

WINTER 2013

EDGE

The professional journal for the ice skating industry

ISI'S NORTHERN EXPOSURE: Alaskan Member Facilities

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REFRIGERANT
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**Teaching to
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**2014 CONFERENCE
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Dedicated to providing leadership, education and services to the ice skating industry.

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iAIM
Report
by Sean Flynn, CAE

2014 Conference Has It All!

THE 2014 ISI Conference & Trade Show is just six months away and plans are in the works to once again offer a first-class professional development experience, complete with expanded iAIM certification opportunities. The conference is returning to Chicago for the first time since 1996. Home of the 2010 and 2013 Stanley Cup Champion Chicago Blackhawks, Chicago has truly become a "Hawkey-town"!

In response to increasing demand and the highly successful conference offerings of the past two years, all four iAIM certification courses will be available at the 2014 conference: Programming 1, Operations 1, Management 3 and the full Skating Director track. (NOTE: For the tracks divided into several multi-year sections, the course can be started in any year regardless of which section is being offered. The sections do not have to be completed in a particular order.)

This year's conference session schedule is being developed to allow iAIM students to attend the general conference sessions in addition to their required course sessions. Likewise, the iAIM sessions are open to all conference attendees (however, only enrolled iAIM students will be permitted to take the exam and receive certification).

Certificate of Arena Programming (CAP) 1

The first portion of the Programming track will include nine hours of dedicated classroom instruction, with topics such as:

- Role of the Arena Programmer
- Figure Skating Programs
- Managing Hockey Leagues
- Learn-to-Play Hockey
- Hockey Schools
- Skating Competitions
- Learn-to-Skate Classes
- Hockey Tournaments
- Skating Shows and Recitals

Certificate of Arena Operations (CAO) 1

The first part of the Operations track will also include nine hours of dedicated classroom instruction, featuring the following topics:

- HVAC & Dehumidification
- Ice Resurfacers Driver Training
- Ice Installation & Painting
- Air Quality
- Ice, Dasherboard & Glass Maintenance
- Building Maintenance & Safety
- Equipment Maintenance & Operation

Certificate of Arena Management (CAM) 3

The third part in the Management track, and for those who have successfully completed CAM-1 and CAM-2 over the past two years, CAM-3 will complete the track with nine hours of dedicated classroom instruction, including:

- Marketing Plan
- Managing Public Sessions
- Computers for Administration
- Marketing-Sponsorships
- Advertising Plan
- Promotions & Special Events
- Human Resources: Mission, Recruitment & Orientation
- Human Resources: Training, Supervision & Retention
- Customer Service & Retention

Certified Skating Director (CSD)

ISI unveiled the Certified Skating Director track at the 2013 Conference to an enthusiastic group of 45 directors and instructors. Returning by overwhelmingly popular demand, this track's 11 hours of classroom topics include:

- Role of the Skating Director
- Human Resources: Hiring, Training & Managing
- Group Class Organization & Administration
- Conducting Group Classes
- Marketing & Promotions
- Competitive Programs
- Hosting Skating Events: Competitions, Shows & Exhibitions
- Budgeting & Accounting
- Risk Management
- Customer Service & Relationship Management

Watch for more information regarding the 2014 Conference & Trade Show and the iAIM courses in the next *EDGE* magazine, *ISI News*, ISI email bulletins and at skateisi.org/conference and skateisi.org/iAIM.

Sean Flynn is chair of the iAIM board of regents and manager of Centennial Ice Rinks in Wilmette, Ill.

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LONG-TERM REFRIGERANT SOLUTIONS

by Chris Geatrakas

OUR LAST ARTICLE, in the fall issue of the *EDGE*, discussed the phase-out of refrigerants used in air-conditioning and refrigeration systems. The most significant ice rink refrigerant to be phased out of production by EPA mandate is R-22, which is found from coast to coast in private, municipal, university and NHL facilities.

In preparation for the current season, our service company replaced four evaporative condensers or cooling towers, two chillers and numerous refrigerant and brine pumps. The most significant repair or replacement occurred in a direct liquid overfeed (DLO) system where the in-concrete floor tubing was discovered to have multiple leaks, requiring the replacement of hundreds of feet of floor tubes. Fortunately, that rink was under a preventive maintenance contract. The floor, which in some cases is the most leak-prone element of the system, was “pumped out” each spring, with the refrigerant stored in 1000-pound cylinders until fall startup. The procedure involved leak testing the system with nitrogen, then evacuating with a large vacuum pump, before the refrigerant was reintroduced. Over the summer, numerous tubes rusted from the outside in. The precautionary removal of the refrigerant saved the owner the potential loss of 7000 pounds of R-22, or approximately \$140,000. The leak test and repairs cost an estimated \$13,600. This is case in point that predictive and preventive maintenance, though somewhat costly, can make the difference between success and failure of an ice rink’s refrigeration system.

With ice rink owners facing costly annual repairs compounded by the EPA phase-out of “popular” refrigerants, long-term planning must begin in earnest for all ice rink owners and operators. Let’s take a look at the most common systems being used to make ice and the issues and options for rinks.

DLO MAINTENANCE & REPLACEMENT

The DLO system, which recirculates R-22 to the floor tubing grid and back to the chiller package, is no longer considered a system of choice. The installation expense for the floor and refrigeration system exceeds other available designs, not to mention the R-22 phase-out issues. Older R-22 DX and flooded systems should follow these same guidelines:

- Replacement might not be an immediate option; the DLO or indirect system owner/operator MUST immediately develop and implement a preventive maintenance program that enlists the services of trained refrigeration professionals.

- The program should include inspection and replacement of questionable components including but not limited to compressor and pump shaft seals, valves, fittings and strainers, plus the inspection and replacement of system pressure-relief valves.
- Check and calibrate the system safety and operating controls. A high-pressure cutoff switch must be recalibrated at least yearly, as the arrow on the setpoint dial might not be accurate. Make sure the system shuts down at 90 percent of the relief valve setting. This is a maximum allowable target setpoint. Assume the relief valve is not accurate. Do not test your relief valves to make sure they open. Once pressure has opened the relief valve during a safety shutdown or a test, the relief valve must be replaced.
- Open your evaporative condenser, climb in and check the header and manifolds for corrosion and potential leaks. A single relief valve release could empty your system overnight.
- Install a multi-point leak detection system, not just a single roof R-22 sensor. Add a vent line/relief line sensor to detect refrigerant loss through a leaking or ruptured relief valve.
- Connect this leak detection system to an alarm system that notifies you day or night. Tie it to your security system and have leak detection monitored 24/7/365.

By now we should all realize that the R-22 phase-out is real and here to stay. Just seven years remain as the EPA clock ticks down to no more production of R-22. What are the long-term options for ice rink design?

THE FLOOR

- *DLO* is out.
- *Secondary recirculated fluid to conventional low-density polyethylene (LDPE) tubing* connected to in-floor or open-header systems using barbed and non-barbed poly/steel combinations is no longer the state-of-the-art system of choice. This floor design has been used for many years with success depending on the contractor, designer and material choices. Brine (salt) secondary systems combined with steel 180 return bends and hose clamps are especially prone to leaks. One leak spreads brine to the next adjacent fitting, creating an epidemic of corroded steel fittings.
- *High-density polyethylene (HDPE) fused piping and tubing system* is the next-generation system of choice, replacing the low-density floor system. This system incorporates materials from the geothermal heating industry as well as petrochemical, natural gas and domestic water supply and drainage industries. Those installing these systems have selected elements from

all of the above to create trouble-free subsurface floor grid systems. Each connection point or “joint” is connected using high-temperature heaters to “fuse” system components. Heated to above 500 F, ends of the tubes are connected without clamps, barbed fittings or glues. The geothermal system suppliers generally guarantee the HDPE materials for 50 years. A system that old would be an anomaly in the rink business. *(Note: Please write to editor@skateisi.org if you have a direct or indirect system successfully operating in the 40- to 50-year-old range with original floor and chiller systems. We would like to post a list of the oldest leak-free systems and your “secrets to success.”)* HDPE systems are immune to corrosion, rust, scale and internal system chemical action. pH is important in your chiller and pumps; the HDPE floor system will resist the effects of neglect and abuse much better than the LDPE/steel or all-steel floors.

- **PVC** is a non-option for below-ground burial.
- **Copper tubing** buried in concrete without protection from the corrosive elements of the concrete is not an option, plus it is very expensive in comparison to HDPE systems.
- **Steel floor systems** offer high costs and much better heat transfer. Steel should be used only if the entire header and floor tubing grid is 100 percent coated and protected. We use a high-temperature (400 F) cured epoxy coating on our steel floors; this product is used in Siberian oil and natural gas fields to protect piping from corrosion. Heat transfer far exceeds that of poly tubing; one of our installations in an outdoor NHL-size rink boasts successful ice at 70 F. Only heavy warm rains slow down the “action.”

THE SECONDARY FLUID

- **Ethylene glycol (EG)**, although an excellent heat-transfer fluid, presents too much risk should the ice rink experience a major reportable leak. It is toxic and harmful to the environment. EG requires special handling and is difficult to clean up should you encounter a spill. Major leaks are expensive to repair and clean, and they carry significant fines.
- **Propylene glycol (PG)** is a good heat-transfer fluid when warm. As PG is refrigerated, its viscosity increases, pump horsepower needed to circulate it increases and heat transfer is affected.
- There are reportedly “safer” glycols available, however we have not yet applied them to ice rinks.
- **Calcium chloride (brine)** with a 1.2 specific gravity with corrosion inhibitors added remains our recommended secondary fluid of choice. Brine is inexpensive, safer to handle than PG or EG and is readily available and compatible with most rink materials IF contained within the refrigeration system. Corrosion is an issue should brine escape and contact unprotected carbon steel components. However, proper planning and design will limit the effects of leaking brine. To prevent corrosion, you should protect the metal with heat-fused and cured epoxy coatings; avoid open-vented cold and warm floor systems; do not leave balance tanks open; install compression/expansion tanks AWAY from chiller systems. Brine is superior to the glycols for heat transfer; brine systems will generally have smaller pumps (horsepower) than glycol systems.

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REFRIGERANT AND THE CHILLERS

- **R-22** is out.
- **CO2** is in the testing stage as far as ice rinks are concerned. The high operating pressures and non-standard compressors and design leave us concerned regarding the installation and specifically the maintenance/operation of a CO2 chiller system. A CO2 refrigeration system may operate up to 1600 psi versus an R-134A system at 160 psi. There is a high cost involved, not to mention the cost of the refrigerant; CO2 equipment choices are very limited at this time as are engineers available to design such systems. CO2 questions include:
 - Who will service after the fact? CO2 design is unfamiliar to most service technicians. We will require very specific training and a new cadre of technicians once a CO2 system is installed.
 - What are the safety concerns that the rink operator needs to address?
 - How will local jurisdictions consider a high-pressure CO2 system in your building?
 - What is the life expectancy of a CO2 system as the components at this time are custom, including compressors, valves, fittings and heat-rejection equipment?
 - Who will supply emergency service and parts?
 - Who will train and certify rink operators to maintain a CO2 system?
- **R-134A** is a refrigerant of choice in small-footprint replacement chillers. R-134A is relatively inexpensive and non-ozone-depleting, however it has a global-warming potential (GWP)

of 1300. If you have an R-134A chiller system, a refrigerant replacement from DuPont will soon be available: HFO 1234yf with a GWP of less than 1.0.

- **Ammonia** is the refrigerant of choice in many ice rinks. It has been labeled "unsafe" for many years due to the unpleasant odor and potentially harmful effects should one remain in contact with leaking ammonia. However, ammonia is non-ozone-depleting and has a zero GWP, which will take it well in to the 21st century and beyond. Ammonia has proven to be the (disputable) king of refrigerants, providing higher efficiencies in a smaller footprint than any other commonly used refrigerants.

SYSTEM RECOMMENDATIONS

Here are our replacement system choices as we approach 2020 and the EPA-directed elimination of R-22 refrigerant:

- **Floor** - HDPE fused polyethylene system, from mechanical room to subfloor heating and refrigerated cold floor
- **Secondary fluid** - Calcium chloride (brine) with a SG of 1.20
- **Chiller #1** - R-134a screw chiller, multi-compressor and circuited in buildings where ammonia is not allowed or where a small footprint, high-flow and efficiency chiller is needed
- **Chiller #2** - R-717 ammonia with low refrigerant charge (500 pounds or less) and where local codes and building regulations allow

Chris Geatrakas is president and owner of East Syracuse, N.Y.-based Davis Mechanical Service Inc., providing ice rink refrigeration, dehumidification and temperature-control installations and service from coast to coast.

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ISI's 14th President Shares His Vision for Ice Arena Industry

by Lori Fairchild

ROB MCBRIDE IS often described as smart, innovative and visionary, as well as a champion of education. It's fitting then, that he has become the 14th president of the Ice Skating Institute, where those leadership qualities have been valued since the association was formed in 1959.

"Rob knows the total business, from refrigeration to accounting, better than almost anyone I've worked with in my 35 years in this industry," says Jim Hartnett, ISI's immediate past president. "He's involved with all sectors through his facility management business — builders and suppliers, retailers, managers and instructors. I don't think there are too many ISI committees that haven't gone to him for counsel. I'm excited about him taking over this position. He will build on everything we've done with his ideas."

Like many successful ice arena professionals, McBride discovered his love of the ice at a young age. The youngest of seven children, he started playing hockey as a preschooler on a frozen pond on Boston's South Shore, went on to play pickup and youth hockey and began working as a skate guard and timekeeper at Rockland Rink as a teen.

By 16 he was operating the rink's vintage Zamboni Model HDA, his workaholic tendencies and passion for how things work already apparent. He soon became the facility's "maintenance technician," then worked as a night/weekend manager to pay his way through college.

"Rob was about 19 years old when I first met him," recalls Katy Hayden, Rockland's skating director. "He was mature beyond his years, quiet and very smart. He will make a wonderful ISI president."

After graduating from Bridgewater State College (now Bridgewater State University) with a bachelor's degree in business management, McBride was promoted to arena manager at Rockland and four years later became vice president and COO, responsible for all aspects of the business operation.

In 1992 he started his own ice sport facility management firm, FMC Ice Sports, which has grown to operate 25 ice skating facilities.

"In the early 1990s, Massachusetts, like many other states and municipalities at that time, was grappling with enormous structural budget deficits and fiscal crises that lead to consideration of closing some or all of the state arenas," McBride explains. "I formed FMC Ice Sports at that time because I believed a professional approach to managing the public facilities was the best thing for the taxpayers and the arena users."

The company started with "pilot" management contracts to demonstrate that its new model of private/public partnership could work. They later pioneered the concept of long-term capital improvement leases for aging community ice arenas and were instrumental in gaining legislation to support it.

"The program has been hailed in both *Forbes Magazine* and a Pioneer Institute White Paper as a successful example of how the public and private sectors can join forces to serve the best interests of their community," McBride notes. "Aging facilities that were heavily subsidized by the state government and providing sub-par services are being rejuvenated, generating income for the state to subsidize other programs, providing vastly improved programs and services, all at no expense to the taxpayers."

McBride has been in the ice arena business long enough to have observed many trends and changes. On the bright side,

he says management and operations staff have become increasingly professional and educated, and awareness and mitigation of safety risks have improved dramatically. Mechanical systems and new technologies are helping to control energy costs, and a heightened emphasis on the entire customer experience has resulted in a greater focus on quality as well as cleaner facilities with more amenities.

He sees the challenges, too, from employee retention and developing a new generation of strong leaders, to increasing labor and utility costs. He views cost and time commitment as serious impediments to growing participation in ice sports.

McBride brings to the ISI presidency not only a strong professional background and decades of industry experience; he also brings many years of active ISI membership and service on the board of directors and the Ice Arena Institute of Management (iAIM) board of regents. Among the staunchest supporters of the iAIM certification program, McBride became its first Certified Arena Executive (CAE) in 2005 and its chair the following year.

"I see our industry continuing along the path to professionally trained and certified management and key staff, with ISI leading the way," he notes. "Our iAIM certification program will continue to expand and evolve with the development of new, targeted course such as the Certified Skating Director track unveiled this year. Integrating the courses into our annual conference and locating the conference in areas of high arena density will make the programs more accessible to developing professionals."

In the areas of arena management and programming, McBride says he sees ISI focusing on the development and expansion of tangible tools to support all facets of the ice arena business.

"In our relationships with other key industry groups, my efforts will be focused on developing close and collaborative relationships that allow us to reduce duplication and focus all effort on growing the sport and the industry," says the new ISI president.

In the governance of ISI, McBride says his priority is to engage the membership and board of directors to be more active in planning and promoting the organization and its programs. 



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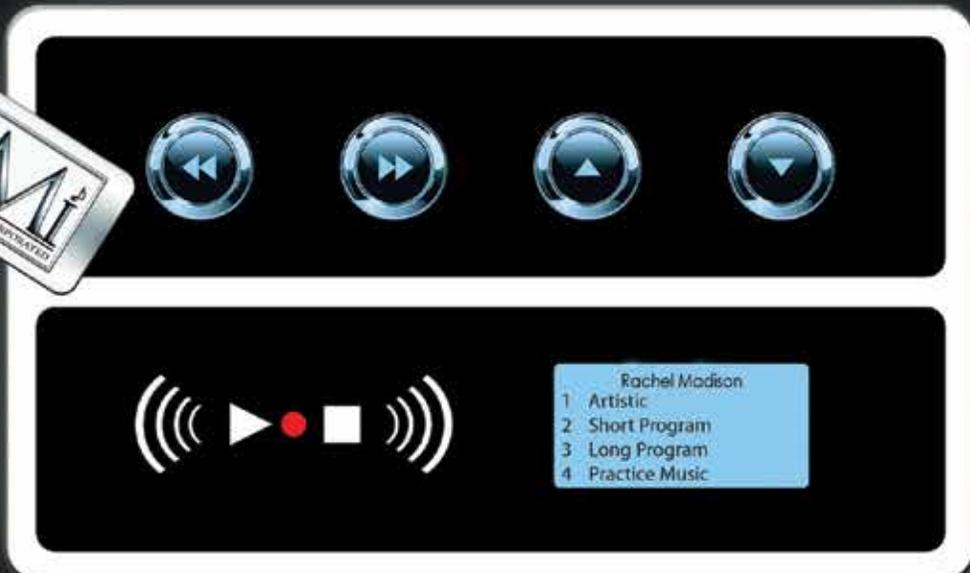
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Enhance That Home Ice Feel with Custom Images

by Casey Murdough, CAM, CAO, CAP

EVERY ICE ARENA has one hiding somewhere in plain sight: a blank canvas just waiting for that little something extra. People can walk by or skate over it every day and without knowing what they are missing. If this sounds like something that could be happening under your roof today, then you are in luck! There is a way to solve that blandness within your four walls.

It's fairly simple to add custom logos and lettering onto any surface in the building. By utilizing a method many of us are familiar with from back in our middle or high school years, we can tap into that forgotten resource to get a modern result. Follow along on this simple five-step process to take your walls from bland to grand!



STEP 1: Logo and Location Selection

Selecting the logo you want to feature is as simple as looking at your schedule. Does your arena have a main user around whom everything revolves? Does your arena or company have a logo?

A great way to get that extra home ice feel and advantage is to contacting your local athletic director for the selection of team logos available.

Just be aware of the size of the image files for the logo you have chosen. The larger the file size, the better it will project.

My arena is a town-owned facility managed by a private management company, FMC Ice Sports. I have chosen to go with a mix of both, giving the local high school logos dominant placement. When you want to use a logo that is not your own,



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you must ask for permission from the owners of the design. Nobody wants to go through all the work just to have someone say, "Take it down."

Locating a spot to project the image is as easy as finding a flat surface. I used a large panel in my rink located above the snack bar at one end, which also happens to be the home team's defensive zone for two periods of any game.

I have also put a set of logos on the walls in the party room, which really adds that little something extra for any event.

STEP 2: Projector Selection

There are two ways to project your selected image onto the surface. Minimal cost is involved when using the classic overhead projector. Newer projection methods involve the use of a laptop and a digital projector. They can produce crisper images but also carry a higher equipment cost, either with outright purchase or through rental if you do not have access to them.

Acquiring an overhead projector is as simple as contacting with a local middle or high school. Just about every district is now or has been upgrading to digital projectors and "smart" boards in their classrooms. This is great for the students and also good for you — as many of the older projectors just get put into storage, you may be given one for free. All you have to do is ask!

STEP 3: Usable Image Production

Clear sheets specifically designed for use with a basic overhead (smooth on one side, textured to take ink from a printer on the opposite side) are still available at most office supply stores. I was able to pick up 100 sheets for less than \$20.

With a little work in a basic Photoshop program, your image size can be adjusted to fit onto the 8 ½-by-11 sheets. Make sure that the image is as large and as clear as possible with all the edge details present. Anything hard to see on the screen will be even harder to locate when it is blown up multiple times.

Printing the image requires the use of a basic ink-based printer (no toner or laser jets). Before printing, you must go into the printer settings to select the paper type. Finally, be sure to feed the overhead sheets so that the image is printed on the textured side.

STEP 4: Projecting the Image

With the image and location in hand, it is now time to project it onto the wall. Setup can be as easy as setting the projector on a table. The final size of the image is directly related to how far the projector is from the surface.

For the large end rink logo in my building, I borrowed a set of scaffolding, set it up in the rink and projected from up there. That image ending up being 13 feet by 19 feet.

Projecting downward onto the ice slab is possible as well. The only items that are required are an A-frame style ladder, a ratchet strap and some tape. I went with an 8-foot ladder for my neutral zone logos (but not in center circle). The overhead is laid pointing downward off the side on the top of the ladder, and then the ratchet strap is used to securely mount it. Tape is used to stick the overhead sheet onto the projector. 

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With the image in focus, use a tape measure to check and recheck for square. It's much easier to tweak an image now than after you see it fully painted later.

Be careful with the direction the image is being projected. One drawback to the overhead is when the image is tilted at an upward angle; the top tends to bow outward, distorting the shape. Take steps to ensure you shoot as level as possible to avoid that happening.

STEP 5: **Painting**

With the image fully outlined, the fun part now begins! Painting requires the use of whatever is present on the surface, oil, water or ice paints.

Custom paint colors are easy to acquire by taking a color copy of the image to the local paint supplier or home improvement store to match up with their color charts. Trim brushes are my weapon of choice as they make the best edges and lines with their angled tip. Two light coats of paint are better than a single heavy coat, which is prone to drips.

Adding custom wording around the center ice circle is also easy to accomplish. Letter font and size is key to ensuring visibility when under a layer of ice. Using a word-processing program, key in the words you want on ice, then just change the font settings to find something that looks appealing. I chose to go with a bold style font so it will be visible once the ice is all skated in.

Produce an overhead as previously described. Paper stencils can be made by taping pieces of craft paper onto the wall and shining the letters on it. I ended up with 20-inch tall letters, which have the most impact and are easily read from anywhere in the bleachers.

When laying out the letters on ice, there are no set guidelines on spacing. You can choose to have the words face either inward toward the circle or outward toward the bleachers. Each letter is placed down and squared off the edge of the circle. The center of every letter is 4 inches out and 3 inches apart from the next. Be sure to adjust each letter before final marking or painting to work with the curving nature of the circle.

Custom touches that make your building and ice sheet unique are within anybody's reach, stepping up your resident teams' home ice advantage. It's easy to unleash your creative side by utilizing an old-school resource along with some modern techniques, with minimal cost and maximum impact. Don't be constrained by the status quo — take a fresh idea and skate with it!



Casey Murdough is the manager of Chelmsford Forum Ice Arena in North Billerica, Mass.



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ON-TIME Marketing

by Bill Carlson



CONFUSED? LET'S MAKE it simple and understandable. Small business owners often fail because they never understand how important marketing is to the health of their respective businesses. Owners often fear marketing because they do not understand what it is and do not make it a priority to learn about it. If you have never read any of Jay Conrad Levinson's books on "Guerrilla Marketing," at least go to his website (gmarketing.com) and read some of his excellent articles. He will help you dispel the FEAR word.

Your business will never achieve ultimate profitability if you do not learn how to market it. Your brand will never be top-of-mind to enough people if information about your business and who you are, what products and services you offer and where you are never get to your target market.

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skateisi.org/synchro

Strong marketing strategy planning is critical to build a thriving business and optimize sales.

Ice skating is a unique niche market and each of you should own your market. You can only own the market if you put out effort and have a plan to go after the market. Business owners too often do not invest in marketing personnel because they do not plan and lack patience when results of efforts are not immediate. Welcome to the real world of marketing. If you do not have perseverance, patience, confidence and willingness to execute a plan and evaluate results going forward, you will miss out on the revenue sources that will make your business more profitable and fun.

I am a firm believer in keeping it simple and enjoying the results because you figured it out. It all starts with your business and the way you operate today. If you are serious about developing a marketing program, the foundation starts with your current operation. How good are the products and services that you offer?

There is nothing that will destroy a good marketing plan faster than when new customers leave disappointed by their experience. So make sure your house is in order and you are ready for new business!

MARKETING STRATEGY PLANNING

Strong marketing strategy planning is critical to build a thriving business and optimize sales. Taking a little time to write a marketing strategy that supports your business goals and objectives will help you focus on your products and services. Focus your marketing and sales effort on your target market.

Order your target market Pop Facts Demographic Snapshot Report defining 0-5 mile, 5-10 mile and 10-20 mile radius rings (see Individual Reports under Products at claritas.com/sitereports/

demographic-reports.jsp). For \$149 you will get the numbers that will tell you how many prospective skaters are in your market area, along with their demographic profiles. Your mission is to go after all of them.

Make sure you have an up-to-date, user-friendly website; you only have two seconds (incredible isn't it?) to get a viewer to make their second click! The consumer is most often looking for your schedule, birthday parties and programs. Make your navigation screens easy and quick to access. Eliminate excessive text; instead, use bullet points and short directives. Pictures tell your story; use current shots taken in your facility. Always use photos with customers engaged and having fun in your facility. A picture of an empty facility may look impressive, but the message to the consumer is that you have an empty building.



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» ON-TIME Marketing

In developing an effective marketing plan, you must have someone in charge of it.

If you are not using social media and blogs, it's time to start! These tools are inexpensive and offer a tremendous return if done well. An email marketing campaign can provide a significant boost in sales. Allocate advertising dollars to get social. A number of companies specialize in amusement and entertainment facilities. Some of my clients have reported great success with social media companies such as Constant Contact, Ghost Partner and TrustWorkz.

In developing an effective marketing plan, you must have someone in charge of it. The first steps are to analyze your existing customer base, the total size of your target market draw and your competition. You can easily increase your internal marketing efforts on your existing captive market. Give customers a reason to come back again every time they visit your center. Determine the size of your market and potential draw that your facility enjoys.

Do a market threat assessment and price comparison of all competitive businesses in your immediate trade area. This will help you determine your own price strategies and keep you aware of the ever-changing prices in the real world.

- Create a marketing strategy for all programs and potential skaters.
- Prioritize your marketing tactics and set timelines.
- Execute the plan and keep it simple.

Internally, have your staff set up a marketing calendar the same way major businesses do it, using the quarter system (Q1, Q2, Q3, Q4). Always work a quarter in advance, for example: the second week of October should have been the planning week for Q1, 2014. The final edits for Q1 should have been completed and sent to print the fourth week of October. Q2 planning should be done the second week of January 2014 with the final Q2 plan completed the fourth week of January. Q3,

2014 planning should be done the second week of April and final Q3 completed the fourth week of April. And Q4, 2014 should be planned the second week of July and finalized by the fourth week of July.

Do this plan on large whiteboards or calendar sheets on a dedicated wall in your office area. This will keep the plan visually in focus every day to your staff. This quarterly schedule will allow plenty of time for edits, ideas and any plan changes because of hot new promotions that may be developed or are of national or area interest.

KEEP ADDING SOMETHING NEW

The following attract new customers who were not previously interested in your current products and services, generate repeat business from existing customers who also want "fresh and new," and enable you to get bigger sales by combining offers and offering special packages:

- New information on your website, Facebook, Twitter, blog, merchandisers, point of purchase, programs, etc.
- Add a new product or service.

BECOME A VALUABLE RESOURCE

Look for ways you can be a resource for your prospects and customers. Help them learn what ice skating can do for them. Teach them why ice skating is a great lifetime activity for everyone.

SEPARATE YOUR BUSINESS FROM THE COMPETITION

- Find or create a reason for your prospects and customers to do business with you. Example: Do you offer personal service, create memorable experiences, easy access and use, deliver what you promise, guarantee fun?
- Determine your unique advantage and promote it through all means of your advertising budget.

PROMOTE THE END RESULT

- Your customers want to know the benefit they will get from using your products and services. Example: Ice skating buyers want fun, social, interactive, healthy experiences; engaging with friends, peers and strangers in a safe clean environment; and pursuit of sport.
- Make sure your web pages, sales letters and other messages are promoting the end result.

ANTICIPATE CHANGE

- Change is the biggest challenge to your business.
- Expect change and prepare for it. Don't wait for income to decline to take action.
- Look for early signs that change is looming.
- Confront it before you start to lose business.

PROFIT TIPS

- Insulate yourself against the impact of change.
- Develop new programs, opportunities, profit centers and uses for your building.
- Think BIG IDEAS!
- "If you fail to plan, you plan to fail!"

Make the commitment to improve your efforts in marketing, and I know you and your staff will be amazed at what will happen to your business. You will only maximize your profitability with an energized marketing plan and a staff that can execute the plan. Have fun on your ice skating business journey!



Bill Carlson, owner of U-Profit Business Success, is a frequent ISI Conference presenter with more than 30 years of experience owning and operating

successful businesses. For more information, go to bill-carlson.net.

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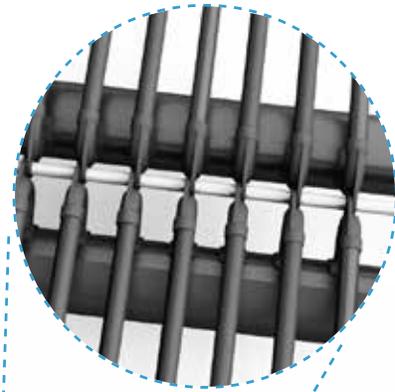
The patent pending Geo-Glide 180 is the **first** one-piece U-Bend designed for the ice rink industry, eliminating the need to fabricate U-Bends.

Geo-Glide 135s

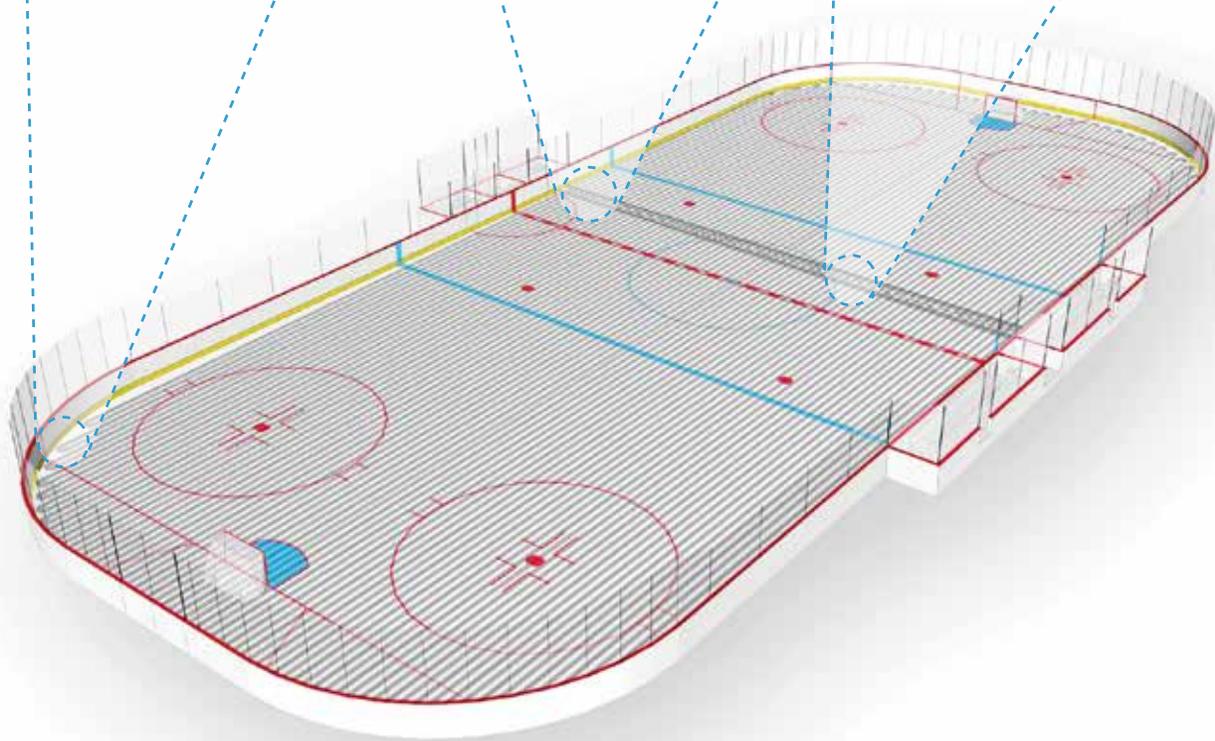
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- Available services include consulting and/or installation.





OUR KIND OF TOWN

Everyone knows Chicago has a rich history, but did you know that it is also the birthplace of the Ice Skating Institute? This marks our first conference back in Chitown since 1996, and it will be another one for the record books. All four iAIM tracks will be offered during conference for the first time, providing a full range of certification opportunities.

By popular demand, this year's schedule will permit iAIM students to attend general conference sessions in addition to their required certification classes, and all conference attendees likewise will be welcome in the individual iAIM sessions.* On-ice sessions will be held at The Edge Ice Arenas in nearby Bensenville, featuring guest presenter U.S. and Olympic silver medalist and world professional champion Paul Wylie.

Chicago's central location — a one-day drive from more than half the country and a short flight from everywhere else — plus its proximity to one of the nation's most active ice skating and hockey playing populations make it the ideal ISI Conference & Trade Show destination.

The Hyatt Regency O'Hare offers complimentary shuttle service to and from the airport as well as the new Rivers Casino just down the street. A brand new entertainment and restaurant complex is just a short stroll away from the hotel. Convenient public transportation will take you everywhere from the Fashion Outlets of Chicago to the cultural wonders of downtown.

Sports, shopping, parks, architecture, world-class museums, legendary cuisine — Chicago has it all, and in 2014 it also has the ISI Conference & Trade Show!

Watch for more information at skateisi.org/conference, in ISI email and in the 2014 Conference & Trade Show prospectus in the next issue of the EDGE.

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- Trade Show Cocktail Reception
- Trade Show Buffet Lunch



CHICAGOLAND IS ISLAND!

This is where it all began in 1959, when a small group of ice arena pioneers first gathered and agreed to form an independent national organization to address the needs of ice rink operators and their customers. The first conference was held the next year in Chicago, with 16 attendees and an agenda focused on rink insurance and building better public skating sessions. The trade show was added in 1963.

Much — but not everything — has changed since those early days of our unique industry. Many of our time-tested core priorities remain the same as we embrace and adapt to a changing world and new technologies.

Join us as our **Conference & Trade Show** returns to Chicago for the first time since 1996, offering new certification opportunities and fresh perspectives for our changing times.

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ISI'S NORTHERN EXPOSURE: Alaskan Member Facilities

by Lori Fairchild

ALASKA ISN'T JUST The Last Frontier — it's also ISI territory. Alaska's ice arena facilities are, by and large, ISI Administrative members using ISI programs. It is not unusual for Alaskan ISI teams to travel great distances to participate in Worlds and other national competitions, and the "Alaska contingent" has been a mainstay at the ISI conference for years. The sparsely populated state has provided an impressive showing of skaters who have passed high-level ISI tests, some of whom have become competitive skaters and are now instructors using the ISI program to develop the next generation of ice skating enthusiasts.

Operating an ice rink and running successful programs in this great northern wilderness present some unique challenges. First, most facilities serve relatively small population bases, and some are located in isolated areas. Then there's the fact that most buildings in Alaska are designed to stay warm and have no air-conditioning, so during those months when the sun beats down at its hottest, there is not an efficient way to cool the facilities. In addition, Alaskans prefer to spend the warmer months outdoors, enjoying the state's unparalleled natural beauty and all it offers.

Here's a look at some of the most active ISI member facilities in The Land of the Midnight Sun.

SOLDOTNA SPORTS CENTER

Manager: Andrew Carmichael **Skating Director:** Madalyn McEwen

When Soldotna Sports Center was constructed in 1983 (originally named Central Peninsula Sports Center), *Athletic Business* magazine featured it in an article titled "Small Town Thinks Big." That's because Soldotna, which today has a population of only about 4,000, had just become home to the second-largest Olympic sheet in North America as part of Alaska's ultimately unsuccessful bid to host the Olympic Winter Games.



The Soldotna Sports Center is located on the scenic Kenai Peninsula.

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The Soldotna Sports Center team includes (from left): Carmen Triana, assistant parks and recreation director; Madalyn McEwen, skating director/activities coordinator; and Andrew Carmichael, parks and recreation director.

The Sports Center has 2,200 seats and is rated for a capacity of 3,000. While it is still waiting for the Olympics, the 53,000-square-foot facility has sold out three times — for the Harlem Globetrotters, the “World Famous” Lipizzaner Stallions and the Artic Winter Games.

Ice is maintained from late September through early April, with dry-floor events such as trade shows, conferences and banquets scheduled during the summer.

Situated on the Kenai Peninsula, the municipal arena serves a total population of approximately 29,000, with the nearest competing facility 70 miles away in Homer. The Sports Center has played host to the local high school hockey teams, Kenai Peninsula Hockey Association (300 players), two men’s leagues, a women’s hockey group, an ISI *weSKATE* program and the North American Hockey League Junior A Kenai River Brown Bears.

The learn-to-skate program offers five sessions per season, registering some 60-70 skaters in each session. “The ‘all skate’ approach of ISI has been priceless to the success of our learn-to-skate program,” notes Andrew Carmichael, the arena’s manager.

“We’ve welcomed thousands upon thousands of youth and adults to skating since we started using the program in 1994.”

Carmichael has attended the ISI Conference & Trade Show several times, and Skating Director Madalyn McEwen is a “regular” who earned her iAIM Certified Skating Director credentials at the 2013 conference.

Next up for Soldotna Sports Center is a \$17 million expansion to include the addition of an indoor turf surface plus a number of upgrades to the 30-year-old facility.

BRETT MEMORIAL ICE ARENA

Manager: Joe Miner Skating Director: Sheree Hugli

Brett Memorial Ice Arena in Wasilla has been using the ISI *weSKATE* program since it opened in 1985, consistently registering skater tests.

“Education has been an enormous advantage to being a member of ISI,” says Sheree Hugli, who has worked at Brett for 28 years and now serves as its skating director. “Using the ISI curriculum has brought uniformity into



Brett Memorial Ice Arena hockey campers and coaches enjoy a post-camp cookout.



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Community volunteers help Brett Ice Arena host a successful summer Hockey for Fun program.

and help cover her annual conference fees. She estimates that she has attended conference at least 15 times. Brett Ice Arena Manager Joe Miner is an iAIM Certified Arena Manager (CAM).

Owned and operated by the Matanuska-Susitna Borough, the year-round facility offers ISI Skate With Us, a large adult hockey league, Hockey for Fun and Summer Ice Camp, and hosts two annual ice shows as well as the Iditarod Days Skatefest Figure Skating Competition. Brett has taken teams to several ISI Worlds competitions.

The 25,000-square-mile Mat-Su Borough is considered one of the nation's fastest-growing areas, with a population approaching 90,000. Brett Ice Arena has a customer radius of about 50 miles.

Customer service with special attention to detail is a priority at Brett, Hugli notes: "Because we have longevity over other facilities in the area, we want the community to know that when they visit their 'hometown' ice arena, they will receive quality service. One area where we excel is the education of our staff."

CURTIS D. MENARD MEMORIAL SPORTS CENTER

Manager: Joan Klapperich Skating Director: Cindy Gliori



The 102,000-square-foot Curtis D. Menard Memorial Sports Center in Wasilla opened in 2004.

of the finer facilities in the nation," Klapperich says. "It must be the precision technique of applying the 40 coats of warm, soft water by an extremely knowledgeable 10-year staff that knows their ice. And the under-ice logos are crystal clear!"

Owned and operated by the city of Wasilla, the center opened in 2004 as the Wasilla Multi-Use Sports Complex. It

our ability to teach our students correctly and thoroughly, and it provides credibility to our program."

Hugli, an ISI Gold-certified judge and PSA rated coach, participates in the ISI Membership Rewards program and has used her school's ISI Bucks to purchase test badges

was renamed in 2009 for community leader Dr. Curtis D. Menard, who was instrumental in spearheading the construction of the 102,000-square-foot facility, which includes the NHL-size ice arena, an indoor artificial turf court, a running/walking track, three community meeting rooms and a kitchen.

Among the programs offered at Menard are competitive youth hockey leagues, ISI *weSKATE*, Turf Time for Tots, youth and adult soccer leagues, and walking/jogging clubs. The ice is taken out at the end of March and the facility is closed until late June, with July dedicated to Menard's highly successful hockey camp program.

The arena has been using the *weSKATE* program for five years and regularly participates in ISI national competitions. "For the past three years, we have produced more ISI national competitors than any other arena in the state," Klapperich notes.

The Menard Center will celebrate its 10th anniversary in March.



An indoor turf court is one of several amenities in addition to the NHL-size ice arena at Menard Center.

HARRY J. MCDONALD MEMORIAL CENTER

Manager: Reid McDonald Skating Director: Sarah Devereaux McCormick



A \$6 million addition to Harry J. McDonald Memorial Center in Eagle River, completed in 2012, added an indoor turf field, jogging/walking track and another meeting room.

Built in 1984 as the Fire Lake Recreation Center, the Harry J. McDonald Memorial Center ("The MAC") was renamed for a beloved hockey coach and educator affectionately known as "Coach Mac" who was killed in 1994 in a small-plane accident. The original facility included an Olympic-size sheet, a walking track and meeting room. A \$6 million addition was completed last year, adding a 170-by-75 multi-use indoor turf field, a new walking/jogging track and another meeting room.

The MAC is owned by the Municipality of Anchorage and managed by the nonprofit Fire Lake Arena Management.

"We are truly a local rink in every sense of the word," says Manager Reid McDonald. "Our patrons know my staff by first name, and vice versa. Our customers have taken ownership of the building and have been our best ally in terms of keeping it clean and safe."





One Size Fits All??

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

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

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

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Members of the "Alaska contingent" seen regularly at the annual ISI Conference include: (from left) Cindy Solberg and Crystal Williams, both of Harry J. McDonald Memorial Center; Sheree Hugli, Brett Memorial Ice Arena; Natasha Bowers, Menard Sports Center; and Sarah Devereaux McCormick, McDonald Center.

proprietary *weSKATE* software, available free to ISI members, for test and member registration and class management. "Our facility has benefited from the ISI program since the day we opened our doors," she notes. "Utilizing an ISI-based, building-block program and curriculum, we have seen success on so many levels. We see the progression of our LTS students as they work their way up the skill ladder to the next class. We see the benefit of providing our aspiring hockey players with basic skating skill development before putting a stick and puck in front of them. We are able to run an annual ISI competition for all to participate in. We feel very proud to be able to provide these experiences to our skaters and our community."

The MAC serves the local communities of Eagle River and Chugiak with a total population of 35,000. Programs offered include *weSKATE*, learn-to-play hockey, adult and child shinney hockey, on-ice hockey, figure skating power and edge classes, and beginning synchronized classes.

Skating Director Sarah Devereaux McCormick uses ISI's

In 1996, McCormick became the first skater to pass the ISI Freestyle 10 and Figure 10 tests in the same year. She is one of several MAC instructors often seen at the ISI Conference, along with ISI District 16 board director and conference presenter Cindy Solberg and Crystal Williams (FS 9, Dance 10), to name a few.

Another MAC "claim to fame" is the fact that U.S. national champion Ashley Wagner began her skating career in the ISI learn-to-skate program here.

The MAC has steadily produced ISI national event teams for more than 20 years, including Worlds and Winter Classic, and even sent a skater to Skate Asia in Bangkok this year.

UNIVERSITY OF ALASKA PATTY ICE ARENA

Manager: Adam Powell

The University of Alaska Fairbanks (UAF) Patty Ice Arena was the first full indoor arena in Interior Alaska when it was built in 1979. The school started an NCAA Division 1 hockey team the same year. The



Built in 1979, the University of Alaska Patty Ice Arena was the first full indoor ice arena in Interior Alaska.

Compete the ISI Way in San Jose!



ISI Winter Classic

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San Jose, Calif.

Entry & Test Deadline: Dec. 1

skateisi.org/winterclassic



Among the Patty Arena's key personnel are (from left): instructors Debbie Cook and Janessa Adams, Manager Adam Powell and instructor Amanda Laszloffy.

UAF Department of Recreation, Adventure and Wellness is responsible for the facility's day-to-day operations.

The Patty Ice Arena offers ice hockey, figure skating, broomball, intramurals, *weSKATE* and hockey and figure skating camps, and is the practice arena and home of the University of Alaska Nanook hockey team.

"We're the only rink in Fairbanks that offers learn-to-skate and intramurals," says Manager Adam Powell. "We've been using the *weSKATE* program for five years, and many of the city's hockey players and figure skaters started in the ISI program. Our ISI membership and programs have brought many new people to the UAF."

The arena registers 75 to 100 skaters in each session and has used the Membership Rewards ISI Bucks to purchase test badges.

Powell, who took the arena manager position a year ago, says iAIM certification is on his short-term list of professional goals, and the arena is planning to host an ISI skating event in 2014.

Fairbanks is Alaska's second-largest city with a population of 97,581. Last year's university enrollment was 10,799. 

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Coaches' Corner

Kim Hansen
ISI Skating Events
Coordinator

Judging: Why You Should Care

WHEN I THINK about what it is that we, as coaches, should care about, the list takes shape quickly in my mind: being professional, ethical, knowledgeable, compassionate, honest and hardworking. Those are easy. No-brainers. Know your stuff, know it well, teach it well, be reliable and kind, and you have done all you need to do to be a coach. Right?

No, not really. All of these traits make for an exceptional coach, that's true. But as an ISI professional, you have another duty and another role that you are called to fill. That is the role of the judge.

I know. I've heard it before. In fact, I've said it before: "Why would you want me to judge? I'm the coach. I'm on THIS side of the ice."

Having never had the opportunity to skate in the ISI program as a young competitor, the concept baffled me when I began teaching it. I remember telling this to my very patient skating director at the time, who just smiled and said, "Didn't your teachers in school grade you?"

"Well yes, of course," I answered.

"And didn't they also administer your tests?"

"Usually," I agreed.

"So why does this seem so strange to you? You're knowledgeable, have a good

understanding of the curriculum, teach it regularly and know the areas that are hardest for the skaters to master. You are exactly who should be judging."

Wow, that was eye opening. She was right. Being a coach made me uniquely qualified to judge my sport. What was I thinking? I'm going to be the best judge ever!

Wait a minute, I thought. How would I do that? How would I manage to juggle putting my seasoned skaters on the ice, being there for the little ones for their first events and talking with parents when they needed my time? How would I explain to them that I had another duty?

These are not uncommon questions and concerns. The truth is that managing your students at competition is a skill every coach must learn. Part of that skill includes time management. Every one of us knows that we will be pulled in multiple directions at an event and we have to handle that. We have to anticipate conflicts ahead of time and plan accordingly. Fitting a judging assignment into the mix is just part of the job, right?

Well, that brings us back to my original premise. Is being a good judge something you should care about?

Your skaters deserve good judges. They deserve to have their programs evaluated fairly, honestly and accurately. And if your

skaters deserve that, so do mine. I need you to care about my skaters like you care about your own. What we expect, we must give. When we do that, the system works and the result is good judging.

Good judging not only leads to happy skaters and parents, it makes your life easier. When your skater makes a blatant mistake, receives a penalty and subsequently gets marked down, isn't it nice to know that you know why and can explain it? As a certified ISI judge, you will have those answers — and parents will appreciate the fact that you do. In time, they will respect your role as a judge and understand the importance it holds in making their skater's experience that much more successful.

In addition to that knowledge, you gain a unique perspective of your sport when you are sitting on a judging panel. It is true, both literally and figuratively, that your skater's program really does look different from the other side of the rink, and that's a good thing to see and know. When faced with the task of ranking nine Delta skaters, for example, you might suddenly realize how little things actually matter. You might begin to rethink choreography, pattern, music and even costumes.

You will quite honestly be a better coach for having been a judge. And that in short, IS something you should care about. 





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ISI Judge Certification Tests

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



GOLD

Devin DeVasto
Nicole Drake
Kyleigh Gaff
Leah Karchin
Leslie Wehrs
Rashelle Weicherding
Katrina Wolfrom



SILVER

Nicole Drake
Kyleigh Gaff
Leah Karchin

Taylor Kearny
Jacquie Phillips
Sergei Sakhnovskiy
Leslie Wehrs



BRONZE

Ashley Assad
Morgan Berns
Nicole Drake
Julianna Flade
Dannon Haliskoe
Marina Karamysheva
Amanda Kunze-McHale
Kelsey Listerman

Bonnie Lynch
Ashley Mulhern
Jennifer Marshall
Jacquie Phillips
Sarah Pulido
Stacey Rivera
Quida Robins
Sergei Sakhnovskiy
Erin Sanislo
Katie Shearer
Alyssa Skijus
Gina Testa
Maryellen Tighe



SYNCHRO

Leah Karchin
Jayme Long

REFEREE

Alexis Cunningham-Capouellez
Julia Hardin
Melissa Holzhueter
Gerry Lane
BJ Shue Chapman

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ALICE MURPHY, 2007



ALISSA KITCHEN, 2009



MICHAEL FERLIC, 2003



DELANIE HONDA, 2010



BLAIR MACK, 2012

- 1 Assist your skaters with the application process.
- 2 Remind your high school seniors that the application deadline is March 1.
- 3 Write an evaluation or letter of recommendation, if asked.
- 4 Help skaters document their service hours.



For more information or to apply, go to skateisi.org/foundation or call (972) 735-8800

Teaching to the ABILITY, NOT the Disability



by Caroline Ciulla

ALL CHILDREN SHOULD have the opportunity to experience the enjoyment of ice skating. This is not impossible, but it requires patience, quick thinking and creativity to make it work. We all need to remember that a child is, first and foremost, a child. They want to grow and learn and do things that are exciting to them. The world is an ever-changing place and now is the time to take hold of this change and embrace it. You have the ability to make a positive difference in the life of the children you instruct, regardless of their abilities.

To help you to take the “dis” out of “disability,” take a moment to think of the challenges you face in life. Now, despite those challenges, don’t you try to continue on with life as normal and be a productive member of society? People with disabilities know no other way, but it certainly doesn’t help when people use their disability as a label to identify them. A label should only be used as a medical or educational diagnosis, and nothing more. Even though a child may have autism, it doesn’t mean that child can’t be a pleasure to be around, make people smile, enjoy life and be happy.

Using a label tells us very little about a person. It is wiser to get to know each person as an individual with strengths, interests, preferences, fears and frustrations. As a society we need to avoid labeling and focus more on children being children first.

Parents have the right to decide whether or not to tell you of their child’s disability. In the event that they are open about it, here are some helpful hints for instruction:

- Talk with parents first about their child’s disability.
- Get to know the child as a child first.
- Find out the child’s interests and go with them.
- Tell the skater the expectation of the lesson.
- Be flexible and go with the flow while teaching.
- Have understanding of the characteristics of the disability.
- Identify triggers of frustration for the skater.
- Be aware of any/all sensory issues.
- Use a lot of repetition in your teaching.
- Make your skater a study guide of new elements taught.
- Use visuals (picture cards, white boards, you demonstrating).
- Find the best time to schedule a skater’s lessons (busy sessions can be very loud and cause anxiety).

You have the ability to make a positive difference in the life of the children you instruct, regardless of their abilities.

If a parent chooses not to tell you, do not just assume the child has a disability. Instead, communicate with that parent. Tell them all the strengths you see from their child. Show compassion and that you care about the progress of their child. If needed

also ask for recommendations on how to deal with any behavior issues. After all, they know their child better than anyone does. However, make sure you have this discussion in private and not in the presence of other parents. Some parents might still be in denial and have a hard time accepting the fact that their child has been diagnosed. All parents want to see their child shine and fit in just like all of the other kids his/her age. Hopefully they will come around and open up to you, but again, never assume and never say that you think their child has a disability.

Tips to Remember when Teaching

- Learning is circular: We all learn from each other.
- Definition of a team: A group of people who share a purpose or task and depend on each other over an extended period of time. Don’t we depend on our skaters as much as they depend on us?
- Teach in a way that is meaningful. Get to know the interests of the skater.
- Behavior = Communication. No child wants to get their feelings hurt by the reactions we give to “bad behavior.”
- Gain trust: Take time to get to know your skater as a child first. Do not imply that they are limited due to the label of their disability. Gain the trust and anything is possible.
- Believe: “Believe a child can learn and they will. Believe that you can make a difference and you will.”
- You may think you are only teaching a child how to ice skate, but you are also teaching trust, independence, socialization and appropriate interaction.

Current Statistics

- 2.4 million U.S. children have learning disabilities, representing 45 percent of the nation’s children with disabilities.
- 1 in 691 babies is born with Down syndrome.
- 1 in 88 children has autism.



- ADHD is the most commonly studied and diagnosed psychiatric disorder in children, affecting about 3 to 5 percent of children globally.
- 50 million people worldwide have epilepsy.

Characteristics of Disabilities and Helpful Hints for Instruction

AUTISM SPECTRUM DISORDERS (ASD) – A complex set of neurological disorders that severely impair social, communicative and cognitive functions. Typical ASD behaviors include stereotyped actions (hand flapping, body rocking), resistance to change and, in some cases, aggression or self-injury. There are varying levels of autism ranging from PDD-NOS (Pervasive Developmental Disorder Not Otherwise Specified) to Asperger Syndrome.

Helpful hints: It is important to understand that individuals can share common characteristics on the spectrum, yet ASD is unique to the individual and will be different for every person.

- Keep routine.
- Find out if the child has an interest and incorporate it into your teaching.
- Find out how the child best communicates (verbally or use of communication devices such as PECs, picture cards, dynaVox system etc.
- Ask parents if any words, sounds, motions, smells, etc. can make the child easily frustrated.

LEARNING DISABLED/INTELLECTUAL DELAY (LD) – Neurological disorder that affects the brain's ability to receive, process, store and respond to information. Skaters with LD have

a difficult time receiving information, processing that information and then being able to communicate that information back through an action or answer.

Helpful hints: During the time it takes you to explain what swizzles are (receive/process), show the skaters how to do it (process/store), and then have the skater show you how to do it (respond), the LD skater is still trying to process the new word "swizzle." This can be very frustrating for a child who is trying to stay with the group. Use structured learning environments (keep routine the same; this will decrease fears of the unknown) and a lot of repetition.

DOWN SYNDROME – Caused by an extra chromosome 21. It is the leading cause of cognitive impairment and associated with learning disabilities, developmental delays, characteristic facial features, low muscle tone in early infancy and heart defects. Skaters may have transition problems, and exhibit shut-down/noncompliance ("No!") and silly behaviors (poking, giggling, attention-getting).

Helpful hints: Keep routine (use of transition picture cards of each activity). Use frequent rewards and a lot of repetition before building to higher skills. Avoid power struggles (continue with the lesson and, hopefully, the child will follow your lead) and use animated positive feedback.

If a parent chooses not to tell you, do not just assume the child has a disability and never say that you think their child has a disability.

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ATTENTION DEFICIT HYPERACTIVITY DISORDER (ADHD) – Characteristics of ADHD include difficulty paying attention, a high degree of restlessness and a lack of impulse control. ADHD and LD can sometimes go hand in hand.

Helpful Hints: Build in short free-time breaks. Help reduce interruptions by creating a secret signal that won't embarrass your student but will notify them that they need to refocus on skating.

EMOTIONAL/BEHAVIORAL DISORDER – A child exhibiting one or more of the following:

1. Difficulty to learn that cannot be explained by intellectual, sensory or health factors
2. Difficulty to build or maintain satisfactory relationships
3. Inappropriate types of behavior or feelings under normal circumstances
4. A general mood of unhappiness or depression
5. A tendency to develop physical symptoms or fears

Helpful hints: Keep routine and be sure to notify in advance any changes to routine (will there be a new instructor this week?). Use smaller classes. If possible, remove the audience when behaviors arise. Give choices to reduce behavior. Use a lot of positive reinforcement.

SENSORY INTEGRATION DISORDER – Difficultly taking in or interpreting how to perceive sensory input through sights, sounds, touch, taste, smells and movement. If a skater is over-sensitive, the humming of a rink compressor might be too much. If they are under-sensitive, they might bang into things and fall down without noticing due to under-reactivity to pain or touch. This can cause issues with daily functions, social and family relationships, regulating emotions, self-esteem and learning.

Helpful hints: Over-sensitive skaters need much more soothing and regulating, slower transitions and a great deal more patience. Under-sensitive skaters need a lot of structure and containment as well as a respectful, regulated and soothing environment.

PHYSICAL IMPAIRMENT — Refers to a broad range of disabilities that might be congenital (born with the condition) or a result of injury, muscular dystrophy, multiple sclerosis, cerebral palsy, amputation, heart disease, pulmonary disease or some other cause.

Helpful hints:

- Learn how the physical impairment affects the skater.
- See if your facility has sleds or walkers that you can use.
- Some may need to have inserts put in their skates by a professional.
- Ask if wheelchairs are allowed on the ice.

When we take the time to educate ourselves and others, we take away the stereotypes that can get in the way of making something wonderful happen. Thank you for spending your time to educate yourself.



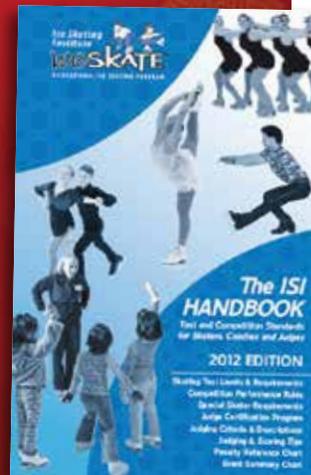
Caroline Ciulla is the FMC Ice Sports South Shore regional skating director, based at Aleixo Arena in Taunton, Mass.

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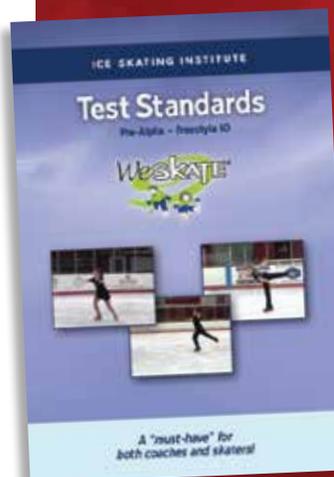
The ISI Handbook

is the only comprehensive resource for ISI test level requirements, weSKATE program information, competition event descriptions and performance rules, and judging criteria. The *Handbook* is a wealth of information for learning, teaching and judging the ISI Recreational Skating Program.



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skateisi.org/handbook



The **weSKATE Test Standards DVD** allows you to view 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 avoid them.

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District 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 head shot. The deadline for the Spring 2014 issue is Dec. 15. Send to editor@skateisi.org.

ISI District 2

(New York, Pennsylvania)

by Robyn Bentley, District Director



State Games of America 2013 was held in the Hershey/Harrisburg area of Pennsylvania July 31-Aug. 4. Although there were 29 sports represented at this year's games, figure skating is a large portion of the event. The biannual Olympic-style festival is overseen by the local organizing committee of the hosting state games.

The ISI portion of the competition was held at Twin Ponds East in Harrisburg and Twin Ponds West in Mechanicsburg, with 484 skaters representing 76 rinks from 18 states. Flip even made an appearance at the opening ceremonies!

Athletes are invited to participate in the Games if they have medaled in their own State Games in the last two years (with the exception of the home state of Pennsylvania). In the ISI spirit of team competition, trophies are given for the largest overall number of team points. Natick-William L. Chase Arena of Natick, Mass. took first place, followed by Planet Ice of Johnstown, Pa. and Sharper Edge Skating School from Acton, Mass.

Special thanks to the local volunteers and all of the coaches/judges who pitched in, and to Donna Rozon, Stefanie DeSimone, Jan St. Clair and Barb Gahagen, who stepped up to referee and mentor new judges.

It was announced by the National Congress of State Games that the 2015 event has been awarded to Omaha, Neb.

District 2 hosted both a *weSKATE* Instructor Training Core class and a free instructor seminar on Sept. 21 at Syracuse University's Tenny Ice Pavilion, with 10 new ISI instructors receiving their Core certifications.

Excitement will be building around the district with the announcement that both ISI Worlds and Adult Champs will be held on the East Coast in 2014.

We are open to requests from facilities that wish to host additional education programs later in the season. Please contact Liz Mangelsdorf in the ISI office or myself if you are interested, and check out the District 2 Facebook page and the ISI website for more information.

ISI District 3/MIRMA

(Metropolitan New York)

by Lisa Fedick, District Director



MIRMA Administrative and Professional members have been busy preparing for the upcoming Winter Olympic season, with the goals of accommodating the increased customer traffic with high-quality programming in a clean, safe and dependable facility, and adding the "FUN" factor.

Creating an enjoyable customer experience, whether on a public session or in a learn-to-skate or learn-to-play hockey program, can make all the difference in our repeat business.

The District 3 instructor seminar was hosted on Sept. 18 by the World Ice Arena in Flushing Meadows, N.Y., home of the largest ISI recreational skater program in the country. Lauren Hunt, World's skating director, shared some great tips for maximum ice utilization as well as ways to keep skaters moving and engaged throughout their entire lesson. Guest speaker Paige Scott of San Francisco was as informative as she was entertaining. Her presentation, "Production Teams, Avoid the Popular," was a step-by-step narrative on how to form a team from the conceptual drawing board to the championship performance. Group and team competitive events are becoming more popular in our area and we are beginning to see many high-quality startup programs.

Following the seminar, a Core-level *weSKATE* Instructor Training class was held at the Wonderland of Ice in Bridgeport, Conn. producing 20 graduates. Participation in educational opportunities such as *weSKATE* or iAIM ensures consistency and competency in our programming. Education also empowers our instructors and instills them with confidence.

District 3's associate director, Shanley Pascal, assisted by Lauren Hunt, has created a monthly newsletter as well as a dedicated Facebook page for our coaches. All ISI members are encouraged to join the group and share their ideas. The creation of a second Facebook page is planned to focus on synchro and production team events and assist coaches with the logistics of competitions.

The District 3 competition calendar is filling in quickly and will be highlighted by the District 3 "Skate for Knowledge" Championships on March 29-30, hosted by Floyd Hall Arena in Little Falls, N.J. MIRMA members are also beginning to plan for a large showing at the 2014 World Recreational Championships in Marlborough, Mass. next July.

ISI District 4

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

by Christine Wilson Brinton, District Director



District 4 is looking at having its annual free instructor seminar in the spring, possibly in conjunction with our district championships, which will be held April 26-27 at the Hampton Roads IcePlex in Yorktown, Va. We are looking forward to returning to Virginia Beach for what is sure to be a fantastic weekend!

All of the confirmed dates for this year are posted on the District 4 Facebook page; "like" our page to stay informed of all the happenings in our district.

ISI District 6

(Michigan)

by Jodi Truel, District Director



District 6 is heading into the fall season with a full schedule of competitions, testings, seminars and shows. We hosted our district seminar on Oct. 12 with a great turnout. Our on-ice jump harness session was well received and provided participants with many new tips.

Also, a special thank-you to Andy Moul for coming in to discuss sports-related injuries and concussions. Michigan is now making it mandatory for all coaches in any sport to take concussion training, and Andy helped our district understand the importance of getting kids checked out in a timely manner.

Looking ahead to the competition season, we have four competitions planned at the Mike Modano Arena, Wayne Community Center, Southgate Civic Center and the Livingston Arena as well as plans to attend ISI Conference Champs in Chicago. We are hoping to grow our numbers at each competition and again are offering the district-wide “buy two events/get the third free.” That offer was well received last year and again will help round out smaller local events.

Looking forward to a great season!

ISI District 11

(Arkansas, Louisiana, Oklahoma, Texas)

by Caroline Baker, District Director



ICE at The Parks in Arlington, Texas hosted its 10th Annual ISI Open Competition Sept. 14-15, featuring 274 competitors from 12 rinks. The top three rink placements were ICE at The Parks, Gallery Ice Skating Center of Dallas and NYTEX Sports Centre of North Richland Hills, Texas.

Arkansas Figure Skating Association hosted its 15th Annual Ozark Invitational Competition on Oct. 5 at the Jones Center for Families in Springdale, Arkansas.

The Macy’s Grand Tree Lighting Celebration will be held Nov. 10 during the Galleria Dallas Holiday Audition Competition. The winners from the competition will be featured in the 2013 Galleria Tree Lighting Ceremony, in which featured celebrities will include Sarah Hughes and Kurt Browning. Tree Lighting Celebration Show dates are Nov. 29 and 30, and Dec. 7, 14 and 21.

The Love to Skate Competition has been scheduled for Feb. 15-16 at Dr Pepper StarCenter-McKinney. The District 11 Championships date and location have not yet been announced.

The District 11 instructor seminar was held at the Dr Pepper StarCenter-Farmers Branch, with 17 coaches from four rinks in attendance. Participating rinks included Dr Pepper StarCenter-Farmers Branch, Dr Pepper StarCenter-McKinney, Galleria Ice Skating Center and ICE at The Parks. The District 11 Merit Award was presented to Julie Stahl.

ISI District 12

(Colorado, New Mexico, Utah, Wyoming)

by Debbie Lane, District Director



We have had a relatively predictable and steady skating year so far. Our district has had two competitions, one in January and one in June. The Winterfest Competition, usually held at South Suburban Ice Arena at the end of the year, is being replaced this year by the ISI Holiday Challenge at South Suburban Family Sports Center. ISI testing has increased in preparation for this upcoming national event.

Our district’s free seminars are traditionally held in March, and this year will be no exception. Our seminar will be held on March 7 at South Suburban Family Center. ISI’s new president, Rob McBride, will serve as guest speaker of the managers’ section, and longtime Tennessee coach and District 5 director Larry LaBorde will be the speaker for the instructors’ section. If you need additional PSA educational credits, please attend our March seminar — you can never learn too much!

We hope to see you and your students in Centennial, Colo. for the Holiday Challenge. It is a magical time of the year in Colorado. There are many fun outdoor activities for families to enjoy before or after the competition.

ISI District 18 (Florida)

by Glyn Jones, District Director



Our District 18 Championships, open to all skaters even if they don’t skate in this district, will be held Feb. 14-16 at RDV Sportsplex Ice Den in Orlando. Our free district seminar is set for Jan. 19 at TBSA Oldsmar. Watch the ISI website for updates.

Congratulations to Tommy Brannen, skating school director at The Ice Sports Forum in Brandon, on receiving the District 18 Merit Award at this year’s ISI conference.

North East Ice Skating Managers Association (NEISMA)

by Jeffrey Doucette, President



The new skating season has begun with high hopes for a good one.

Congratulations to New England’s own Rob McBride for being elected the new ISI president; we wish him luck in his new position.

Our Spring Conference and Trade Show will be held April 29-May 1 in Mystic, Conn. Past President Ed Peduto will chair the conference along with Executive Secretary John Zullo. Plans for the location, seminar topics and other events are in the works. ☺

CALENDAR

ISI-Endorsed Competitions & Shows/Exhibitions

Deadline for the next EDGE calendar: Dec. 15
For regular calendar updates, see skateisi.org,
Event Info.

COMPETITIONS

NOVEMBER

1-2 Kansas City MO

Line Creek Ice Arena
City of Fountains Fall Fling

2 Yorktown VA

Hampton Roads Ice Plex
12th Annual Fall Classic

8-10 Tampa FL

Ice Sports Forum
ISI Fall Challenge

8-10 Joliet IL

Joliet Park District
Harvest Gold

10 Dallas TX

Galleria Ice Skating Center
Holiday Audition Competition

10 Anaheim CA

The Rinks - Anaheim Ice
13th Annual Anaheim Ice Synchronized Team
Championship

23 Findlay OH

The Cube
Findlay Silver Blades
Flag City Competition

23-24 New Ulm MN

New Ulm Civic Center
New Ulm Figure Skating Club
New Ulm Fall Festival

23-24 Lakewood CA

The Rinks - Lakewood ICE
17th Annual ISI Open Competition

DECEMBER



6-8 Centennial CO
South Suburban
Family Sports Center
ISI Holiday Challenge

6-8 White Bear Lake MN

White Bear Lake Sports Center
White Bear Lake Holiday Open

6-8 Northbrook IL

Northbrook Sports Center
2013 Northbrook Winter Welcome

7 Marlborough MA

FMC Navin Arena
Icicle Invitational

JANUARY

2 Rolling Meadow IL

West Meadows Ice Arena
Rolling Meadows Ice Arena
Frost Fest 2013

4-5 Youngstown OH

Covelli Centre
Skating Club of Greater Youngstown
2014 All American Challenge Cup

FEBRUARY

1-2 Bensenville IL

Edge Ice Arena
14th Annual Mardi Gras Competition

7-9 Blaine MN

Schwan Super Rink-NSC
Frosty Blades 2014



14-16 San Jose CA

Sharks Ice
ISI Winter Classic

14-16 Oxford OH

Goggin Ice Center
2014 ISI Miami Open Team Competition

22 Brockton MA

FMC Asiaf Arena
3rd Annual Skate for the Love of It

23 Long Island City NY

City Ice Pavilion
City Ice Winter Challenge

MARCH

1-2 Newark OH

Lou & Gib Reese Ice Arena
2014 Newark Spring Open

8-9 Natick MA

FMC William Chase Arena
43rd Annual ISI Competition

22 Pittsburgh PA

RMU Island Sports Center
2014 Shamrock Skate

APRIL

4-6 Knoxville TN

Ice Chalet
45th Annual Robert Unger ISI Team
Championship



11-13 Pleasant Prairie WI

RecPlex Ice Arena in
Pleasant Prairie
ISI Synchronized
Championships

13 Flushing NY

World Ice Arena
World Ice Arena Open

25-27 Pasadena CA

Pasadena Ice Skating Center
30th Annual Pasadena Open ISI Competition

MAY



23-25 Bensenville IL

Edge Ice Arena
ISI Conference
Championships

JUNE

29 Long Island City NY

City Ice Pavilion
Summer Skating Challenge

JULY



28-Aug.2 Marlborough MA

New England Sports
Center
ISI World Recreational
Team Championships



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OCTOBER



10-12 Little Falls NJ
Floyd Hall Arena
ISI Adult Championships

SHOWS & EXHIBITIONS

NOVEMBER

1-Dec. 31 Valencia CA
 Ice Station Valencia
 Exhibitions-Seasonal

22-Dec. 31 Pittsburgh PA
 RMU Island Sports Center
 The Magical Holiday Express

23 Stillwater MN
 St. Croix Valley Recreation Center
 Turkey Bowl

29-Dec. 19 Dallas TX
 Galleria Ice Skating Center
 Macy's Grand Tree Lighting at Galleria Dallas

DECEMBER

3-7 Knoxville TN
 Ice Chalet
 Nutcracker on Ice

4-5 Honolulu HI
 Ice Palace Hawaii
 Gift for You

6-7 Belmont CA
 Belmont Iceland
 Tribute to the Silver Screen

7 Oak Lawn IL
 Oak Lawn Ice Arena
 Holly Days on Ice

7-8 Gatlinburg TN
 Ober Gatlinburg Ice
 Christmas on Ice

7-8 Franklin Park IL
 Franklin Park Ice Arena
 2013 Holiday Recital

8 Escondido CA
 Ice-Plex
 Annual Holiday Show

13-14 St. Peters MO
 St. Peters Rec-Plex
 Winter Wonderland on Ice

13-14 Dublin CA
 Dublin Iceland
 2013 Holiday Ice Show

14 Arlington TX
 ICE at The Parks
 Holiday at The Parks 2013

14 Redwood City CA
 Nazareth Ice Oasis
 Holiday Show

14 Pekin IL
 Veterans Memorial Ice Arena
 Pekin Memorial Arena
 Winter Wonderland Holiday Show

15 Long Island City NY
 City Ice Pavilion
 City Ice Pavilion Winter Show

15 Bensenville IL
 Edge Ice Arena
 Annual Holiday Exhibition

15 St. Louis MO
 Wayne C. Kennedy Complex
 Holiday Celebration

15 Johnstown PA
 Planet Ice
 Celebrate the Season

15 Fort Myers FL
 Fort Myers Skatium
 Rudolph's Christmas Adventure

19-20 Richmond VA
 Richmond Ice Zone
 Nutcracker on Ice

20 Newark DE
 University of Delaware
 On the Red Carpet

21 Salem MA
 Salem State Univ.-Rocket Arena
 Viking Skating Club
 2nd Annual Holiday Exhibition

21 Stillwater MN
 St. Croix Valley Recreation Center
 Holiday Skate

21 Newark OH
 Lou & Gib Reese Ice Arena
 Holiday Show 2013

22 Flushing NY
 World Ice Arena
 5th Annual Winter Wonderland Show

FEBRUARY

1 Flushing NY
 World Ice Arena
 Olympic Dream Spectacular

8 Mountlake Terrace WA
 Lynnwood ice Center
 Destination Olympic View

13 Stillwater MN
 St. Croix Valley Recreation Center
 Skate-With-Your-Date

MARCH

9 Salem MA
 Salem State Univ.-Rockett Arena
 Viking Skating Club
 A Salute to Motown

15-16 St. Louis MO
 Wayne C. Kennedy Complex
 Annual Ice Recital

APRIL

25-26 Newark OH
 Lou & Gib Reese Ice Arena
 9th Annual Jane McConnell Spring Ice Show

MAY

17 Long Island City NY
 City Ice Pavilion
 City Ice Pavilion Spring Show

18 Flushing NY
 World Ice Arena
 The Wizard of Ice

JUNE

14-15 Boxborough MA
 Nashoba Valley Olympia
 Once Upon a Skate

AUGUST

12-13 Cleveland OH
 Serpentine Arena
 International Gay Figure Skating Union
 Gay Games 9 Exhibition



Follow ISI National
 Events on **TWITTER**
 @IceSkatingISI

CLASSIFIED ADVERTISING

HOCKEY MANAGER — Oakland Ice Center, operated by Sharks Ice, seeks a passionate hockey candidate to fill hockey manager position. For more details and to apply for this great opportunity, go to svsejobs.teamworkonline.com.

ISI SKATING COACH — Buffalo Figure Skating Club in Buffalo, Minn., is looking for coach to contract with club skaters for private lessons and teach ISI learn-to-skate program. Prefer coaching FS3 and up. Must have ISI professional membership and insurance. Contact President Lee Walker at lee7481walker@gmail.com or (612) 819-8733. (www.buffalofigureskating.com)

COMPETITIVE ICE SKATING COACH — Fairfax Ice Arena in Fairfax County, Va., seeks competitive ice skating coach to join coaching staff. \$65,000 guaranteed minimum base first year. Located 12 miles from Washington, D.C. in one of the wealthiest counties in the country, we have a competitive figure skating program that includes ballet studio, off-ice training and jump harness. We've developed Olympic, World, National, Sectional and Regional skaters. We have one of the largest figure skating schools in the U.S., and offer more than 58 figure skating

sessions each week during fall, winter and spring. Do you know of a coach who would be an asset to our team? Refer a friend and receive \$1,000 for any introduction that leads to successful employment by Fairfax Ice Arena. Send resume to: Fairfax Ice Arena, 3779 Pickett Road, Fairfax, VA 22031, or email Henry Weisiger at henry@fairfaxicearena.com.

Ph. (703) 323-0674, Ext 18; Fax (703) 978-6796 (www.fairfaxicearena.com)

ICE DANCE COACH — Very busy twin-rink facility in the southeast U.S. needs male ice dance coach for all levels of skaters, from beginner to national level, tots to adults. Should also be prepared to take ISI classes for all levels of skaters. Email resume to southeasticedancecoach@gmail.com.

FREE CLASSIFIED EMPLOYMENT ADVERTISING FOR ISI MEMBERS!

*Call Carol Jackson at (972) 735-8800, fax to (972) 735-8815
or send email to cjackson@skateisi.org.*

Statement of Ownership, Management and Circulation

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Follow Flip to ISI's 2014 National Events!



Winter Classic

Feb. 14-16
Sharks Ice at San Jose
San Jose, CA
Entry & Test Deadline: Dec. 1
skateisi.org/winterclassic

Synchronized Championships

April 11-13
RecPlex Ice Arena in Pleasant Prairie
Pleasant Prairie, WI
Entry & Test Deadline: Feb. 15
skateisi.org/synchro



Conference Championships

May 23-25
Edge Ice Arena
Bensenville, IL
Entry & Test Deadline: March 1
skateisi.org/conferencechamps

World Recreational Team Championships

July 28-Aug. 2
New England Sports Center
Marlborough, MA
Entry & Test Deadline: May 1
skateisi.org/worlds



Adult Championships

Oct. 10-12
Floyd Hall Arena
Little Falls, NJ
Entry & Test Deadline: Sept. 1
skateisi.org/adultchamps

Holiday Challenge

Dec. 5-7
Pickwick Ice Gardens & Pasadena Ice Skating Center
Burbank & Pasadena, CA
Entry & Test Deadline: Oct. 10
skateisi.org/holidaychallenge





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