

SPRING 2014

EDGE

The professional journal for the ice skating industry

2014 ISI CONFERENCE
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to its
CHICAGO ROOTS
& TRADE SHOW

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INSURANCE

LOCKER ROOM
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Register today at
skateisi.org/conference!

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

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

Since 2001, industry professionals have earned 650 iAIM certifications. Join the hundreds of people who have gained a competitive advantage in the workplace and made themselves more valuable to their facilities through iAIM certification.

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

**CSD is offered in its entirety each year.





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

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ISI REMEMBERS TED WILSON

by Lori Fairchild



THE ICE SKATING community lost a beloved leader and friend on Oct. 18 when Ted Wilson passed away in California at the age of 70.

A former Ice Capades performer and ice rink manager in the U.S., UAE, Hong Kong and China, Ted became a tireless

visionary and advocate of the sport of ice skating in parts of the world where skating was uncommon prior to his arrival. He served on the ISI board of directors for more than 10 years and is credited with introducing the ISI system to Asia and the Middle East. He created the Skate Asia competition in 1989 and founded ISIA Asia in 2000.

An ISI International Merit Award and Man of the Year Award recipient, Ted was recognized with one of ISI's most prestigious honors a few days prior to his death: induction into the Ice Skating Institute Hall of Fame. He was memorialized with services in California and Hong Kong as well as with a Facebook page ([facebook.com/groups/tedwilson](https://www.facebook.com/groups/tedwilson)).

Following are a few of the memories shared by some of his ISI friends:

"In 1979 my family moved from Canada to Dubai. To our amazement we heard they planned to build an ice rink in the middle of the desert. Ted Wilson brought excitement and experience to the scene as skating director and manager. Like magic, he put together New York-style ice show productions for our small rink. He arranged for our group to attend Worlds in Helsinki, Finland and brought us to Dallas for our first international ISI competition. Thank you Ted, for all you instilled in us."

Dawn Adkins-Harter, ISI Coach, Gold-Certified Judge Lynchburg Figure Skating Club, Forest, Va.

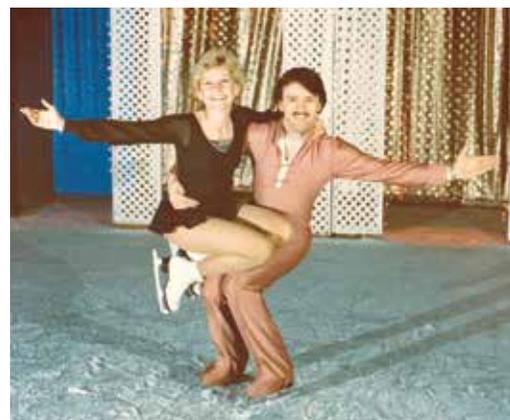
"Ted created wonderful memories for friends and colleagues within the skating world, providing experiences that many of us would not otherwise have experienced. He loved supporting young and talented skaters, and wanted them all to enjoy the sport as much as he did. His impact on the sport is deep and

I hope it is remembered by future generations of skaters. His passion for skating was evident even in his last days, and he will forever be missed."

Craig Cichy, ISIA Manager of National Programs & Events, 1991-96

"Ted was always supportive of all skaters and coaches, and he enjoyed seeing people use their talents to be successful in whatever they were trying to do."

Randy Winship, Former Skate Asia Director and Current ISI District 15 Director



"Ted made everyone happy — not just the skaters, but their families, too. He was the type of person who made children and adults feel talented, special and excited about the wonderful world of ice skating. Skating filled his life from beginning to end. He was a modest, generous gentleman, world-renowned, and a lifetime supporter of our favorite sport."

Justine Townsend Smith, ISIA Executive Director, 1981-95

"Ted did more than just talk about his plans; he put them into action. After he started Skate Asia in 1989, the popularity of recreational ice skating really took off in Asia. He has touched many lives through his generous heart and unending support for every skater, coach and rink he came in contact with throughout Asia. Ted, may your philosophy and belief in the recreational skating program continue to guide us and help us be successful in the years to come."

Raul Gomes, Former Student and Protégé of Ted Wilson



One Size Fits All??

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

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

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

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



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Rink Insurance Program underwritten by an A+ Insurance Company



Power Play

BLOOM ENERGY, HONDA CENTER AND ANAHEIM DUCKS TEAM UP FOR FUEL CELL PROJECT

by Lori Fairchild

HONDA CENTER in Anaheim, Calif., home to the NHL's Anaheim Ducks, recently became the latest sports and entertainment venue to install a Bloom Energy fuel cell system. The fuel cell generates power through a clean and efficient electrochemical process, providing more than half of the power required by the arena each year.

The "Bloom Boxes" will generate 80 percent of the venue's baseload power and 25 percent during a Ducks game or concert. On average, the project will allow the venue to offset 2 million pounds of CO₂ annually. The project was financed through Bloom xEnergy's leasing program with Bank of America. Honda Center is the second sports and entertainment arena in the country to install the Bloom Energy system, following SAP Center in San Jose, Calif., home of the NHL's San Jose Sharks.

"It's truly exciting to work on a project with benefits that extend beyond those directly involved, and that make significant contributions to our environmental

efforts," said Tom Ricks, chief investment officer for Anaheim Ducks owners Henry and Susan Samuelli.

When operating on pipeline-delivered natural gas, Bloom systems efficiently and electrochemically convert fuel into low-carbon, baseload electricity without combustion. The same energy servers can also provide a carbon-neutral generation solution operating on renewable fuels such as biogas. Customers can also reduce their CO₂ emissions by 40 to 100 percent compared to the U.S. grid (depending on their fuel choice) and virtually eliminate all sulfur oxide, nitrogen oxide and other harmful smog-forming particulate emissions.

Bloom energy servers are ideally suited for facilities with a minimum 300 kilowatt average consumption, explains Asim Hussain, Bloom Energy's senior director of marketing and customer experience.

"Bloom Energy is currently installed in California, Utah, North Carolina, Connecticut, Pennsylvania, New York, Delaware and Maryland," Hussain says, adding that a number of factors determine the cost of a Bloom Energy project in a given area. "In addition to cost per kilowatt-hour, our customers also take into account the benefits and value of improved reliability, cost predictability and greenhouse gas reductions through their own generation on-site."

The federal government offers a number of programs that support energy projects, including a 30 percent Investment Tax Credit for Bloom Energy Servers, Hussain added. "Many states and utilities also offer incentives for distributed energy projects. The national database at dsireusa.org

provides a comprehensive summary of energy and energy-efficiency programs."

SAP Center's two 200 kw Bloom Energy Servers have been up and running since May 2012, and Jon Gustafson, vice president of Sharks Ice and Worcester Sharks, said the installation has proved to be a sound business decision. Sharks Sports & Entertainment also utilizes Bloom Energy Server at Sharks Ice at San Jose, a public recreational ice facility owned by the city of San Jose and managed by SSE.

"We've hit our net results as we expected. It took roughly 80 percent of our electricity costs away, and that was immediate," Gustafson said. "We had to buy more gas, but the net-net is significant savings, plus we're getting clean electricity 24/7. The payback for us is in the four-and-a-half-year range."

Gustafson explained that the technology functions optimally when run at 100 percent capacity, 100 percent of the time. "You don't purchase units based on your maximum need; you figure the average peak load on an hour-by-hour, minute-by-minute basis. In California, our compressors are constantly running, so it's heavily used. It's not like solar, where you can sell it back to the grid; you do not get credits for it. There's significant work done by Bloom's engineers to determine the sweet spot for each facility. We feel fortunate to be forerunners of it."

Founded in 2001 and based in Sunnyvale, Calif., Bloom Energy has installed fuel cell systems for several Fortune 500 companies including Google, Walmart, AT&T, eBay, Staples, The Coca-Cola Company, as well as notable non-profit organizations such as Caltech and Kaiser Permanente. 



Bloom Energy Vice President of Strategic Accounts John Reuter uses a single fuel cell to explain the technology behind the Honda Center project.

The ECO-FRIENDLY, Ice Rink System

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- efficient compressor operation
- very low pumping power (as much as 90% less energy required compared to other systems)
- superior CIMCO ice quality and consistent ice temperatures (CO₂ enters and leaves the refrigerated slab at the same temperature)
- and a future-proof answer as a refrigerant

With over 100 years as the leader and most experienced company in ice rink design, engineering, manufacture, installation and service, you can rely on CIMCO to provide you with an affordable, high-performance refrigeration system that is exactly right for you.



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Why Should YOU Sign Up for ISI Membership Rewards?

Enrollment is simple and free!

In addition to immediate cash rewards, earn ISI Bucks to use for credits toward ISI programs, services and materials.

Last year nearly \$70,000 in rewards were awarded to Membership Rewards participants.

Earn immediate rewards for every skater or player you register.

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

ISI Administrative members (arenas, clubs and skating schools) earn substantial rewards simply by registering class and recreational skaters as well as hockey players with ISI.

It's an easy and convenient way to boost your facility's bottom line while providing your skaters and players with their own valuable ISI membership benefits.

Great news! Hockey memberships now earn rewards too!



What are you waiting for?

Get all the details and sign up today at skateisi.org/rewards.



iAIM[®] Report

by Sean Flynn, CAE

GET CERTIFIED at Conference



LAST YEAR DURING the ISI Conference we unveiled the new iAIM Certified Skating Director (CSD) track. The many months of development, planning and coordination paid off and the new certification course proved to be an overwhelming success, with 45 skating directors and instructors from across the country completing the course during conference week.

By popular demand, the CSD course will return to the 2014 ISI Conference in Chicago. The sessions are designed for aspiring, new and seasoned skating directors alike, with topics including human resources, marketing and promoting your programs, risk management, budgeting, customer service, group classes,

skating events and competitive programs. Experienced instructors interact with students and encourage discussion in the classroom setting.

Then there is the final exam. If you are like me, you probably haven't taken a final exam in years. Please do not sweat it! The instructors deliver the material professionally and thoroughly, and you are certain to master it through the class instruction and additional study sessions. Last year, 100 percent of the CSD students passed the final exam with flying colors.

So if you are looking to further your professional development with the help of knowledgeable instructors in a setting that encourages open discussion, I encourage you to sign up for the iAIM Certified

Skating Director course. This is an opportunity you will not find anywhere else!

In addition to the CSD course, sections of the iAIM Management, Operations and Programming tracks are also being offered at conference this year — the first time all four tracks have been available during conference week.

Please note: iAIM registration and attendance at all track classes are required in order to be eligible for the exam and certification; however, all iAIM sessions are open to all conference attendees. See the schedule in the prospectus found in the center of this issue, and go to skateisi.org/conference to register.

I look forward to welcoming you to my hometown in May! ☺

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Are You Properly COVERED?

BUILDING & CONTENTS INSURANCE TIPS

by Jim Farren, CPCU, CRM

BUILDING AND CONTENTS insurance decisions can be challenging. Following are three important focus areas and a checklist to review prior to considering the cost of coverage.

AGENT SELECTION

Select an agent or broker(s) to market your facility to competing insurance companies. Be sure to choose a firm that has experience and knowledge of your industry as well as relationships with insurance companies that specialize or have products designed specifically for your industry. If you initiate this process with a broker unfamiliar with your industry or unable to access insurance markets specializing in your industry, you will not get appropriate insurance coverage for your facility.

UNDERWRITING INFORMATION

The more information the insurance buyer provides to the insurance agent, the better chance the buyer has to achieve proper insurance coverage. Information is power in the insurance industry, and the way the information is used is also very important.

For example, if an underwriter requests five years of loss information, you should provide a full five years, and no less. It may even be helpful to provide six or seven years of loss history if the additional years are favorable, loss-free years. However, providing loss information for unrequested years where there has been loss activity is not recommended.

Next, take inventory of your building and contents. Take the time to gather and record all of the information on your facility. Include construction dates and materials, updates, improvements and betterments, square footage, safety features, security, other structures and reconstruction costs.

You should also determine a contents

value. Make sure business and personal property, office furniture and equipment, security systems, electronics (computers, phone systems, copy machines, scanners, etc.), ice resurfacing and maintenance equipment, lifts, backup generators, etc. are included in this inventory check. Don't forget the pro shop, concession area and workout/training areas. If the underwriter is provided complete and accurate information, the buyer usually benefits in both coverage and premium.

COVERAGE

Compare the coverage before comparing the price. If an insurance program does not properly protect your facility, the quote should not be considered. There will always be degrees and shades of coverage, but focus on the programs that specialize in your industry exposures and provide coverage that fit your exposure. It is unlikely that comparing competing insurance quotes will be an exact apples-to-apples match, but encourage the competing brokers to offer similar coverages and it is at that point that the premium should guide your decision. The goal here is to find an insurance program that has the desired coverage tailored to your industry at a competitive premium.

COVERAGE CHECKLIST

- ✓ **Industry Exposure:** Partner with an agent and company that understand your industry and exposure. For example, most standard boiler and machinery insurance policies exclude coverage for underground piping, while most of the ice rink facility insurance programs include this coverage in their boiler and machinery policies.
- ✓ **Earthquake and Flood:** Does your insurance program include this coverage?

✓ **Ordinance or Law:** Would your facility be protected if, after a significant property loss, there were unforeseen additional, costly building code requirements involved with rebuilding the damaged structure? The standard property insurance forms exclude this exposure. This coverage is vital for all facilities, especially older buildings. Ordinance or law coverage provides coverage for repair and construction of damaged buildings when an additional loss is caused by the enforcement of local ordinances or laws regulating the repair or construction. This coverage is critical in the event older structures are partially damaged and need to upgrade roofing, HVAC, handicap accessibility (ADA) as well as electrical to comply with current community building codes.

✓ **Ice Resurfacing Equipment, Lifts and Other Equipment:** Are these items properly covered?

✓ **Valuation of Property:** If your property policy on both building and contents does not include replacement cost (RC) provisions, and "actual cash value" (ACV) appears on your policy, a red flag should go up and this should be discussed with your agent/broker. Replacement cost coverage is designed to replace the damaged property without deduction for depreciation. Imagine having to rebuild your facility's roof after a windstorm loss with less than one-tenth of the money needed for job. Without replacement cost coverage, a rink owner could end up in a predicament like this.

✓ **Coinsurance:** Coinsurance is a penalty imposed on facility owners for inadequate building/contents limits on their insurance policy. In the event of a loss, if your facility's reconstruction

cost is not up to value, the penalty can be costly. The coinsurance clause is designed to encourage the named insured to carry adequate limits on their facility/contents. Rink owners should verify that their building and contents limits are up to current industry reconstruction cost/replacement cost values.

- ✓ **Blanket Building and Contents:** By “blanketing” (adding values together on one limit) your buildings and contents limit, an insured will most likely be in a better position in the event of a loss. In this case, a single (combined) limit of insurance applies to multiple property exposures. Blanket limits on multiple property exposures are designed to protect the insured in an environment of fluctuating inventory, multiple locations and reconstruction costs. A higher insurance limit applying to an individual loss is the intent of this coverage.
- ✓ **Boiler Machinery:** This covers sudden and accidental direct damage to covered property. Pay

close attention to this coverage part because it protects the livelihood of the ice skating industry. This coverage includes compressors, underground piping, pressure vessels, the machinery and equipment that make your facility run.

- ✓ **Crime/Employee Dishonesty:** This coverage is not often discussed, but if the coverage is not in place in the event of a loss, a facility might incur an unforeseen expense that could squeeze cash flow enough to cause a facility shutdown.
- ✓ **Business Interruption:** This exposure is one of the most overlooked yet most common property losses. If a facility goes down due to power failure, fire, etc., this is the coverage that provides payment for continuing operating expenses while the rink is shut down.
- ✓ **Building:** You must know the reconstruction cost of your facility. Don't rely on agencies like Marshall & Swift, your accountant, friend or even the insurance company to tell you what the reconstruction cost of

your facility is. Do your homework; there are plenty of resources, firms and individuals in this industry that can help you determine the facility's replacement cost.

- ✓ **Personal Property:** This includes the property of others in the care, custody, or control of the named insured.

Please note that the above checklist is only a brief summary; all policyholders should carefully review their individual policies for terms, conditions, coverage and exclusions.

By compiling accurate, up-to-date information on your facility and choosing an agent who has working relationships with insurance companies that have products designed specifically for your industry, purchasing building and contents insurance will be a simpler process and you will be on the right track to proper protection.



Jim Farren is vice president of American Insurance.



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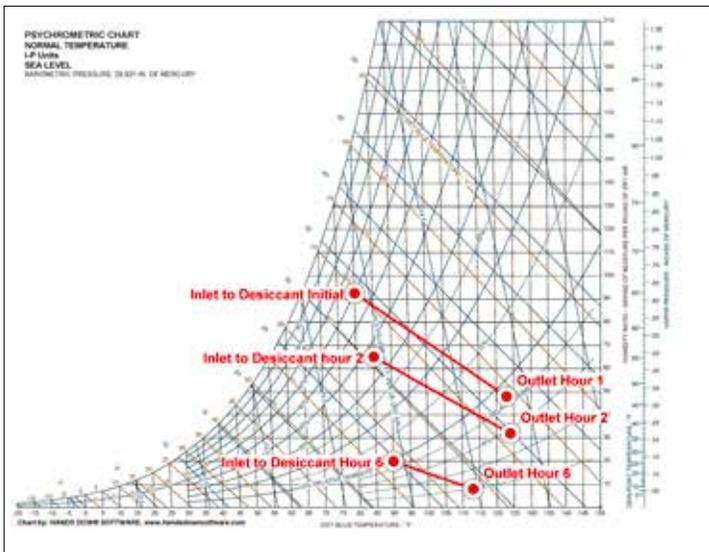


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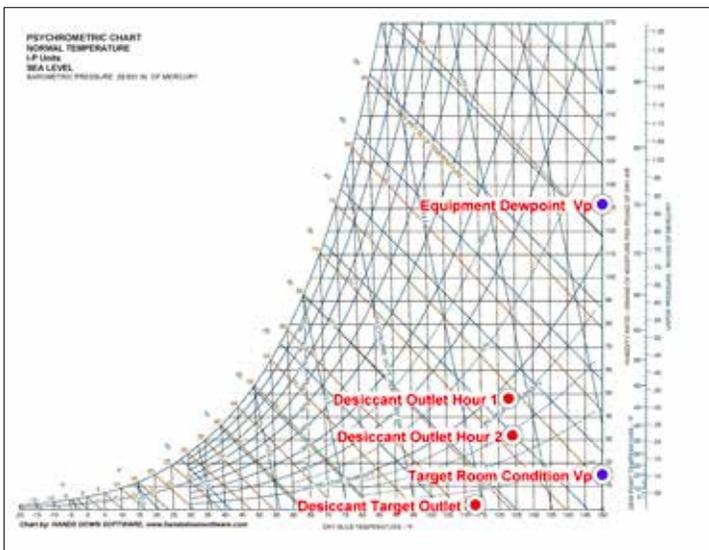
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REDUCING MOLD AND MILDEW IN LOCKER ROOMS

by Todd Bradley



Desiccant Dehumidifier Cycle



Differential Vapor Pressure to Speed Evaporation

MOISTURE IS A fact of life in locker rooms. The shower room, equipment and storage areas are ripe with smells and odors from molds and bacteria that thrive in showers, damp equipment and uniforms. Mold spores occur naturally and proliferate in such high-humidity environments. Bacteria growth is similar. But both mold and bacteria growth can be reduced or eliminated by removing the one of the key factors. Studies have suggested that most mold growth can be minimized or eliminated by controlling relative humidity to levels below 40 percent RH.

Further reduction in specific humidity levels will speed the moisture evaporation from sports pads and equipment. Exterior and interior wall surfaces must also be considered. To avoid condensation, dewpoint levels must be below the temperature of surfaces connected to other areas. Ice arenas, in particular, can be a challenge; cooler temperatures in arenas can promote hidden condensation in unexpected places. Thermal bridging can provide a direct path for conduction of temperatures.

Dry desiccant dehumidification systems are now being used to maintain humidity levels in modern locker rooms. By further reducing the moisture vapor pressure, the area and the equipment stored there can dry out after high activity. Low vapor pressure air will reduce or eliminate growth of mold spores while allowing the room to dry. Stored equipment will also benefit, as trapped moisture evaporates.

Current construction of hockey and skating equipment includes complex layers of different materials. Leather, foam padding, cotton padding and acrylic fibers can be used to provide comfort or protection. All of these materials can absorb water from skating or sports activities. These layers will restrict the evaporation. Low vapor pressure air can overcome the resistance and help dry equipment.

A desiccant dehumidifier is appropriate to this application because of its ability to remove large amounts of water and create a low vapor pressure environment. By providing very dry ventilation air, we can “deep dry” an equipment storage or locker room area to draw water out of sophisticated protective equipment.



Current building codes require increased amounts of ventilation air. ASHRAE (American Society of Heating, Refrigeration and Air Conditioning Engineers) recommends standards that have been adopted by most building codes in the United States, including the International Building Code. In the current 2012 schedule, the recommended typical required outdoor air ventilation rates are .5 SCFM per square foot of locker and dressing room area. As an occupied room, the air is considered outdoor air and can be conditioned. Typical normal conditions of 70 F to 75 F at 45 to 55 percent RH. Some of the older locker rooms do not condition the locker room area, and some will try to pull ventilation air from the arena areas.

Low humidity control when occupied is not generally required due to the relatively short occupancy cycles, but when the locker room or equipment storage areas are unoccupied, they can be isolated from outside unconditioned air or other areas conditioned by the typical heating, cooling or ventilation equipment. The desiccant unit can then be energized to deep-dry the space and provide the low vapor pressure air necessary to draw water from the room and equipment. This process promotes a healthy environment and provides a dry space to keep uniforms, equipment and the interior facility mold free. Odors from mold and growth from mildew are reduced or eliminated. Units can be controlled by a simple humidistat to reduce the humidity and deep-dry the locker during night hours or other low-use periods.

The goal of the application is to provide a target vapor pressure in the space to provide a receptacle for evaporating moisture. Figure 1 estimates the drying performance of a typical locker room desiccant system from the initial wet condition and then as it dries the air in the closed environment. Performance will be adjusted based on the volume of dehumidified air and the quantity of equipment in the space. If adequate means are used to seal the space, the moisture load from outside influences will be minimized.



Todd Bradley is an application specialist for Brighton, Mich.-based ARID-Ice/ARID-Dry Controlled Dehumidification IMS.

Over 400 NHL, Triple A, Double A, Collegiate, Recreational Ice Rinks and Curling Clubs Across North America are Fog, Condensation, Mold and Drip Free.

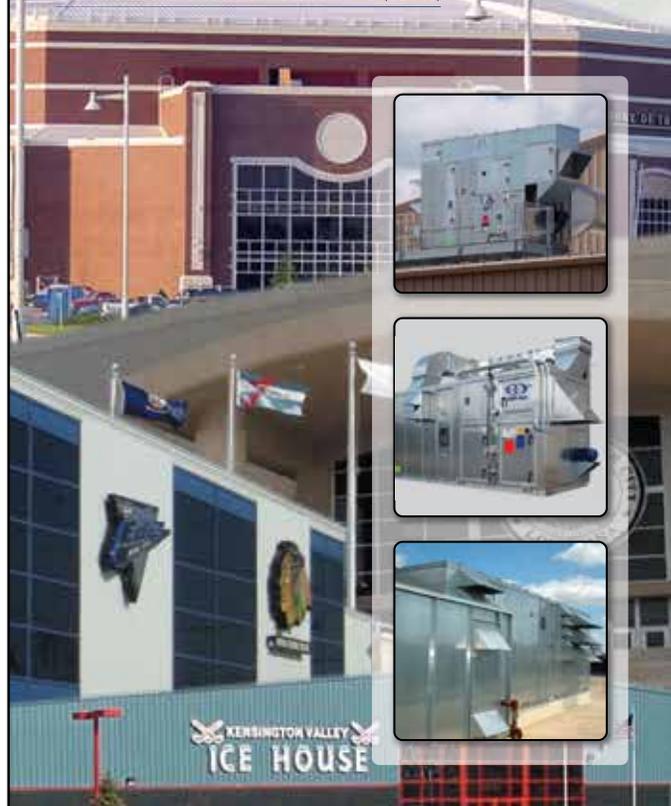
Why? They have ARID-Ice™.

These facilities benefit from **ARID-Ice** desiccant dehumidification for full capacity enhanced humidity control while maintaining automatic indoor air quality. **ARID-Ice** units are equipped with:

- Turbo Vapor Boost™ reactivation energy control circuitry providing extreme capacity in humid conditions.
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Build Your Rink Community and Boost Programming Through SOCIAL MEDIA

by Lauren Hunt, CSD



PROGRAM DIRECTORS ARE often faced with the task of maximizing participation with little to no advertising budget. After posting information around town and making calls to local schools, groups and troops, I turned to social media for its free advertising opportunities. Learning to navigate these sites and sorting through the good, the bad and the useless took some time, but it was well worth the effort.

The surprising result of a well-managed social media site was not only drawing new customers, but more important, the building of community and customer loyalty within our facility. Once we got our skaters engaged, they began helping us spread the word through shares, likes and tags.

Social media platforms are constantly evolving, and it takes some effort to keep up with the changes and the new mediums being offered, but I've garnered continued success with a select few sites, namely, Facebook, Twitter, Instagram, YouTube and Constant Contact.

FACEBOOK

Facebook, the world's most popular social networking site, has been the frontrunner for customer engagement, and we have built our largest following there. Setting up a business page for your rink or program is simple, and Facebook offers clear instructions. Once the page is up and running, you can begin to build a following by inviting friends, family, skaters and staff to "like" your page. This way, they will have access to all updates, photos, videos and links you share.

Setting up your page properly is a very important step. Your profile picture should remain consistent and recognizable, such as a company or program logo. The cover photo, however, is a great place to get creative. You can use this large banner at the top of your page to feature photos of local skaters or to advertise upcoming programs and events. For the month leading up to our Winter Wonderland Showcase this year, we kept the event announcement as the cover photo. We received inquiries about the event through Facebook and it was clear that this tactic generated a buzz and boosted participation and attendance.

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PHOTO & VIDEO SHARING

Photo and video sharing has been a crucial step in building a following on our social media sites. Facebook allows us to feature our skaters as rink stars and share their accomplishments and performances with our online community. Not only does this offer us the opportunity to sell our program as one that builds strong skaters and offers constant activity, it also drives traffic to our site.

The skaters who are featured often “like” or share our content on their own pages with their own social networks, which are large and diverse. This helps to keep new users coming in and engaging with us on a constant basis. We make an effort to post photos and/or video footage after every show, event and competition, and we’ve had great success in doing so.

TWITTER

Though Facebook is our most popular social media page, we have taken to a few other platforms to engage more users and offer more content. Twitter, a “microblogging” service, allows users to read and post “tweets,” which are messages of no more than 140 characters.

It takes time to research valuable people and organizations in the skating community, but once your network is in place you will have access to a large pool of up-to-the-minute skating news. This is content you can share with your Twitter and Facebook networks to boost their engagement and participation in the general skating community.

CONTENT-CREATION SITES

When I began talking to some of my younger skaters, I learned that many of them were not yet on Facebook or Twitter but were active users of Instagram, a popular photo and video-sharing application. Instagram allows you to enhance photos and videos with fun digital filters and share them on other sites, such as Facebook and Twitter. It has helped us to create a beautiful collection of moments that document the progress of our rink and our skaters. These photographs have engaged many of our younger skaters who would not have otherwise seen them.

Other sites we use for content creation are YouTube, where we often post footage of skater performances, and Constant Contact, which allows us to stay connected to our

customers through e-mails and surveys, and share them on social media sites.

PROGRAM IDENTITY

This year has been monumental for our figure skating program, as we have begun new synchronized skating and ice theater ensembles as well as a new club. We have created pages for each of these programs individually, which are managed by coaches and parent volunteers. Our hockey department also has its own individual page.

The content created by these individual pages is often fresh and detailed, and sharing it with our network is as easy as the click of a button. This has made it easier than ever to come up with material to keep users engaged, and as the number of engaged users increases, we have seen the support and camaraderie strengthen between our skaters, parents and coaches. As it happens online, visible to our entire network, we have certainly seen increased interest and participation in our programming.



Lauren Hunt is the skating school director at World Ice Arena in Flushing, N.Y.

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ISI Conference Championships

May 23-25

Edge Ice Arena

Bensenville, Ill.

Entry & Test Deadline: March 1



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CHICAGOLAND IS ISI LAND!



Everyone knows Chicago has a rich history, but did you know that it is also the birthplace of the Ice Skating Institute? 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, and the trade show was added in 1963.

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

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.

Join us as our annual professional event returns to Chicago, bringing new opportunities and fresh perspectives for our changing times.



**HYATT REGENCY O'HARE
MAY 27-30**

skateisi.org/conference

	8 a.m.			9 a.m.			10 a.m.			11 a.m.			Noon			1 p.m.			2 p.m.		
	15	30	45	15	30	45	15	30	45	15	30	45	15	30	45	15	30	45	15	30	45
TUESDAY • MAY 27							CAE Course			CAE Exam			Orientation; Marketing Plan Orientation; Air Quality Orientation; Role of the Arena Programmer Orientation; Role of the Skating Director			CONFERENCE OPENING					
WEDNESDAY • MAY 28	BREAKFAST ROUNDTABLES & NETWORKING <ul style="list-style-type: none"> • Special Needs Skaters • Training Student Coaches • Referee Certification Test Study Group • Hockey Programs • R-22 Phase-Out • Rental Skate Maintenance • Public Skate Special Events • Using Social Media 						Marketing & Sponsorships Equipment Maintenance & Operation Learn-to-Play Hockey Customer Service & Relationship Management Judging Workshop			Advertising Ice Resurfacer Driver Training Skating Competitions Marketing & Promotions Proper Off-Ice Jump Positions			AWARDS LUNCHEON						Promotions & Special Events Ice Installation & Painting Hockey Schools Hosting Competitions/Shows/Exhibitions Coaching: It's Your Business		
THURSDAY • MAY 29	Evolution of the Pro Shop Ice Maintenance Tips & Tricks			Email & Social Media Etiquette Rink Floor Maintenance			Skate Guard Training Skate Sharpening			LUNCH ON YOUR OWN						HR-Mission, Recruitment, Orientation HVAC & Dehumidification Learn-to-Skate Classes Budgeting & Accounting Referee Workshop					
FRIDAY • MAY 30	Customer Service & Retention Skating Shows & Recitals Risk Management Skater Nutrition & Health			Safe Sport Screening Panel: Renovation CAM, CAO, CAP, CSD Exams Ensembles & Productions Ask Mr. Edge			TRADE SHOW WITH BUFFET LUNCH														
	8 a.m.			9 a.m.			10 a.m.			11 a.m.			Noon			1 p.m.			2 p.m.		

3 p.m. 4 p.m. 5 p.m. 6 p.m. 7 p.m. 8 p.m. 9 p.m.

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ing Public Sessions			Computers for Administration			DISTRICT MEETINGS			SECTION MEETINGS (PUBLIC, PRIVATE, SCHOOLS, INSTRUCTORS)			PRESIDENT'S RECEPTION								
her/Glass tenance			Building Maintenance & Safety																	
Skating grams			Managing Hockey Leagues																	
petitive grams			HR-Hiring, Training, Managing																	
Coaching ques from l Coaches			Injury Prevention & Rehabilitation																	
Risk Management			Concussion Education			Creating a Social Media Campaign														
Facility Facelifts: New Luster for Older Facilities																				
Dick Button: Reflections on Skating – Past & Present			Paul Wylie: A Skater's Journey			Theater on Ice														
			Edge Competition Software			weSKATE Software														
HR-Training, Supervision, Retention			Study Session			TRADE SHOW OPENING & COCKTAIL RECEPTION														
HVAC & Dehumidification			Study Session																	
Hockey Tournaments			Study Session																	
Group Class Organization & Administration			Conducting Group Classes																	
Advanced Synchronized Skating Workshop			Team Coaching																	



ISLA Education FOUNDATION

BENEFIT BOWL



- iAIM MANAGEMENT TRACK (CAM)*
- iAIM OPERATIONS TRACK (CAO)*
- iAIM PROGRAMMING TRACK (CAP)*
- iAIM SKATING DIRECTOR TRACK (CSD)*
- SKATING INSTRUCTORS & DIRECTORS
- MANAGEMENT
- OPERATIONS & HOCKEY
- On-ice Sessions

**iAIM registration and attendance at all track classes are required in order to be eligible for the exam and certification; however, all iAIM sessions are open to all conference attendees.*

All sessions are subject to change

3 p.m. 4 p.m. 5 p.m. 6 p.m. 7 p.m. 8 p.m. 9 p.m.



OUR KIND OF TOWN



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.

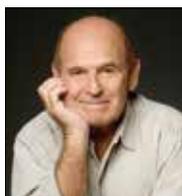
By popular demand, this year's schedule will permit iAIM students to attend general conference sessions in addition to their required certification classes, and all conference attendees likewise will be welcome in the individual iAIM sessions.*



Jeff Fromm

This year's keynote speaker will be Jeff Fromm, co-author of the best-seller *Marketing to Millennials: Reach the Largest and Most Influential Generation of Consumers Ever*.

Among the featured presenters will be World and Olympic champion Dick Button, the Emmy Award-winning "Voice of Figure Skating."



Dick Button

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.

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.



Paul Wylie

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

*iAIM registration and attendance at all track classes are required in order to be eligible for the exam and certification; however, **all iAIM sessions are open to all conference attendees.**



Follow our conference page for info & updates: [facebook.com/2014ISIconference](https://www.facebook.com/2014ISIconference)



HYATT REGENCY O'HARE

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(NOTE: There are two Hyatts in Rosemont; our conference hotel is the Hyatt Regency O'Hare.)

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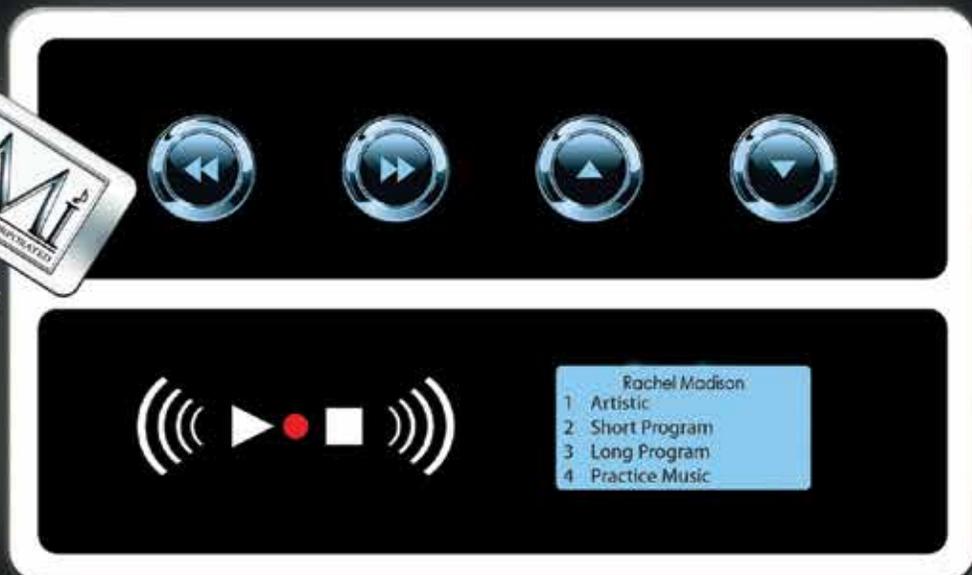
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Coaches' Corner

Kim Hansen
ISI Skating Events
Coordinator

What's New For You at ISI

NOW THAT WE'RE well into the new year, we encourage you to familiarize yourself with the many new ISI offerings we've been working on for you:

A New Rules and Revisions Timeline

Beginning this year, we are changing our timeline to allow the new rules and revisions to coincide with the traditional skating season and work more seamlessly into your skaters' program preparation. The 2014 new rules and revisions will be announced in May and will go into effect Sept. 1. ISI Adult Championships in October and Holiday Challenge in December will use the new 2014 rules and revisions. The new 2014 *ISI Handbook* will be available for purchase beginning in May at the annual ISI Conference in Chicago. We anticipate permanently adopting this timeline for rule change years.

New Perks of Membership

We are pleased to announce that, beginning with the next membership term (Sept. 1, 2014-Aug. 31, 2015), we will be giving every *professional member* — whether renewing a membership or joining for the first time — a free digital copy of the 2014 *ISI Handbook*. This will continue to be an invaluable tool

in your daily routine and we want to make it as convenient as a simple click away. Of course, for those of you who still enjoy having a book rink-side for your skaters to use as a reference, the *ISI Handbook* will still be available for purchase for \$25 through the ISI office after June 1.

New Opportunities

Mark your calendar today for the 55th Annual ISI Conference and Trade Show May 27-30 at the Hyatt Regency O'Hare. This year's event features a new opportunity for all coaches who are joint ISI and PSA members: PSA rating exams will be offered for the first time at our individual conference. These rating exams will be held on Tuesday, May 27. For more information, please visit skateisi.org/conference.

We will again be offering the new iAIM Certified Skating Director course during the conference. The schedule is being structured to allow attendees to sign up for a certification course as well as attend many of the other sessions being offered throughout the week. (Note: In addition to the CSD program, the iAIM Management, Operations and Programming tracks will also be offered. The iAIM sessions are open to all conference attendees, but in order to be eligible for certification, iAIM registration and attendance at all sessions

are required. For more information, see the conference prospectus in the center of this magazine.)

The ISI Conference Championships competition returns this year preceding the conference during Memorial Day weekend, May 23-25, at the Edge Ice Arena in Bensenville. This means you can bring your skaters to a national event, take a PSA rating exam, complete an iAIM certification and network with your professional peers — all in one week. What a great way to maximize your time and dollars!

New Protections and Procedures

In an effort to ensure the highest quality of professionalism in all dealings between ISI members and other members or the public, the ISI has established a Code of Ethics and Tenets of Professionalism to govern the conduct of its members. In addition, we have established a comprehensive grievance procedure that is posted on our website and available to all ISI professional members. While we hope you never need this, it is important to know that claims of unethical conduct filed against a member of the ISI are received and processed promptly and adjudicated fairly and justly. In an effort to accomplish this in the most efficient and effective manner, the ISI has entered into an agreement with the Professional Skaters

Association (PSA) to administer all grievances filed. A comprehensive explanation of the complete process and forms required are now available online under the membership page of our website.

The New Flip Kit

You've been asking for it, and we're ready to deliver! ISI's new Flip mascot has gained an enthusiastic following, with requests for all things Flip. To help you motivate your skaters and attract new students, we've developed an affordable package of fun Flip items for you to share in your facility and lessons, from a lobby banner to zipper pulls and stickers.

Never Miss What's New

As a membership organization, we are committed to making ongoing improvements and additions to the programs and services that support your business — and to communicate them to you in a timely manner. It is important that you stay connected with us through this publication as well as *Recreational Ice Skating* magazine, *ISI News*, Facebook and the ISI website. If you do not currently receive ISI email, including *ISI News*, please make sure your current email address is in our database by submitting the Information Update on the membership page of the ISI website's Coaches section. ☺

You Asked For It!



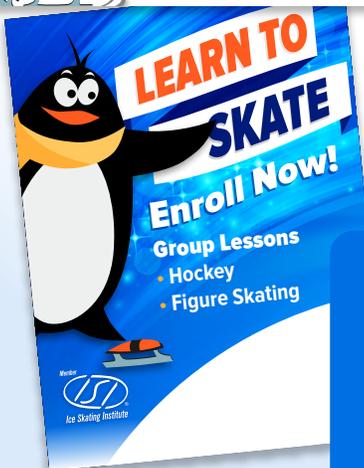
And Now It's Here: **THE FLIP KIT!**

Skaters of all ages are flipping for Flip, ISI's happy, energetic, lovable mascot. Show your ISI spirit by displaying Flip in your lobby, office or rink and by sharing these fun Flip treats as incentives and rewards in your classes.

For a limited time, the entire package is yours for the introductory offer of **only \$99*** (\$150 value), for all this:



- ✓ 1 lobby banner (5' x 2')
- ✓ 2 posters (18" x 24")
- ✓ 500 Flip stickers (1")
- ✓ 25 luggage tags
- ✓ 25 lip balms
- ✓ 25 zipper pulls



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ISI Judge Certification Tests

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



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Tonja Beatch
Julie Brinskelle
Amanda Erickson
Amanda Donisch
Pamela Hadley
Dannon Haliskoe
Dana Hult
Molly Kerr
Shannon Koenders
Monica Montanari
Sergei Sakhnovskiy
Joy Thomas
Maryellen Tighe
Katherine Welz



SILVER

Bridgette Berg
Amy Berglund
Stephanie Cavalli
Amanda Erickson
Dannon Haliskoe
Nancy Hitch
Dana Hult
Molly Kerr
Shannon Koenders
Monica Montanari
Jeannine Salman
Gina Stramiello
Joy Thomas
Maryellen Tighe
Stephanie Vowels



BRONZE

Sarah Andrea
Marissa Beachell
Bridgette Berg
Amy Berglund
Anna Bradshaw
Meagan Carpenter
Lane Hodson
Dana Hult
Jennifer Humphrey
Shannon Koenders
Mary Jean Laviolette
Erin Maher
Mallory Mizia
Monica Montanari
Rebecca Morissette

Cara Murphy
Colin Norgeot
Tracey O'Brien
Meghan Perrone
Mandy Pirich
John Stuart
Isaac Serafin
Lauren Tippy
Marianne White
Lindsey Wolkin



SYNCHRO

Jessica Godar
Jennie Lee
Rebecca Morissette

Susan Morrison
Brian Thayer

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Amy Forbes
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Donna Rozon
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Take the Hassle Out of Managing Your ISI Competitions!

Competition season is here, along with its countless hours of preparation and mountains of paperwork. Help is available with a software package designed specifically for ISI competitions.



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Here's what The Edge Competition Management Software can do for you:

- Organize entry forms; list skater events, name and age; provide complete list of individual, partner, group and team events.
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- Full-featured editing for arranging skating order, event order, age and gender grouping.
- Update all start times and event numbers automatically when schedule changes.
- Offer 14 user-definable sections for specialty items such as on-ice awards, special exhibition performances, etc.
- Assign judges based on their certification level.
- Automatically organize and print event judging forms based on *The ISI Handbook*.
- Provide complete accounting system for judge scores, event placement and team standings.
- Create a competition program book with names of skaters, teams, judges, schedule, text, ads, etc.

FUNdraisers Planned for Conference Week

by *Robyn Bentley-Graham, CAM, CAP, CAO*
ISIA Education Foundation Secretary

CONFERENCE WEEK WILL provide a number of opportunities to have some fun with friends while supporting a good cause: the ISIA Education Foundation!

Back by popular demand, the ISIA Education Foundation Benefit Live Auction returns to conference this year, during the Tuesday evening President’s Reception. ISI President Rob McBride, an avid supporter of the ISIA Education Foundation, has offered to share the spotlight with auction host Jimmie Santee. A bidding frenzy is anticipated, so don’t miss this special evening.

For those of you who prefer not to be in the spotlight but enjoy the excitement of bidding and supporting a good cause, a silent auction also will be conducted.

On Wednesday from 6 to 9 p.m., we will team up with King’s Lanes in Rosemont (within walking distance of the

conference hotel) for a “Hump Day” celebration and a Benefit Bowl. No experience (or skill) necessary! Your \$20 ticket buys bowling, rental shoes, pizza and soda; a cash bar will also be available.

Bowling isn’t the only activity likely to get competitive at this event! The silent auction will be continued on Wednesday night.

Net proceeds from all of the fundraising activities will benefit the Foundation’s programs.

The Foundation is seeking a title sponsor to help defray the costs of the Benefit Bowl. Please contact Scott McCoy at isiaef@skateisi.org for information.

Individuals or vendors interested in donating items for the auctions should contact Jamie Baringer at jbaring@bgsu.edu.

The ISIA Education Foundation is a 501(c)3 organization.

2013 DONATIONS

Special thanks and appreciation go to the following generous individuals and groups who have recently made pledges and donations to support the ISIA Education Foundation and its scholarship program. For information on tax-deductible donations, the five-year pledge program and memorial or honorary gifts, please go to www.skateisi.org/foundation.

5-YEAR PLEDGE: GUARANTOR (\$5000+)

Donald Bartelson
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5-YEAR PLEDGE: SPONSOR (\$1,000-4,999)

Dr. Ruthanne Taylor

5-YEAR PLEDGE: SUPPORTER (\$500-999)

Craig Cichy
 (In Memory of Boyd Wietecter)

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Zamboni Company
 (In Memory of Ted Wilson)

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 (In Memory of Ted Wilson)
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 Alice Sulindro
 (In Memory of Ted Wilson)
 Aileen Murphy
 Vacaville Sports

PARENTS *Are Your* PAYCHECK

A QUICK GUIDE TO EDUCATION & COMMUNICATION

by Amy Flater, CSD



EDUCATION IS THE key to understanding. Communication is the key to building strong relationships. These two components are the most important ways to develop happy customers. As coaches, we need to decide where we want our parents and skaters to get their education. Is it through us, as professionals, or through other parents in the lobby or bleachers? Although our primary goal is to develop skaters, we must also accept the responsibility of teaching the parents of those skaters.

Education of parents can come in many forms: parent classes and meetings, seminars, email, newsletters, bulletin boards, written skater evaluations, individual conversations and social media. The more resources parents are given, the more likely they will understand and have follow-up questions, giving you the opportunity to further educate them. Unfortunately, this does not mean you will get 100 percent participation and readership, and parents will inevitably get information from other parents — all the more reason to educate and communicate every chance you get, and cultivate positive relationships and a professional reputation.

Think from a parent's perspective. The figure skating world can be complex. Be cautious not to overwhelm parents with too much information at once.

What do they need to know?

- Program philosophy
- Proper equipment
- Maintenance of equipment
- What skills skaters are learning
- Expectations of skaters
- Expectations of parents
- Testing policies
- Safety awareness
- Volunteer opportunities
- How and when to contact the director or instructors
- Opportunities available to their child (shows, competitions, off-ice classes, practice ice, etc.)

What do they see (don't forget about nonverbal messages that are seen but not heard)?

- Facial expressions
- Professional appearance
- Interactions with skaters
- Skater's progress

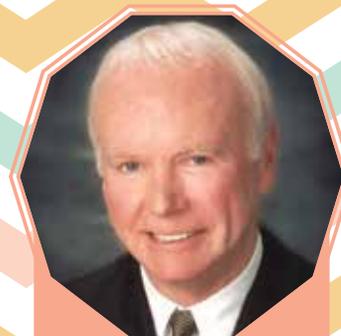
The 2014 PSA Conference is coming to

CALIFORNIA



Join hundreds of figure skating coaches in Palm Springs, CA, this spring to network, learn, and be inspired! The PSA Conference provides three fun-filled days of educational sessions for coaches covering a large variety of topics in the serene atmosphere of the Rancho Las Palmas Resort and Spa.

More information at www.skatepsa.com



KEYNOTE SPEAKER

Frank Carroll



May 22-24, 2014

What do they need to know as their skater develops?

- Time and cost required for different goals
- Extra classes (power, choreography, edges, etc.)
- Private lessons
- Off-ice training
- ISI/USFS differences and benefits for their skater
- Nutrition
- Understanding competition judging
- How they can be more involved

The information we give parents is important, but just as essential is the way we deal with skaters and parents. This is the more emotional, interpersonal connection. Parents and skaters need to be heard and feel valued. Whether they are positive suggestions, concerns or complaints, all need to be heard. We will encounter many different types of personalities when dealing with parents, and our responses should be controlled and professional with all of them.

Three rules for effective communication:

- **Be transparent** and clear with rules and the reasons behind the rules.
- **Be consistent** and treat all skaters and parents equally.
- **Be predictable**, which should not be difficult if the first two rules apply.

When dealing with customers in any situation, try to maintain self-control, refrain from getting defensive (listen) and remember that the child's best interest is most important. **It is necessary to say what you mean and mean what you say — but don't say it mean!**

Encourage and model positive talk, but accept that you will still have to address angry parents. If an angry parent approaches you, do not match his or her anger. Listen to the issue and offer possible solutions or input. If follow-up is needed, suggest a meeting in a few days and ask the facility manager or an unbiased person to be with you when you meet.

One of the best ways to help parents and skaters feel valued is to get them



involved. Create a positive, friendly and fun environment while providing consistent structure.



Amy Flater is the skate school coordinator for White Bear Lake Sports Center in White Bear Lake, Minn. She will be one of the breakfast roundtable presenters on May 28 at this year's ISI Conference.

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ISI World Recreational Team Championships

July 28-Aug. 2

New England Sports Center

Marlborough, Mass.

Entry & Test Deadline: May 1

skateisi.org/worlds

District & Association Updates

ISI District 1

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

by Alane Swiderski, District Director



District 1 has been busy! We held a Skating Director Summit on Sunday, Sept. 8 to explore ideas and issues. It was well attended with almost 30 skating directors from the area, and we were able to come away with a better understanding of how District 1 can help its membership.

On Oct. 19, we held a free seminar in Marlboro, Mass. with almost 100 professionals in attendance. Guest speakers included Gerry Lane from Colorado, Peter Martell and Kim Hansen from the ISI office and local skating director and Brown University professor Andrea Sobieraj. A cocktail reception followed where coaches could socialize and, if applicable, pick up their district credential.

District 1's competitive season was kicked off Oct 28-29 with Winterland Skating School's annual Halloween Classic, followed by FMC Navin Arena Ice Arena's Icicle Invitational on Dec. 7. Both competitions were a great success and we hope with the ISI World Championships coming to Marlboro this summer, our remaining competitions will see new faces and increase participation as well. To accommodate this amazing event, we have moved our district championships a month earlier, to May 15-17. Sharper Edge Skating School has graciously agreed to host the event in Concord, Mass. in lieu of hosting their own competition. We thank all of the competition directors for their hard work to coordinate such successful events and the professionals in District 1 for supporting them.

The District 1 board has many aspirations for the upcoming year. The most immediate

objective is to organize a more consistent trial judging system to ensure that coaches receive a progression of training that helps them feel more comfortable as well as be effective on the judges' stand. In addition, we have expanded our committees to utilize our website and social media more effectively, organize educational events, reach out to NEISMA in hope of collaboration efforts, restructure Freestyle 7 tests and build a more solid structure for encouraging ethical behavior as well as



President Rob McBride (center, standing) and Past President Jim Hartnett (right) recently presented two 2013 annual awards to recipients from District 1 who were unable to attend last year's conference. Murray Sandler (left) received the President's Award and Ed Peduto (seated) received the Arthur Goodfellow Award.

handle unethical ones when necessary. Finally, we are gearing up for the ISI World Championships this summer and would like to ask all competing teams to encourage their participants to volunteer.

For more information or to contact the District 1 board, visit our website at www.isidistrict1.com and don't forget to like us on Facebook. Hope to see you at the ISI World Championships this summer!

al to be used all year. The well-run competition

ISI District 2

(New York, Pennsylvania)

by Robyn Bentley-Graham, District Director



Don't forget, ISI District 2 has a Facebook page! We want to hear from you. Also, we would like to help your facility, skating school and local skaters gain exposure to other skaters in the area. Like us on Facebook and please post and let us know what's happening in your rink.

ISI District 8

(Chicago/Milwaukee Metro)

by Susan D'Aquila, District Director



Happy New Year from District 8! Winter has seen our competition season begin in full force. By the time of this publication, District 8 will have completed seven of its 15 scheduled competitions for the season with three "big ones" still around the corner. District championships will be held in

March, Synchro Champs in April and Conference Championships in May.

Back in October our fall seminar provided 100 coaches with a wealth of knowledge and information from our guest speakers, Alane Swiderski and Tom Hickey. District 8 also hosted another successful skater seminar and an intermediate-level weSKATE Instructor Training session.

We hope everyone has now experienced some Olympic fever, with new aspiring hockey and figure skaters gliding through the doors!

ISI District 11

(Arkansas, Louisiana, Oklahoma, Texas)

by Caroline Baker, District Director



Last year was a busy one for our district. The Southwest Sparklers Synchro Team from ICE at The Parks sold pasta in the fall as one of their many fundraisers. They do events throughout the year to help parents defer travel expenses. The team is planning to compete at the Synchro Champs in April.



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District & Association Updates



ICE at The Parks coaches and skaters all pulled together in November for a benefit show for one of our own. Skaters paid an entry/donation fee for the opportunity to participate in the show. The money raised went to Coach Gordon Page, to help pay some of his mounting cancer treatment expenses.

Holiday shows were scheduled at most of our district rinks. This is always a great way for skaters to showcase their talent.

The Southwest Sparklers hosted their annual resale even on Jan. 25, selling figure and hockey skates, dresses, hockey equipment and more.

The DrPepper Star Center-McKinney hosted the Love to Skate Competition Feb. 15-16. This competition is always well attended.

March and April bring spring break time at many District 11 rinks. ICE at The Parks has several spring break promotional events, such as Theme Skate Night, Beginner Skate Special.

The District 11 Competition is set for May 17-18 at DrPepper Star Center in Euless, Texas. The next week we



Caroline Baker (left) presented Julie Stahl with the 2013 District 11 Merit Award at the ISI District Seminar.

head to Chicago for the ISI Conference Championships Memorial Day weekend followed by the ISI Conference & Trade Show May 23-27.

Summer camps throughout the district begin in June. The end of July brings ISI Worlds, and it has been reported that many District 11 facilities are sending teams to Boston for this exciting competition.

The rest of 2014 promises to be just as busy!

Pittsburgh Penguins Ice Rink Management Council (PPIRMC)

by Trudy Ivory, Chair



The council met several times over the past year to discuss the future of youth hockey in western Pennsylvania. Some of the topics we discussed were concerning the PIHL and PAHL leagues.

The Pittsburgh area has experienced

growth in the 10 and under age levels, which has resulted in stakeholders in the hockey community to look at ways to change the current structure to increase opportunities for all players. The proposed changes to the structure will require cooperation between PIHL, PAHL and rink operators.

Following are some of the areas of concern and proposed changes to youth hockey:

- Create in-house programs for all age levels.
- Develop a split season.
- Create a true "AA" classification and make skill classifications more understandable for players and parents.
- Restructure middle/junior high school programs to play from August to October.
- Create a feeder system for high school hockey.
- Prohibit double-rostering of players.

The benefits to creating a new structure include improving the quality of "AA" hockey, greater competition, elimination of overlap, creation of a feeder system and limiting travel for players.

We are working with USA Hockey to implement these changes for the 2014-15 ice season. We are hopeful that, with all parties working together, we can accomplish this.

NorthEast Ice Skating Managers' Association (NEISMA)

by Jeffrey Rubin, President



I hope you all had a good holiday season and that the new year is going well for you. The busy season presents all kinds of challenges that we might not have seen before. I hope that you have relationships with other facilities so you can ask questions to help you through a tough spot.

Spring is coming, giving us a time to reflect on the past season. This is the perfect time to consider continuing education and professional development for yourself and your staff. If you haven't attended an iAIM program, this could be the time. It's a great way to keep pace with ever-changing trends and technology.

NEISMA is gearing up for our spring conference April 28-30 in Mystic, Conn. We're working hard to make sure there is something new and exciting for everyone in attendance. If you haven't attended a NEISMA event, or haven't been to one in a while, be sure to join us in April.

2014 promises to be an exciting time for NEISMA as we are looking to bring a rejuvenated atmosphere with the addition of some new board members and exciting new ideas. On behalf of the NEISMA board, I wish you all a profitable spring season. ☺

CALENDAR

ISI-Endorsed Competitions & Shows/Exhibitions

Deadline for the next EDGE calendar: March 1
For regular calendar updates, see skateisi.org,
Event Info.

COMPETITIONS

MARCH

Feb. 28-March 2 Minneapolis MN

SportsQuest-Parade
SportsQuest Skating Academy-Parade
Blades of March

1-2 Newark OH

Lou & Gib Reese Ice Arena
2014 Newark Spring Open

1-2 San Diego CA

San Diego Ice Arena
California State Games ISI Championships

2 College Park MD

Herbert T. Wells Ice Rink
Spring Invitational

7-9 Park Ridge IL

Oakton Ice Arena
Ice Breaker Classic

8-9 Natick MA

FMC William Chase Arena
43rd Annual ISI Competition

8-9 Wasilla AK

Brett Memorial Ice Arena
Iditarod Days Skatfest

14-16 Oldsmar FL

TBSA Oldsmar
2014 ISI Spring Fling Competition

14-16 Wilmette IL

Centennial Ice Arena
ISI District 8 Championships

16 San Francisco CA

Yerba Buena Ice Skating Center
The Shamrock Skate

22 Pittsburgh PA

RMU Island Sports Center
2014 Shamrock Skate

22 Peoria IL

Owens Recreation Center
Spring Thaw

21-23 Woburn MA

Lansing Chipman Skating Rink & William
College MA Amateur Sports Foundation
2014 Bay State Games

23 Odenton MD

Piney Orchard Ice Arena
Spring Invitational: Reach for the Stars

APRIL

4-6 Knoxville TN

Ice Chalet
45th Annual Robert Unger ISI Team
Championship

4-6 Tacoma WA

Sprinker Recreation Center
27th Annual ISI & US Basic Skills Spring
Fever Competition

5-6 Orleans MA

Charles Moore Arena
36th Annual ISI Team Competition

12 Pittsburgh PA

Bladerunners Ice Complex
Ice & Blades Figure Skating Team
Golden Blades Championship of Pittsburgh

25-27 Yorktown PA

Hampton Roads IcePlex
ISI District 4 Championships



11-13 Pleasant Prairie WI

RecPlex Ice Arena in
Pleasant Prairie
ISI Synchronized
Championships

13 Flushing NY

World Ice Arena
World Ice Arena Open

25-26 Boxborough MA

Nashoba Valley Olympia
Nashoba ISI 34th Annual Team Competition

25-27 Pasadena CA

Pasadena Ice Skating Center
30th Annual Pasadena Open ISI Competition

26-27 Franklin Park IL

Franklin Park Ice Arena
Spring Fever Skating Competition

27 Great Neck NY

Andrew Stergiopoulos Ice Rink
Tenth Annual Long Island Ice Classic

MAY

3-4 Fairfax VA

Fairfax Ice Arena
Fairfax Ice Arena's 37th Annual Spring ISI
Competition

3-4 Johnstown PA

Planet Ice
The Spring Challenge Championship

16-18 West Concord MA

Valley Sports Ice Arena
Sharper Edge Skating School
24th Annual ISI District 1 Championships

17 Richmond VA

Richmond Ice Zone
2014 Spring Splash

17-18 Bridgeport CT

Wonderland of Ice
Wonderland of Ice/Sacred Heart University
2014 Pioneer Open

23-25 Bensenville IL



Edge Ice Arena
ISI Conference
Championships

JUNE

6-8 New York NY

Sky Rink @ Chelsea Piers
28th Annual Sky Rink ISI-Endorsed Team
Competition

29 Long Island City NY

City Ice Pavilion
City Ice Pavilion Summer Skating

JULY

12 Wilmette IL

Centennial Ice Rink
Mid-Summer Classic



28-Aug.2 Marlborough MA
New England Sports Center
ISI World Recreational Team Championships

AUGUST

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

OCTOBER



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

DECEMBER



5-7 Burbank & Pasadena CA
Pickwick Ice Gardens & Pasadena Ice Skating Center
ISI Holiday Challenge

SHOWS & EXHIBITIONS

MARCH

thru 3/20 San Francisco CA
 Union Square, Embarcadero Ice Rink, Cow Palace, Yerba Buena Ice Skating Center
 Seasonal Exhibition

thru 3/30 Saratoga Springs NY
 Weibel Avenue Ice Rink
 Saratoga Springs FSC
 First Night Exhibition & Spring Exhibition

2/28-3/2 New Ulm MN
 New Ulm Civic Center
 New Ulm Figure Skating Club
 Back in Time ... to the '80s

1 Easton MD
 Talbot County Community Center
 Talbot Figure Skating Team
 Under the Sea Spring Exhibition

8 Tacoma WA
 Sprinker Recreation Center
 ISI Camp Showtime

9 Salem MA
 Salem State University Rockett Arena
 Viking Skating Club
 A Salute to Motown

15 Laconia NH
 Laconia Ice Arena
 Central NH Skating Academy
 Spread Your Wings & Soar Cancer Benefit

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

21-22 Luverne MN
 Blue Mound Ice Arena
 Blue Mound Figure Skaters Inc.
 Lights! Camera! Skate!

22-23 St. Louis Park MN
 St. Louis Park Rec Center
 2014 Skate Show

29-30 College Park MD
 Herbert T. Wells Ice Rink
 Aladdin

APRIL

5-6 Stevens Point WI
 K.B. Willett Ice Arena
 Dream Imagine Skate

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

25-26 Blaine MN
 Schwan Super Rink-NSC
 Into the Jungle

25-27 Park Ridge IL
 Oakton Ice Arena
 Skate Trek: 100 Years and Beyond

25-27 Yonkers NY
 E.J. Murray Skating Center
 Annual Ice Show 2014

26 Peoria IL
 Owens Recreation Center
 Extravaganza

MAY

2-4 Chicago IL
 McFetridge Sports Center
 ICE Enchanted

3 Wasilla AK
 Brett Memorial Ice Arena
 Spring Ice Show

9-11 Northbrook IL
 Northbrook Sports Center
 Northbrook-On-Ice 2014

10-11 Cottage Grove MN
 Cottage Grove Ice Arena
 Rock the School House

16-18 St. Peters MO
 JSt Peters Rec-Plex
 We're Off to See the Wizard: A Skating Journey to Oz

16-18 Wilmette IL
 Centennial Ice Rink
 THAT Was Then, THIS Is Now

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

14 Cleveland OH
 Serpentine Arena
 International Gay Figure Skating Union
 Gay Games 9 Exhibition

SEPTEMBER

19-21 Gatlinburg TN
 Ober Gatlinburg Ice
 Ober Gatlinburg ISI Invitational Team Competition



And Another Thing...

Peter Martell
ISI Executive Director

RISKY BUSINESS

BOTH PSA EXECUTIVE Director Jimmie Santee and Past President Bob Mock have written excellent articles recently about the increased popularity of both men's and women's ice hockey and the effect it is having on American figure skating.

This relatively recent phenomenon appears to be impacting everything from decreasing numbers of (female) figure skaters to diminished demand for figure skating lessons and reduced ice time being allocated for figure skating. If true, this trend spells long-term problems for the figure skating community.

Decreased numbers of figure skaters will mean fewer clubs. Reduced ice time will mean less lesson and practice time. And decreased numbers of skaters and ice time will mean fewer lessons and reduced income for coaches. The net result will be the decline of what has been one of America's most successful Olympic sports.

In addition to the warning signs that coaches, clubs and associations should be noticing and addressing, ice arenas should similarly be concerned with this change in landscape. While it might be easy, expedient and immediately gratifying (financially) to accommodate the increased demand for hockey rentals, it is also a short-sighted and potentially risky way to run a business. Warren Buffet has not been successful because he invested all of his money in one market or business segment. Diversification has always been a hallmark of advice from any financial advisor and the ice skating industry should be no

different. Just as American figure skating has had its ups and downs over the years, so has hockey. Why should we think that the future will be any different?

That means that any arena owner/operator in the business for the long haul should see the value and importance of conducting a balanced program of activities that appeals to the broadest audience possible. This is the only way to weather the ups and downs of any one sport (or season) and ensure long-term success.

In addition, as I have often said in the past, American skaters and players are not born. Figure skating and ice hockey are not part of the fabric of American culture or society. Interest in either sport must be cultivated. That means that if we want to increase the popularity of both sports, we must start at ground zero. That does not mean pre-juvenile ladies figure skating or squirt boy's hockey — it means public skating and birthday parties! That is where our future lies. We must first expose our future participants (and their parents) to the world of ice skating. Then we must interest them in learning to skate before we can hope to retain them in one sport or another.

All of this takes vision, leadership, time, resources and conviction. Arena management must have a clear view of the big picture; provide strong, long-term leadership; and then commit the ice time and human and financial resources necessary to build and maintain a solid, diversified business. Betting too many chips on one number (or activity) is probably a bad way to play roulette — or run an arena. 

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Winter Classic

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

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Synchronized Championships

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



Conference Championships

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

PRESENTED BY


World Recreational Team Championships

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



PRESENTED BY




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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