exposed to the potential for emergencies at any given moment. Long operating hours, large numbers of patrons with various abilities, the presence of refrigeration and resurfacing equipment, rigorous physical activity — the list of exposures is long. Add to that list the recent weather disasters, mass shootings and even bombings, and the necessity of preparation clearly becomes urgent. Some situations are preventable while others are inevitable, but all emergencies have one thing in common: the level of their damage and loss can be mitigated by preparedness. How prepared are you?

Risk Assessment

Your emergency and disaster planning must begin with identifying your business risk. An emergency is defined as an unforeseen situation that requires immediate action. An ice arena should have an Emergency Response Plan (ERP) for each of several different types of emergency situations. Some of the universal situations for which to be prepared include:

- Medical emergencies
- Mechanical/equipment/utility failure
- Weather-related emergencies
- Hazardous material leaks
- Fire/explosion
- Bomb threat
- Intruder/hostile person
- Crowd control issues

Facility managers must add to this list any potential emergency exposures that are specific to their facility or their geography (for example, earthquakes, tornadoes, hurricanes or blizzards). Looking within the confines of your business and geographical area is a good start, but don't forget surrounding businesses, facilities and structures that could pose a hazard.

Make sure your business is sufficiently insured against the most likely disasters identified in your risk assessment. Your insurance company can assist you in assessing and addressing risks, and recommend courses of action and supplemental insurance. Don't assume that your current business insurance covers every possible scenario; take a proactive approach and find out. Your insurance



must not only cover losses, but will ideally include working capital for payroll, accounts payable and other expenses until your business is operational.

Developing Your Plan

The first step in developing an ERP is to determine the chain of command at the facility. Who makes which decisions? Who makes emergency telephone calls? Who is the designated media spokesperson?

The next step is to develop a separate worksheet for each potential situation, with answers to the following questions:

Evaluate Situation	Determine Action Steps	Determine Training Needs
<ul style="list-style-type: none">• What has occurred?• How did it occur?• Is anyone in danger?• Is professional assistance required?• At what point is assistance called for?• Is evacuation or shelter necessary?	<ul style="list-style-type: none">• What actions should be taken?• Who is responsible for each action?• When is each action carried out?• How is each action carried out?• Where should action be carried out?	<ul style="list-style-type: none">• What training is required?• How often should training be provided?• Can training be done in-house?• What training tools are available?• Is professional training required?

From iAIM
Operations curriculum

Standard Operating Procedures

Standard Operating Procedures (SOP) lists should be developed, posted and reviewed with staff on a regular basis. These should be a part of the arena's policies and procedures manual.

Every ice arena should have SOP lists for fire extinguishers, first aid and building evacuations, to name a few of the major examples.

All solvents, paints, glue and hazardous chemicals should be stored in a proper combustible steel storage cabinet. Electric panels should have a 3-foot clear zone in front and on the sides of where they are mounted.

Daily safety checklists should include emergency lighting battery packs, panic door hardware, exit lights, alarm sensors, sprinkler system riser gauges and smoke detectors.

An emergency call list should be placed at designated phone stations, readily available in case of emergency.

In some situations, knowing what not to do is as important as knowing what to do. For instance, in an emergency first aid situation, you should not move a person who might have head, neck, spine or limb injuries. All of this should be spelled out in your SOPs.

Identify Your Safe Zones

It is important for you to identify, both within and outside the facility, safe zones where employees and guests will seek refuge from a pending or occurring disaster. Inside, the safe zones will generally be designated to be where the structural walls of the building are the strongest and away from glass windows and falling debris. Designated safe zones outside will be far enough away from the facility so no one can be struck by falling objects or debris should a collapse or explosion occur, and allow for unimpeded access by emergency response crews.

Know When to Evacuate

Knowing when to evacuate is a critical component to any effective ERP. Fire, explosions, bomb threats, chemical leaks and structural damage to the facility are some of the events that might require evacuation.

Emergency evacuation routes should be clearly marked and well lit. Maps

QUICK TIPS FOR EMERGENCY PREPAREDNESS

Detector Do's and Don'ts

- ✓ Every ice arena needs a chemical/gas detection system. Know what the threats are in your facility, based on the equipment in your building, and get a system that offers the necessary alerts.
- ✓ The price of detection systems runs the gamut. Don't wait until you can afford the top-of-the-line system — start with what you can afford and upgrade from there. Multi-hazard carbon monoxide, natural gas (methane) and propane detectors offer an inexpensive solution. The detectors, which feature a battery backup and a loud alarm, typically cost less than \$75 and are available at home improvement stores and many RV/camping supply retailers.
- ✓ While it makes sense to position the detector near the source of the hazardous material, make sure its alarm is sufficiently loud to be heard throughout the building, beyond the mechanical area. Consider a system that has multiple alarms for each sensor.

Where There's Smoke ...

- ✓ Vandalism and petty theft often result in fire extinguishers being so well hidden that nobody knows where to find them when they're needed. Make sure their location is known and accessible to all staff members. (The same goes for flashlights — keep lots of them on hand and replace the ones that disappear.)
- ✓ Don't use a fire extinguisher as a doorstop! It's likely to get misplaced, stolen or damaged.
- ✓ Consider multipurpose dry chemical extinguishers, which cover all three major classes of fires. Buy metal, not plastic. Check the gauge regularly — if it is not fully charged, replace it immediately.
- ✓ Train employees in the proper use of a fire extinguisher.

Wear It Proudly

- ✓ Employees wearing staff-labeled shirts or jackets is helpful to patrons. Even better, have key staff members wear apparel labeled "Security." This sends a message to anyone contemplating misbehavior.

Shaky Ground

- ✓ Installation of the refrigeration package calls for an extra step in earthquake-prone areas. Heavy equipment can be bolted to the floor in the mechanical room to avoid damage to piping. While this step is not required by building code, it's a simple and inexpensive way to avoid unnecessary damage. Ideally, it is done during installation, but a retrofit is neither costly nor complicated.
- ✓ Likewise, any storage unit or stationery equipment that could topple and injure someone during an earthquake should be bolted to the wall, floor or ceiling.

Speak Up!

- ✓ Your communication system won't be of much use during a power outage. Be sure to have a bullhorn or megaphone on the premises, as well as portable radios. These items are inexpensive and readily available at many retailers, such as Radio Shack.
- ✓ A battery backup system will cost a bit more than a bullhorn, but it will keep your sound system operating for the critical period after a blackout.

Turn It All Off

- ✓ If your power fails, have a procedure in place to turn off everything that was on at the time of the outage, including the lights and the refrigeration equipment. Otherwise, when the power comes back up, all of the equipment will power up at the same time, creating a surge that could damage some equipment as well as a peak energy draw on which your next utility bill will be based. Turn it all back on gradually, one compressor every 20 minutes or so.

Back It Up

- ✓ Is the data on your facility's computers backed up regularly and kept in a safe place? Options include manually copying your data to portable storage devices, using a daily backup program that stores data on an external hard drive or using an Internet-based file storage service.





showing these routes should be posted in all interior rooms and included in the employee handbook.

Evacuation drills should be a part of your emergency training program.

A standardized script is a valuable tool in an emergency. In some cases, however, you might not want to state the nature of the emergency if you believe it could cause a panic reaction. You can simply announce that an evacuation is being called in order to do a safety check of the facility. The goal of any evacuation is to get people out quickly and safely.

Evacuation SOPs should be followed for communication, turning off equipment, assisting patrons, gathering outside and securing the building. A procedure should be in place for conducting head counts and determining when it's safe to return to the building.

Training Trumps All

Three keys to responding to all emergencies are equipment, manpower and training.

Equipment that should be standard in any ice arena includes, but is not limited to: automatic fire alarms, fire extinguishers, a sprinkler system, an automated external defibrillator (AED), a quality communications system, first aid supplies and emergency lighting.

When it comes to manpower, more is better. If you don't have the right number of people on duty in an ice arena, expect any emergency to escalate.

But without the proper training, your equipment and manpower can be worthless. Staff must know what to do, when to do it and how to use the equipment.

One of the most common and devastating mistakes is failing to have on duty an individual who is trained to handle a specific situation. For instance, while an ice



arena may have an AED on the premises, an individual who is trained to use it must be on hand in the event the machine is needed. Without that trained employee, the AED is useless and the victim who needs it might not survive. Likewise, CPR-certified employees should always be on duty.

Another emergency preparedness issue involves a very simple question: When you leave your building, does every employee who's left in charge know how to shut off your utilities in an emergency? Jaws often drop when this question is asked in iAIM classes.

Training is the key to both equipment usage and manpower. Most of the important information a staff needs to know can be conveyed in a classroom training session, which should be held a minimum of once a year.

Organize Your Support System

Resources and personal assistance for developing your business emergency plan is offered through governmental agencies and private firms. Adopting published and proven methods, forms, procedures and advice for dealing with emergencies will save time and money over starting from scratch, and can help ensure that your emergency plan is compliant, effective and responsible.

Comparing your plan with those of nearby businesses and the community

can yield information and solutions that might not be apparent, and will foster a culture of readiness if an emergency or disaster strikes.

You can also submit your current ERP to your local police and fire departments and ask them for suggestions. In fact, invite the local police and fire departments into your facility to meet you and learn the layout. You might even request their help with some joint emergency response training.

If you're in the process of creating or updating a plan, the Ice Skating Institute offers expert resources, particularly through the iAIM curriculum, the annual conference and networking with fellow members.

Professional consultants are also available, for a fee, to develop a comprehensive ERP for any facility. Consider contacting the National Fire Protection Association (NFPA) for a list of such consulting firms, and then having an attorney review any plan before you implement it.

Lori Fairchild is editor of the *ISI EDGE*. Bill Carlson owner of U-Profit Business Success, has more than 30 years of experience owning and operating successful businesses, and has worked as an ice arena manager in Chicago. He will be presenting two sessions at this year's ISI Conference in Las Vegas.





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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.

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Coaches' Corner

Liz Mangelsdorf
ISI National Skating Programs Coordinator

New ISI Referee Certification Test

REFEREES AT AN ISI-endorsed competition play an important role. They oversee the running of the event and its panel of judges, and they are responsible for decisions that affect the skaters, coaches and event results. Ultimately, those decisions reflect the mission and reputation of the competition and the Ice Skating Institute.



Because the referee is so vitally important to the success and integrity of the ISI and its events, a certification test has been created to gauge prospective referees' knowledge of the ISI competition standards and to determine if they are qualified for the position.

Why are referees important to your local competitions?

- They have resource knowledge of the rules and penalties for each type of event.
- They have knowledge of the competition standard at each level and event.
- They have knowledge of the common mistakes at each level and event.
- They ensure that ISI rules are interpreted correctly and consistently.
- They ensure that any penalties are applied correctly and consistently.
- They allow the skater a restart, if necessary.
- They help ensure that the results are accurate.



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- They mentor ISI judges and coaches regarding ISI competition philosophy, rules and penalties.
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A panel referee helps to maintain the ISI philosophy at local and national events:

- “Participation not elimination.”
- Give the skater the benefit of the doubt.
- Penalties are to protect those who follow the rules.
- All penalty decisions must be unanimous.
- Referees help provide valuable coaches’ education and resources.

A coach who wishes to take the referee test should meet the following criteria:

- Be a current ISI professional member.
- Be a gold-certified ISI judge with a current update test passed, if applicable.
- Have been using the ISI program by testing skaters, entering skaters in local competitions and judging at local or national events.



The referee test is now available online at skateisi.org/refereetest.

Qualified persons may submit their application online. Each applicant will be required to list a reference who must be an ISI professional member (for example, applicant’s skating director, competition director or rink manager) vouching for the applicant’s status.

Once the information is verified and approved by the ISI national office, a link will be emailed to purchase (\$25) and take the test.

This test uses a true/false and multiple choice question format, with questions based on the application and interpretation of rules and practical judge panel scenarios. A separate video judging test section requires acting as a panel referee, performing actual event judging and penalty evaluation. 

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DO YOU KNOW

by Debbie & Gerry Lane

YOUR Code of Ethics?

IN 2009 THE Ice Skating Institute board of directors approved the adoption of the Professional Skaters Association's Code of Ethics and grievance process for its professional membership. As a result, all instructor members of the ISI who are not already members of the Professional Skaters Association (PSA) are expected to abide by the Code of Ethics, and violations could be subject to a grievance process by the ISI that can have several outcomes.

A grievance is heard by a panel of ISI members comprising a past president of the PSA, a member of the ISI board of directors and one member at-large who is a member of both the ISI and the PSA.

Good people do make bad decisions, which can impact their lives and careers forever. Never let a short-term reward blind you to the consequences of your actions.

In a grievance procedure, the burden of proof in the evidence presented must be clear and convincing, which is lower than the burden of proof in a criminal case. This confidential procedure includes an appeal to the ISI executive committee, which

shall not be *de novo* but shall be based on the facts of the case. The panel determination can range from dismissal, private admonition, public admonition, probation or suspension to expulsion. The suspension and expulsion sanctions will result in a public announcement and a cessation of membership and its privileges.

As most arenas require proof of some type of professional membership and liability insurance coverage from the instructor, a suspension or expulsion would likely cause the instructor to lose his or her teaching privileges in ice arenas.

The decision by the ISI to adopt the PSA code was an important step in controlling the conduct of all skating instructors and holding them accountable for their behavior toward athletes, fellow coaches, arena management, clubs and the general skating public.

Now, each year when ISI professional members renew their membership with the ISI, they must undergo a criminal background check. This process is also required by United States Figure Skating and USA Hockey for their coaches, and *each background check must be performed independent of the other associations*. In other words, the ISI cannot accept the results of USFS, nor vice versa.

In the case of a criminal procedure pending against a member coach, it is common for all of the various skating associations to suspend that member and delay a possible grievance process until such time that the criminal case has run its course. At that time, a grievance process can occur and sanctions against the instructor can be imposed.

Every instructor member of the ISI should read and be compliant with the Code of Ethics, which can be found on the next page and on the ISI website at skateisi.org/ethics. The various skating organizations will recognize sanctions handed down by other domestic skating organizations and are routinely informed when a serious sanction takes place.

Common Issues

Perhaps the most common ethics issue in the ice skating business deals with solicitation by a coach of another coach's student. Sometimes a coach will interfere with another coach's business more subtly by tampering with that coach's student. It is always important for a coach to act professionally and not interfere in any way with another coach's business.

Recognize the difference between appropriate promotion and inappropriate promotion. It is fine to market yourself to the general public in a fashion that is approved by the management of your arena or club. It is not appropriate to target your marketing to skaters already involved with a private lesson teacher or in a manner that is not approved by the management of the arena.

There are, of course, other issues that arise from time to time dealing with abusive behavior toward skaters, coaches and parents as well as falsifying of one's background. The Code of Ethics has been carefully drafted to cover all such activities.

Arena managers must be proactive in handling coaching issues that might arise. Figure skating can seem like a different world for many managers. It is not like team sports, and yet parents will spend a lot of money in your facility during their child's skating career. Managers owe it to themselves and to their patrons to be involved with their figure skating program. They should not hesitate to know their customers and their needs and to educate themselves by attending coaching meetings, seminars, club meetings and other programs where figure skating is discussed.

Skating directors must be empowered, as well, to deal with their staff and issues that might come up. This involves having a manager who can be a sounding board and is there to support the skating director's decisions.

ISI Code of Ethics

A Code of Ethics and Professional Conduct is hereby adopted so that the public respect and the status of the association members in the profession may be enhanced and secured and that ethical principles are to be followed to avoid actual or perceived impropriety.

The following basic rules shall govern the conduct and relations of members of the Ice Skating Institute. Any complaint concerning breaches thereof shall be dealt with by the Grievance Review Committee according to the procedures that are adopted from time to time by the board of directors of the Ice Skating Institute.

1. Members of the Ice Skating Institute, (hereafter referred to as "members") shall at all times exercise the greatest care and discretion in their relationships with other members, pupils and pupils of other members.
2. Prior to acting as a coach, the member shall determine the nature and extent of any earlier teaching relationship with that skater and other members.
3. No member shall in any case solicit pupils of another member, directly or indirectly, or through third parties.
4. Members shall dress neatly and in a clean and appropriate manner as is becoming a member of the Ice Skating Institute. Members shall be ever mindful of the influence

they exercise over their pupils and under all circumstances this trust should never be abused.

5. Members shall at all times be mindful that they have the responsibility to influence their students to act with dignity, ethically and with high moral conduct. The members shall never place the value of winning above the value of instilling the highest desirable ideas of character in their students nor shall the members act in any manner inconsistent with a high standard of ethical and moral conduct.
6. The members shall take an active role in the prevention of drugs, alcohol and tobacco abuse, and under no circumstances should authorize the use of such products.
7. All members recognize that they shall act in a manner, which avoids verbal or physical abuse of any skaters, other coaches, parents or officials. Members shall not engage in, nor permit any skater with whom they are charged with the responsibility of coaching to engage in, any offense in violation of federal, state or local law, or laws of a foreign government.
8. Members shall at all times avoid conflicts of interest which can be considered to exist at any time when the actions of the members for themselves or on behalf of a skater, would involve the obtaining of an improper advantage.



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Benefit on Ice

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**Friday, July 26 • 7 p.m.
THE RINKS-Anaheim ICE
Anaheim, Calif.**



The ISIA Education Foundation Benefit on Ice Show is always the highlight of ISI Worlds week, and this year will be no exception.

The Benefit Show scouting team will be observing competitors at all levels throughout the week, selecting participants to join in the Friday night ice skating extravaganza.

If you're selected, you'll have the unique privilege of sharing the program spotlight with ISI peers as well as a guest skating star. Previous featured guests have included such notable champion figure skaters as Sasha Cohen, Rachael Flatt, Evan Lysacek, Mirai Nagasu, Ryan Bradley and Ashley Wagner.

Whether you're on the ice or in the stands, this year's Benefit on Ice will be an evening you won't forget!

**Seating is limited.
Reserve your tickets now!**

\$25 before July 15

\$30 at Worlds registration prior to Benefit Show (if not sold out)

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In our experience, a direct relationship exists between the moral and ethical behavior of the coaches and the vitality of the skating program. When class lessons are at capacity and coaches are nearly fully employed, the ethical behavior is at its highest level. When the business climate in an arena is less desirable, some people might begin to behave in an unethical manner.

We remind coaches all the time that a coaching career can span decades and that the coaches often stay in the same arena or area for many years. The way you choose to conduct yourself toward your athletes and fellow coaches and officials can make for a rewarding career or a contentious one.

We all know right from wrong. Good people do make bad decisions, though, which can impact their lives and careers forever. Never let a short-term reward blind you to the consequences of your actions.

It is also important to remember that, in this age of technology, our actions and behavior are subject to constant scrutiny. Cameras have invaded our lives both in and out of the arena setting and there is often a permanent record of our actions and even words that can be used against us. It is important to conduct ourselves with respect for the people with whom we come in contact with at all times.

With these facts in mind, where do we learn our ethics and find our own moral compass? We usually can attribute our ethical behavior to our parents and grandparents. Some of us have been fortunate enough to have mentors within the sport. Those just starting their coaching career might find it valuable to sit in on lessons with coaches whom they trust to be ethical and even set up a meeting with them to ask about their thoughts on ethics. It is important to learn ethical behavior within the sport by seeking advice from admired coaches, reading articles in publications such as the *ISI EDGE* or *PS Magazine* and attending seminars and national conferences.

During these seminars and conferences, you will enjoy the privilege of hearing ethics discussed by guest speakers. These events also provide opportunities to network with your coaching peers and share ideas about how to handle situations as they arise.

We refer to the Code of Ethics quite often and to the moral compass that was instilled in us by our families.

“You will be remembered more by your qualities than your accomplishments.”

—David Whyte

“It takes many good deeds to build a good reputation, and only one bad one to lose it.”

— Benjamin Franklin

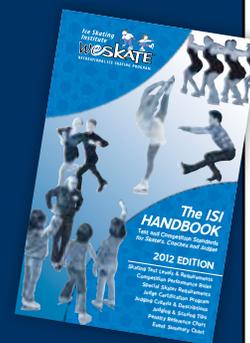


Debbie Lane is the District 12 representative and Gerry Lane is the PSA representative on the ISI board of directors. Debbie is an instructor and Gerry is director of skating for South Suburban Parks and Recreation District in Colorado.

MUST-HAVE RESOURCES FOR ISI COACHES!



The ISI Handbook includes the latest rule revisions plus detailed event descriptions for national events. It's the only comprehensive resource for ISI test level requirements, weSKATE program information, competition events and performance rules, and judging criteria.



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The weSKATE Test Standards DVD offers detailed demonstrations of the passing standards for each required ISI test maneuver in the Pre-Alpha through Delta and Freestyle 1-10 levels. You'll also see evaluations of the skater's moves, and even common test mistakes and how to help your students avoid them.



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 **Ice Skating Institute**

District & Association Updates

EDITOR'S NOTE: District & Association Updates should be limited to no more than 300 words and must include the writer's name and district/association title as well as a headshot. The deadline for the Fall 2013 issue is June 15. Send to editor@skateisi.org.

ISI District 2

(New York, Pennsylvania)

by Robyn Bentley, District Director



We had a very successful ISI instructor education seminar last fall in York, Pa., and have a second one planned, which will include *weSKATE* Core training. Special thanks to Skating Director Marcie Vucenic, Rink Manager Mike Cleveland and their staff for hosting, and to Alane Swiderski for

being a guest presenter.

ISI District 2 now has a Facebook page — “like” us! The goal is to keep our members up to date on what’s happening in the district. If you want to share your news, upcoming events, event results or just what’s going on in your facility, please post on our page.

District 2 is also proud to be the home of this year’s State Games of America in Hershey, Pa. The ISI portion of this competition is an endorsed event (not an ISI office-run national event); as district director I have been working with our State Games chair and the local organizing committee to ensure that ISI competition standards are upheld.

The ISI is a membership-driven organization, and we are here to serve our members. As district directors we are volunteers, but as your elected representatives we are your voice to the entire board of directors. Please continue to share your feedback; it is valuable in helping to evaluate and improve ISI programs and services. We want to hear from every facet of our membership: owners, managers, skating directors, instructors, skaters and parents.

ISI District 4

(Delaware, District of Columbia, Maryland, New Jersey, Virginia, West Virginia)

by Christine Wilson Brinton, District Director



We are winding down our competitive season in ISI District 4. More than 260 skaters participated in our District Champs April 13-14. With Open Freestyle categories growing in popularity, District Champs offered Open Freestyle Solo Compulsory and Jump & Spin events.

Another District 4 skater will join the Disney On Ice cast this season. We congratulate Jennifer Christie of Piney

Orchard and Bowie ice arenas, and look forward to seeing her in a performance soon.

The team from Herbert Wells Ice Arena attended the ISI Winter Classic competition in February at Miami University in Oxford, Ohio. The skaters, coaches and families all had a wonderful time, and their production team and Family Spotlights were big hits.

The Bowie ISI Team is planning to send a team to Skate Asia this summer. They have been fundraising all season and are looking forward to a once-in-a-lifetime experience in Thailand.

The city of Bowie has hired a consulting group to look into the possibility of adding a two-sheet ice arena to a proposed new sports complex. They recently heard from current user groups, and a public hearing will be scheduled in the near future.

ISI District 11

(Arkansas, Louisiana, Oklahoma, Texas)

by Caroline Baker, District Director



District 11 started 2013 with a full schedule. Learn-to-skate classes resumed after the winter holiday break, and skaters and coaches began preparing for new ISI class levels, testing and the start of another competition season.

The Southwest Sparklers synchronized skating team held their resale shop Jan. 19 at ICE at The Parks in Arlington, Texas. This is one of several major fundraisers that the skating team holds throughout the year to help them with expenses associated with participating in the annual ISI World Recreational Team Championships. This sale helps all the skaters purchase skating dresses, skates and practice clothes at discounted prices.

The Dr Pepper StarCenter in McKinney, Texas hosted the well-attended Love to Skate Competition Feb. 16-17. March brought spring break for District 11 rinks, with a variety of special events scheduled for students enjoying “stay-cations.” ICE at The Parks held its Spring Intra-Rink Competition on April 14.

The District 11 Competition is set for May 18-19 at Dr Pepper StarCenter in Farmers Branch, Texas. We look forward to seeing many ISI members from across the country Memorial Day week at the ISI Conference & Trade Show in Vegas. Shortly after we return from conference, summer

camp at ICE at The Parks begins (June 10) and runs through Aug. 8. The Parks' Summer Learn-to-Skate Show will be held June 15.

And the second half of 2013 promises to be just as busy!

ISI District 18

(Florida)

by Glyn Jones, Director



District 18 has set a record this year with three competitions featuring more than 300 skaters each.

Our free district instructor seminar was held in February at RDV Sportsplex Ice Den in Orlando. Cindy Solberg came all the way from Alaska to serve as our guest speaker, sharing her experience and ideas on the topic of integrating ISI and USFS programs. We also had a boot-fitting lesson from Olympian and Jackson Skates representative Mark Ladwig.

Our Championship Series finale will be held at the end of the competition season on July 13 at TBSA Oldsmar. We have nearly 30 entries — which might be one of the reasons we have had such great competition participation this year!

Wisconsin Ice Arena Management Association (WIAMA)

by Eric Baltramonas, 2nd Vice President



Greetings from Wisconsin! Hopefully everyone survived another busy season of fall/winter programming with great success. Time to relax and take the summer off, right? Not likely! Time to get those summer programs going or get all those maintenance projects done.

We held our spring conference April 24-26 at the Kalahari Resort in the Wisconsin Dells. Everyone once again had a great time and benefited from reviewing their season with fellow rink managers, program directors and arena vendors while gaining knowledge for the future in the classroom sessions. If you weren't able to make it this year, please consider attending next year. We'd love to see you there!

Please visit www.wiama.com for information on our one-day Fall Fire Up workshop, set for Aug. 23 at Kettle Moraine Ice Arena in Westbend.

Pittsburgh Penguins Ice Rink Management Council (PPIRMC)

by Trudy Ivory, Chair



The Council met in January at the CONSOL Energy Center in Pittsburgh. Iceburgh Associates sent three representatives from their company, Green Roads Energy, to present information on energy-saving services to business, government and nonprofit clients.



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We also discussed creating subcommittees for bulk ordering and business plans. Daytime school field trips were addressed, with all parties agreeing on the bonus these visits could provide to our businesses.

The results of our April meeting will be reported in the next issue.

NorthEast Ice Skating Managers' Association (NEISMA)

by Jeffrey Doucette, President



Things are definitely looking up for our industry. Latest indicators for recreational facilities show signs of improvement. Over the past year, movie theaters, water parks and other recreational businesses have been showing modest increases in participation and the bottom line, which bodes well for ice arenas.

The NEISMA Spring Conference and Trade Show was held April 16-18 at the Hyannis Resort and Conference Center in Hyannis, Mass. The highlights included golf on the resort, a walking tour of Hyannis and its Youth and Community Center, educational sessions, guest speakers and the NEISMA Cup hockey game pitting rinks against vendors.

Next year's conference has not yet been set, and we are always looking for input. Have a safe and prosperous summer. ☺

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CALENDAR

ISI-Endorsed Competitions & Shows/Exhibitions

Deadline for the next EDGE calendar: June 15

For regular calendar updates, see

www.skateisi.org, Event Info

COMPETITIONS

MAY

4 Marlboro MA

Bridgewater Ice Arena
Electric Edge Skating School
Spring Fling

4-5 Van Nuys CA

Van Nuys Iceland
Spring Competition

4-5 Fairfax VA

Fairfax Ice Arena
2013 Spring ISI Competition

4-5 Great Neck NY

Andrew Stergiopoulos Ice Rink
Ninth Annual Long Island Ice Classic

11-12 Yorba Linda CA

The Rinks - Yorba Linda ICE
10th Annual ISI Open Competition

17-19 West Concord MA

Valley Sports Ice Arena
Sharper Edge Skating School
13th Annual Sharper Edge Skater's Cup

18-19 Farmers Branch TX

Dr Pepper StarCenter Farmers Branch
District 11 Championships

26 San Diego CA

San Diego Ice Arena
ISI Open Championships

31-June 2 New York NY

Sky Rink @ Chelsea Piers
The 27th Annual ISI Team Competition

JUNE

1 Gurnee IL

Rink Side Ice Arena
Summer Chiller

8-9 Chicago IL

McFetridge Sports Center
2013 School's Out Competition

9 Centennial CO

South Suburban Ice Arena
Summer Skatefest

14-16 Clearwater FL

Clearwater Ice Arena
27th Annual ISI Competition

20-23 Natick MA

FMC William Chase Arena
23rd Annual ISI District 1 Championships

22-23 St. Paul MN

Pleasant Arena
ISI Sponsor: Schwan Super Rink-NSC
Star of the North State Games 2013

29-30 Oxnard CA

Channel Island Ice Center
Summer Skatefest

29-30 Las Vegas NV

Las Vegas Ice Center
Red, White & Blue ISI Open Competition

JULY

13 Winnetka IL

Winnetka Ice Arena
Hosted by Centennial Ice Rink-Wilmette
Mid-Summer Classic

31-Aug. 4 Harrisburg PA

York City -Twin Ponds-Klick Lewis Arenas
Central PA FSC
State Games of America



22-27 Anaheim CA

The Rinks-Anaheim ICE
ISI World Recreational
Team Championships

AUGUST

9-10 Natick MA

FMC William Chase Arena
42nd Annual Natick ISI Competition

13-15 Honolulu HI

Ice Palace Hawaii
ISI Hawaiian Open

16-18 San Diego CA

UTC Ice
Skate by the Sea

24-25 Panorama City CA

LA Kings Valley Ice Center
LA Kings Valley Ice Center ISI Open

SEPTEMBER

14-15 Arlington TX

ICE at The Parks
10th Annual Open Competition

20-22 Gatlinburg TN

Ober Gatlinburg Ice
ISI Invitational Team Competition

OCTOBER



11-13 San Francisco CA

Yerba Buena Ice
Skating Center
ISI Adult Championships

DECEMBER



6-8 Centennial CO

South Suburban Family
Sports Center
ISI Holiday Challenge

FEBRUARY



14-16 San Jose CA

Sharks Ice
ISI Winter Classic

SHOWS & EXHIBITIONS

MAY

3-5 **Niles IL**

Niles Iceland
Fantastic Creatures, Critters and Fairies!

4-5 **Cottage Grove MN**

Cottage Grove Ice Arena
Show Stoppers-Name Droppers

10-11 **Boxborough MA**

Nashoba Valley Olympia
Time

11 **Wasilla AK**

Brett Memorial Ice Arena
Spring Through Time

11 **Gloucester MA**

Talbot Rink
Cape Ann FSC
Set Sail with CAFSC

11 **Lakewood CA**

The Rinks-Lakewood ICE
4th Annual Spring Production

17-19 **St. Peters MO**

St. Peters Rec-Plex
The Adventures of Seuss: One Skater, Two
Skater, Red Skater, Blue Skater

17-19 **Franklin Park IL**

Franklin Park Ice Arena
Lights, Camera, Axel

18 **Long Island City NY**

City Ice Pavilion
Spring Show

25 **Decatur AL**

Point Mallard Ice Complex
2013 Memorial Day Skating Exhibition

JUNE

15 **Arlington TX**

ICE at The Parks
Summertime 2013

JULY

13 **Roseville CA**

Skatetown
Skating Through the Decades

DECEMBER

3-7 **Knoxville TN**

Ice Chalet
Nutcracker on Ice

14 **Arlington TX**

ICE at The Parks
Holiday at The Parks 2013

DESTINATION: MILE-HIGH FUN!

Dec. 6-8

Centennial, Colorado

Entry & Test Deadline: Oct. 10



Elevate your holiday spirit to the peak of fun and excitement — gear up for a trip to the Mile-High City in early December! Denver is a great place to kick off the season and get the most mileage from your holiday skating programs. South Suburban Family Sports Center offers an outstanding competition facility as well as 37,000 square feet dedicated to family fun, including such features as a climbing wall, a laser tag arena and a video arcade. Set your sights on the 2nd Annual Holiday Challenge in the Rocky Mountains!

skateisi.org/holidaychallenge





And Another Thing...

Peter Martell
ISI Executive Director

WHAT'S NEXT?

Could It Be Your Facility?

NO SOONER HAD my plane landed in Boston on Monday, April 15 — Patriot's Day — than I received a text saying, "Did you hear about the explosion at the Boston Marathon?" My immediate thought was "What's next?"

Over the past few years, our country has been victimized by attacks at restaurants, schools, workplaces, even a church and military base. In addition, both natural

and manmade disasters such as Hurricane Sandy, the 2011 tornado in Joplin, Mo. and the fertilizer plant explosion in West, Texas have ravaged entire communities. What could possibly be next? The truth is — anything, anywhere. All we can do is try to minimize the risks and be prepared to react if necessary.

As owners, operators and employees of ice arenas, we are custodians of places of public assembly and guardians of the public's welfare. We have a responsibility to protect our guests from any type of emergency that could arise — medical, weather-related, bomb threat, hostile attack, hazardous material leak, mechanical/equipment/utility failure, etc. Since few, if any, emergencies come with advance warning, we must be sure that our managers and staff are properly trained and well prepared.

In addition, something as simple as making sure that the proper equipment is on hand can make the difference. I learned this lesson the hard way in July 1977 when I was manager of the original Sky Rink on the 16th floor of an office building in Manhattan. We had 100-plus skaters on public session when, suddenly,

everything went black — inside and out. Unable to use the sound system to make an announcement, I quickly realized the importance of having a bullhorn and the value of emergency lighting. We had emergency lighting in the rink area, but the building did not have backup power and, consequently, the elevators were shut down. With 16 floors of pitch-dark emergency stairwells being the only means of exit, and the fact that the entire city was without power for streetlights, subways — everything — I made the decision to keep everyone in the rink for the night.

So, if you think it will never happen to you, think again. Don't allow your employees or customers become the victims of the next unforeseen event.

"Success depends on previous preparation and, without such preparation, there is sure to be failure."

—Confucius

"The time to repair the roof is when the sun is shining."

—John F. Kennedy




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REQUIREMENTS

To participate in the EOI program all coaches of the club or rink must be PSA members. Member coaches receive a variety of benefits which include: seminars, workshops and conferences; eligibility for ratings and accreditation; group health and liability insurance; PS Magazine subscription and Job Placement services.

www.skatepsa.com



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- Reduced registration fees for ISI professional and educational events and programs
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