

WINTER 2014

# EDGE

*The professional journal for the ice skating industry*

From Branding  
to Energy Innovation

**SAN DIEGO ICE ARENA  
LEADS THE PACK**

---

**MAKE TECHNOLOGY  
WORK FOR YOU**

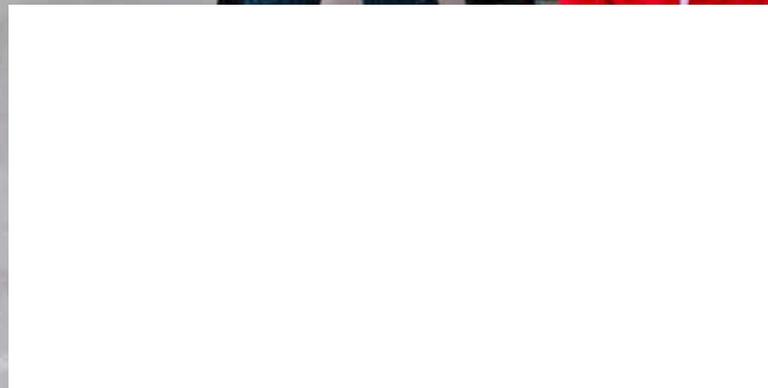
---

Tips for Achieving  
**THE SUPREME SHEET**

---

CLIP-OUT SECTION:  
Dance Step  
Sequence Revisions

---



---

**DANGERS** of Early  
Sport Specialization

# iAIM Certifications Are Now Available During Annual ISI Conferences!



## (CAP)\* CERTIFIED ARENA PROGRAMMER

- Topics include:**
- Role of Arena Programmer
  - Learn-to-Skate Classes
  - Figure Skating Programs
  - Skating Competitions
  - Skating Shows & Recitals
  - Learn-to-Play Hockey
  - Managing Hockey Leagues
  - Hockey Tournaments

## (CAM)\* CERTIFIED ARENA MANAGER

- Topics include:**
- Role of Arena Manager
  - Marketing & Sponsorships
  - Advertising
  - Promotions & Special Events
  - Managing Public Sessions
  - Customer Service & Retention
  - Human Resources
  - Computers for Administration



## (CAO)\* CERTIFIED ARENA OPERATOR

- Topics include:**
- Role of Arena Operator
  - Air Quality
  - Building Maintenance & Safety
  - Equipment Maintenance & Operation
  - Ice Resurfacer Driver Training
  - Ice Installation & Painting
  - HVAC & Dehumidification
  - Dasher/Glass Maintenance

## (CSD)\*\* CERTIFIED SKATING DIRECTOR

- Topics include:**
- Role of Skating Director
  - Competitive Programs
  - Human Resources
  - Customer Service & Relationship Management
  - Marketing & Promotions
  - Hosting Competitions, Shows & Exhibitions
  - Budgeting & Accounting
  - Group Classes
  - Risk Management



### iAIM SPONSORS



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.





**ICE SKATING INSTITUTE**

6000 Custer Rd., Bldg. 9  
Plano, TX 75023  
Phone: (972) 735-8800  
Fax: (972) 735-8815  
e-mail: isi@skateisi.org  
www.skateisi.org

**PUBLISHER**

Ice Skating Institute

**EDITOR**

Lori Fairchild

**EDITORIAL ADVISORS**

Peter Martell  
Kim Hansen  
Liz Mangelsdorf

**PRINT PRODUCTION & ADVERTISING/ SPONSORSHIP MANAGER**

Carol Jackson

**GRAPHIC DESIGNER**

Selma Filipovic

**CONTRIBUTORS**

Jamie Baringer  
Josh Levine  
Ed Peduto  
Andrea Sobieraj



The ISI EDGE (USPS 017-078, ISSN 1522-4651) is published quarterly: Fall, Winter, Spring, Summer; by the Ice Skating Institute, 6000 Custer Road, Building 9, Plano, TX 75023. Periodicals postage paid at Plano, TX, and at additional mailing offices.

POSTMASTER NOTE: Send address changes to ISI EDGE, c/o The Ice Skating Institute, 6000 Custer Road, Building 9, Plano, TX 75023. Printed in the U.S.A.

Subscriptions available through membership only.

©2014 by the Ice Skating Institute. Reproduction in whole or in part is prohibited unless expressly authorized in writing by publisher. All rights reserved. Opinions expressed by contributors do not necessarily represent the views of the Ice Skating Institute, the publisher or the advertisers. Submissions of manuscripts, materials, photographs, and artwork are made at mailer's risk and must include self-addressed envelope with sufficient postage for return. No responsibility will be assumed for unsolicited materials. ISI reserves the right to edit material submitted for content and space consideration.

# IN THIS ISSUE

Volume 17, Number 2  
Winter 2014



**4**



**6**



**10**



**12**

**2015 Conference Preview .....4**

**Make Technology Work for You.....6**  
*Jamie Baringer*

**In Search of the Supreme Sheet.....10**  
*Ed Peduto*

**San Diego Ice Arena Leads the Pack.....12**  
*Lori Fairchild*

**Coaches' Corner: New Dance Step Sequences .....18**

**NEW! The Healthy Skater .....24**  
*Andrea Sobieraj*

**Judge Certifications .....29**

**District & Association Updates .....30**

**Calendar ISI-Endorsed Competitions & Shows/Exhibitions .....36**

**And Another Thing: The Dangers of Early Sport Specialization.....38**  
*Josh Levine/Let's Play Hockey*



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

**ISI INTERNATIONAL HEADQUARTERS**

**EXECUTIVE DIRECTOR**  
Peter Martell

**CONTROLLER**  
Elizabeth Kibat

**MEMBERSHIP COORDINATOR**  
Mary Ann Mangano

**NATIONAL SKATING EVENTS COORDINATOR**  
Kim Hansen

**NATIONAL SKATING PROGRAMS COORDINATOR**  
Liz Mangelsdorf

**PRINT PRODUCTION & ADVERTISING/  
SPONSORSHIP MANAGER**  
Carol Jackson

**ADMINISTRATIVE SERVICES MANAGER**  
Jeff Anderson

**ADMINISTRATIVE ASSISTANT**  
Angela Tooley

**MEMBERSHIP ASSISTANTS**  
Sandy Carlsen  
Carla Murrell  
Wendi Osterheldt  
Shirley Rothrock

**ISI OFFICERS**

President	Rob McBride
1 <sup>st</sup> Vice President	Janice Forbes
2 <sup>nd</sup> Vice President	TBA
Treasurer	Kevin McCormack
Secretary	Margy Bennett
Immediate Past President	Jim Hartnett
Past President	Jim Lange

**DIRECTORS**

District 1	Alane Swiderski
District 2	Robyn Bentley
District 3	Lisa Fedick
District 4	Christine Wilson Brinton
District 5	Larry LaBorde
District 6	Julie Goddard
District 7	Jamie Baringer
District 8	Amy Forbes
District 9	Bridgid LaMear
District 10	Jane Schaber
District 11	Caroline Baker
District 12	Debbie Lane
District 13	Michael Ford
District 14	Paige Scott
District 15	Randy Winship
District 16	Cindy Solberg
District 18	Glyn Jones
Builders & Suppliers	Doug Peters
Instructors	David Santee
Commercial Facilities	TBA
Public/Not-for-Profit Facilities	Ed Peduto
Schools/Colleges/Universities	Scott McCoy
PSA Representative	Gerry Lane
USFSA Representative	Homer Hagedorn
ISI/Asia Representative	Paul Wong
PPIRMC Representative	Trudy Ivory
MIAMA Representative	Troy Ciernia
MIRMA Representative	Judy Sniffen
Education Foundation	Don Bartelson
Lifetime Honorary Member	Carol Zdziebko



# BEANTOWN BECKONS!

IT'S BACK TO Boston for the 2015 ISI Ice Arena Conference & Trade Show! We last made Boston our conference destination in 2006, and it has since been the location of three highly successful ISI World Recreational Team Championships.

This time we will gather in the Boston North Shore area, a short drive from historic downtown Boston and Logan International Airport. Our conference hotel in Danvers features one of the largest indoor water parks in New England and is just minutes from Salem, home to rich history and popular attractions like the Salem Witch Museum and House of the Seven Gables. Also nearby are the artists' colony of Ipswich, a hidden gem for great beachside restaurants; stunning Marblehead, birthplace of the U.S. Navy; and Gloucester, the filming location for *The Perfect Storm* and a great place to book a whale-watching trip.

Whether you're an ISI conference regular, an occasional attendee or a first-timer, the 2015 event is going to provide outstanding opportunities for your professional development.

Following last year's enthusiastically received introduction of all four iAIM track offerings during conference week, the full certification spectrum will once again be available, as well as an all-new one-day certificate course in arena equipment maintenance (see right).

On-ice and rink sessions will be held at FMC Cronin Ice Rink in Revere, Mass.

For optimal results, take advantage of all this event has to offer, from career-boosting sessions to social activities where you'll refresh existing relationships and form valuable new ones. Plan now to join us at the DoubleTree Hilton Boston North Shore for a rewarding, memorable event.

**Watch for more information at [skateisi.org/conference](http://skateisi.org/conference), in ISI email and in the 2015 Conference & Trade Show prospectus in the next issue of the *EDGE*.**

*\*Registration and attendance at all sessions required to take exam and receive certification; however, individual sessions are open to all conference attendees. The Certified Skating Director course is offered in its entirety. The Management, Operations and Programming tracks are divided into three parts each, requiring three years to complete. However, students may start with any of the three parts and complete them in any order.*

**SESSION HIGHLIGHTS**

- Equipment & Facility Maintenance
- Arena Revenue Generation
- Birthday Parties & Group Events
- Facility Improvements
- Energy Efficiency
- Staffing Challenges & Solutions
- Legislative Issues Affecting Arenas
- Risk Management
- Arena Programming
- Ice Maintenance
- Marketing Trends
- Customer Service
- Hosting Competitions
- Judge & Referee Sessions
- Teaching & Training Tips
- Choreography
- Synchronized Skating Teams
- PSA Rating Exams
- On-ice Sessions

**IAIM CERTIFICATION COURSES\***

- Certified Arena Manager (1)
- Certified Arena Programmer (2)
- Certified Arena Operator (2)
- Certified Skating Director

**NEW FOR 2015!  
CERTIFICATE OF ARENA  
EQUIPMENT MAINTENANCE**

Specially priced one-day (Wednesday) certificate course at rink; includes trade show admission

**NETWORKING OPPORTUNITIES**

- Section Meetings
- President's Reception
- Breakfast Roundtables
- Annual Awards Luncheon
- Trade Show & Cocktail Reception

MAY 26-28, 2015

# BOSTON & ISI: MAKING HISTORY



New England's rich history makes it a fitting match for the 2015 ISI Ice Arena Conference & Trade Show. Both Boston and ISI know the value of time-tested traditions and independence built on a strong foundation. Both also know what it takes to keep pace in a dynamic, competitive world.

For well over a half-century, as the first and only independent national ice arena trade association, the Ice Skating Institute has been providing educational, development and networking opportunities for ice arena professionals who wish to expand their knowledge base and skill set.

Exercise your freedom to take your professional development to the next level at this program-packed industry event.



**USS Constitution**  
Greater Boston Convention & Visitors Bureau



**Freedom Trail**  
Greater Boston Convention  
& Visitors Bureau

[skateisi.org/conference](http://skateisi.org/conference)



**REGISTER NOW FOR THE  
EARLY BIRD DISCOUNT!**

[skateisi.org/conference](http://skateisi.org/conference)



**DOUBLETREE BY HILTON  
BOSTON NORTH SHORE**

50 Ferncroft Road  
Danvers, Mass. 01923

► Complimentary WiFi & parking

**Reservation desk:**  
(800) 222-8733

**Group rate deadline:**  
May 5 (by 5 p.m. EDT)

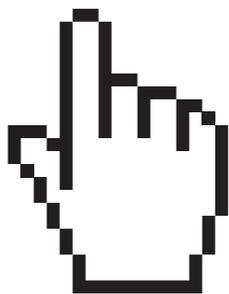
**Rate per night: \$149**

**Group code:**  
Ice Skating Institute

**Cancellation policy:**  
3 days prior to arrival date

# MAKE Technology WORK

*for you*



by Jamie Baringer, CAM, CAP, CAO

FIFTEEN YEARS AGO when I started working in the ice industry, arenas that used technology/computer software to run their business were few and far between. The future is now! Regardless of the size of your arena — one sheet or eight, seasonal or year-round — everyone should be using technology and computers to help run their business.

Most arenas are operating on lean budgets, doing more with less and demanding increased efficiencies. Technology can help us streamline all of the functions we need to successfully run our business and allow us to better focus on customer needs. Today's software is far more than just a point-of-sale or scheduling system. It can manage all of the following arena functions:

- Class enrollments
- Facility scheduling
- Contracts
- Admissions tracking
- Website updates
- Video displays
- Databases
- Concession and retail sales
- Inventory
- Accounting/budgeting
- Energy use
- Social media
- Advertising



*America's #1 Source for Rink Supplies & Equipment*



- Dasher Board Systems & Shielding
- Protective Flooring
- Benching/Seating/Locker Rooms
- Scoreboards
- Maintenance Tools
- Ice Edgers/Ice Measurement
- Ultimate Vinyl Line Kit
- In-Ice Logos/Graphics/Paint
- Goals/Nets/Coaching Aids
- Skate Sharpeners
- Rental Skates
- And Much Much More

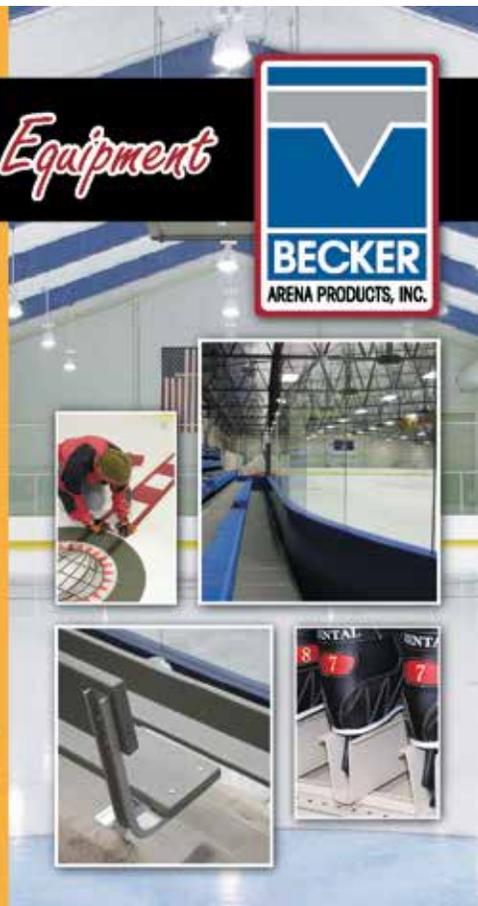
Products for Construction & Renovation  
Operations & Maintenance Since 1988

Call today for a FREE Catalog!

**800-234-5522**

or visit our website:

**[www.beckerarena.com](http://www.beckerarena.com)**





As a trusted provider of skating facilities insurance, K&K is committed to helping your business succeed by offering high-quality coverage and services designed for your needs.

# THE FUN STARTS WITH K&K

K&K's expertise is respected throughout the industry; we are your solution for affordable insurance coverage. It's easy to work with K&K—visit our website now for more information.



## K&K advantages:

- Competitive rates and coverage
- Extensive specialty insurance and claims knowledge
- Secure market with over 60 years of experience

**K&K**  
INSURANCE

Insuring the world's fun!

[www.kandkinsurance.com](http://www.kandkinsurance.com)

**Ask your agent for a quote from K&K Insurance. 877-355-0315**

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

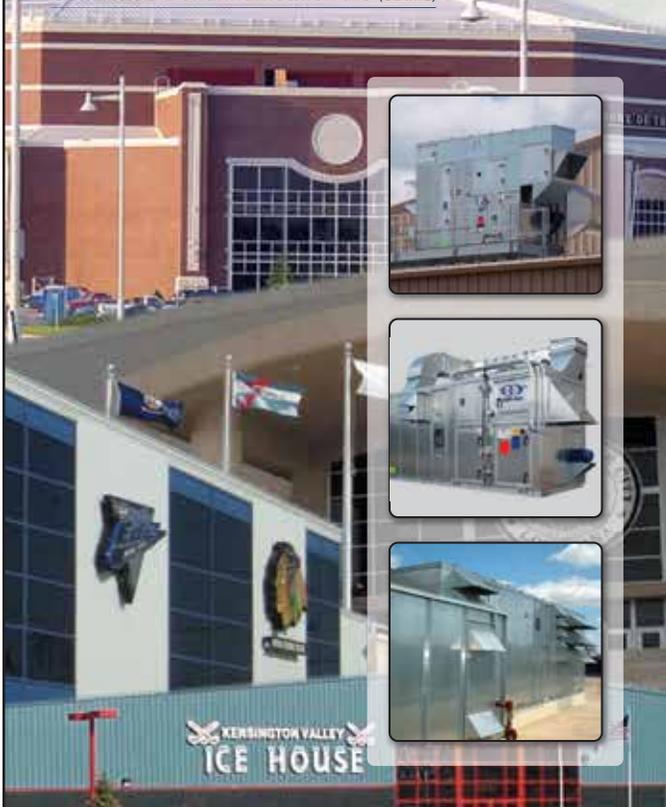
## **Why? They have ARID-Ice™.**

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.
- State-of-the-art enhanced silica gel desiccant wheel with long lasting seals.
- Highly efficient reactivation circuits that deliver dry air on demand maximizing the capability of the ice plant and maintaining a dry building.

**ARID-Ice** by Controlled Dehumidification IMS has provided humidity and indoor air quality control equipment to the Pittsburgh Penguins, New Jersey Devils, Jacksonville Barracudas, Florida Panthers, Houston Aero's, University of Notre Dame and Penn State University to name a few.

Contact our application specialists to learn how your arena can benefit from **ARID-Ice** technology. Call **810-229-7900** today and visit [cdims.com](http://cdims.com).



### >Scheduling

➤ The paper-and-pencil method with the overstuffed white binder (known in many facilities as “The Ice Bible”) is a thing of the past. Facility management software can help with scheduling the ice time for private rentals and arena programs, avoiding the risk of double bookings. Single-schedule viewing in multiple places in the facility is more efficient when multiple staff members need to see the schedule. Once ice is scheduled, customer schedules and contracts can be issued and emailed immediately. Live data can then be sent to websites for calendar updates and to lobby displays that show the daily schedule, locker room schedule, special announcements and arena program advertisements. This point of interest also offers sponsorship opportunities for additional revenue generation.

In our “need to know NOW” society, the online packages will inform your current and potential customers about ice availability, class and league offerings and program registration, and can even sell those miscellaneous hours when the manager may not be available to book the ice.

### >Enrollment

The enrollment management component of software takes what use to be a multi-step/multi-person process down to one easy step and a click of the mouse. The person entering the data has all session dates and times, and can see if classes are full or still open, register customers and take payment — all in one smooth step. Once the data is entered, a click of the mouse allows you to complete class lists, create certificates, easily move students from class to class and send confirmation, program updates and targeted email.

### >Point-of-Sale

Even today, the ice arena business is a cash business, with a shrinkage rate of about 5 to 10 percent annually. This can be from concessions, retail, public admissions or unauthorized ice sales. It happens everywhere, so do not be so naïve as to think it cannot happen to you! Having a computerized point-of-sale (POS) station can help reduce shrinkage. POS modules can track all transaction and inventory, allowing for spot audits and flagging variance. Public admission can be controlled by printing unique sticker or wristbands with date and time, session type and when the transition was completed. Managers control who



can do what within the POS module. If you want part-time staff to only have the ability to register or ring up transactions, that can all be controlled behind the scenes. Managing all business activity from a single point in a facility is not only convenient but also efficient when we have to do more with less.

### >Building Automation

We are in the ice business. Without ice we do not operate. So why not integrate your building automation system (BAS) into your computer software? Manage your ice plant, chiller system, HVAC, desiccant dehumidification system and lighting all from one location, all based off what is scheduled on the ice or in a particular room within the facility. With your entire mechanical system on a BAS, your facility can operate more efficiently and cost-effectively.

### >Choosing Your System

The use of technology can help streamline business activities, increase traffic flow, improve customer satisfaction/loyalty and raise overall profit margins. Several companies produce software designed specifically for ice arenas, and some will custom-build a system based on your arena's individual business needs.

Before purchasing a system, management should consider the following:

- What do you want and need to get out of the software?
- Limited application or total integration?
- Front-desk operation needs (scheduling, POS, accounting, shrinkage, program management, reporting)
- Cost of software vs. what it can do
- Will it eliminate excess or redundant work?
- Does it allow all staff who have access to the software to
  - See available ice and book it
  - Find out how much a group owes for ice time
  - Access class information and register skaters
  - See the particular needs of a group or event in advance to prepare

Once management has a clear picture of what is wanted and needed in their system, it's time to shop the market. For smaller operations, basic packages are available that include everything needed to run an efficient operation without requiring an IT department.

And finally, once you have decided on your software, make sure all staff is fully trained on its use. Remember: technology can only make our lives easier if we use it correctly.



**Jamie Baringer is the director of the Bowling Green State University Ice Arena in Bowling Green, Ohio, and represents District 7 on the ISI board of directors.**

## The Industry's Leading Arena Management Software Offering

# Maximize Your Organization's Potential

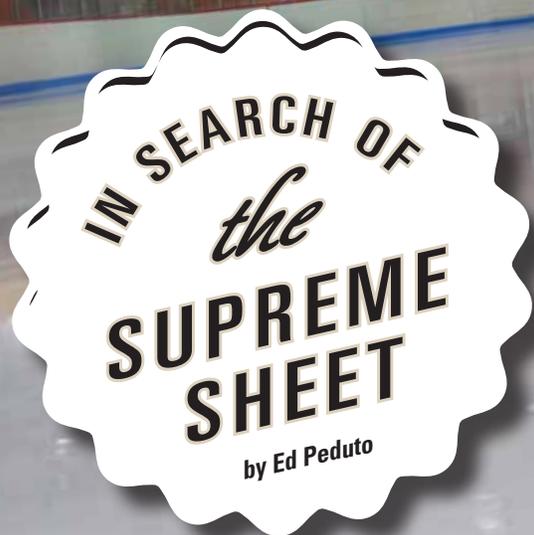


Over 900 Installs World Wide!



- ▶ Facility Scheduling
- ▶ League Management
- ▶ Membership Management
- ▶ Multi-Use Pass & Attendance Tracking
- ▶ Walk-in & Online Registration
- ▶ TV Schedule Display & Advertising
- ▶ Point of Sale
- ▶ Inventory Management
- ▶ Locker Rental & Tracking
- ▶ Equipment Rental & Tracking
- ▶ Credit Card Processing
- ▶ Financial Software Integration
- ▶ Energy Controls Integration
- ▶ Website Integration
- ▶ Billing & Receivables
- ▶ Contact Management
- ▶ Employee Time Clock
- ▶ Gift & Pre-Paid Debit Cards
- ▶ Over 175 On Demand Reports

[www.maxsolutions.com](http://www.maxsolutions.com) | Toll Free 1-800-976-6646 | [info@maxsolutions.com](mailto:info@maxsolutions.com)



IN SEARCH OF  
*the*  
SUPREME  
SHEET  
by Ed Peduto

**W**E ALL HAVE one. It is our most critical product. Yet the variety in the quality of ice sheets is limitless. Outdoor sheets are a combination of love and art, subject to the vagaries of the weather; for this reason, outdoor sheets generally receive a pass from this author. One would think that indoor sheets, being in a “controlled” environment, would be fairly uniform.

Once again, logic fails us. Deep grooves, wet spots, missing/faded/erroneous ice markings and thick corners are the bane of the conscientious iceman’s existence. Furthermore, the “controlled” environment of each and every ice sheet is somewhat different. Variations in floors, refrigeration, humidity control, water and radiant heat load are just some of the critical issues with which we contend to provide the Supreme Sheet!

### **BUILT FROM THE BOTTOM UP**

All *acceptable* ice surfaces should be void of liquid within two to three minutes of resurfacing. Standing water is unacceptable for skaters, pucks or curling stones to glide across. The cure for this is to reduce the temperature to induce freezing. This can be done by reducing glycol temperature, reducing the heating system or both. Conversely, the Supreme Sheet simply glistens after resurfacing. The water is frozen within one to two minutes of resurfacing. The ice begs to be skated on!

If it were only as simple as controlling the ice temperature! Like any other superior product, the Supreme Sheet is built from the bottom up. Any deficiencies at any point in the process will result in a less-than-supreme sheet. Knowing a facility’s deficiencies can lead to corrective action, even if the opportunity to correct the issue only arises once a decade or less for a year-round sheet (when the sheet is removed).

The subsoil and subfloor heating system comprise the bottom of the product. Located 12 to 24 inches below your sheet, a subsoil that does not absorb water and never freezes is the goal. Yes, an out-of-sight, often out-of-mind system can wreak havoc on the quest for the Supreme Sheet. Monitor the subfloor temperature and keep it at least 4 degrees above 32 F. This insures that heaving from subfloor freezing will not be a problem.

Just above the subfloor heat grid is, or should be, a layer of rigid insulation. In the early rink years, this was thought to be enough to prevent permafrost, but is now seen as a smart assist to a well-functioning subfloor heat system. Above the insulation is a vapor barrier, which has either a cement floor with refrigeration pipes or pipes in sand above it. While I know many figure skaters who enjoy the “springiness” of their jumps on a sand floor, I have yet to meet a veteran rink manager who prefers a sand floor. The maintenance of the sand floor is exponentially

more demanding than the relatively maintenance-free cement floor.

The sheet reflects the characteristics of the floor on which it is built. Cement floors are poured level and sand floors are meticulously leveled before each sheet installation. Sand floors must be saturated before freezing to build on a solid sheet that is free of air. Minimal air insulates the surface, adding load to the refrigeration; excess air creates entire areas that must be removed and replaced due to skates crashing through the ice surface frozen from the top down. Similarly, very fine coats of water seal a cement floor, minimizing air in the all-important bonding coat and those coats below the paint.

A Supreme Sheet features a fabulous, well-maintained paint job. If the floor is painted, it should be scrubbed and all paint touched up for crisp lines and logos. If the ice is painted, a Supreme Sheet is likely attained by veteran painters, either in-house or hired subcontractors. The mistakes learned by many years of trial and error are too numerous to elucidate. Trust me, watching a well-oiled veteran crew of ice painters perform their art is something to behold (and much easier on your back than trying to do it yourself!). The remainder of the ice surface installation is a routine spraying of light coats of water.

### **MAINTENANCE MATTERS**

As soon as the sheet is skated on, the maintenance begins. If you don’t dedicate time and energy to edging, shaving and burning out the lines, your ice will be less than supreme.

Edging is required because the resurfacers blade is beveled from side to side, as seen from behind the conditioner. The ingenious bevel, which eliminates deep grooves during each pass of the resurfacers, also precludes a deep shave along the boards. The edger rips the accumulated ice down, which is then followed with a dry shave with the dasher board side end of the conditioner blade adjustment screw lowered two to three turns. Remember to turn it back up before resurfacing away from the boards!

As for edger models, I have recently become partial to the AGM battery-powered edger. I can run it with people in the building without fans running. Fresh blades and fresh batteries allow this edger to serve me well.



**The dasher board end of the blade should be lowered two to three turns for the first pass after edging. Remember to raise it the same number of turns prior to resurfacing the remainder of the ice.**

For best results, the ice should be shaved with a freshly sharpened blade on the resurfacer. Shaving gets the top layers, often with lots of air obscuring the lines, off the ice. Corners often need excessive shaving due to the disproportionate

amount of water applied when the resurfacer slows to turn at each end of the ice. New technology has been designed to assist in keeping the surface level, but I have not yet used this. Corner shaving is a delicate process where shaving just enough produces a masterpiece and shaving too much results in catastrophe (and a lot of work repainting the shaved-out paint!). Shaving should be followed by a few flood coats with the resurfacer to provide ample ice to skate on without jeopardizing the lines.

Ice fanatics with an ample, almost endless, supply of hot water take shaving one step further by burning out the lines. Hot water is sprayed down at the line, melting the surface ice loaded with skate marks and refreezing clear ice above the now-bright line. Extreme care must be taken in this process, often done by experienced workers just before closing, allowing for refreezing overnight. Burn too deeply and the line is gone, and it's a long time before the ice freezes level — a case in which less is often more. BE CAREFUL!!

The Supreme Sheet is not built in a day, but maintained daily and dutifully. Many



**When edging the corners, the edger should be used away from the boards first, moving one edger width toward the boards with each pass.**

simply don't have the resources required to make a Supreme Sheet. Many find the endless hours of maintenance an exercise in futility. However, those whose efforts produce a Supreme Sheet are appreciated at this address!

**Ed Peduto is general manager of Burbank Ice Arena in Reading, Mass., the Public/Not-for-Profit Facilities representative on the ISI board of directors and a regular presenter at the annual ISI Ice Arena Conference.**



**Level-Ice™**

*Laser control systems for leveling ice*

*Simple to install.  
Simple to use.  
Lets the operator focus on driving.*





Contact us today to learn more.

Phone: 519-235-4585 | Fax: 519-235-0744 | Email: sales@latec.on.ca | www.latec.on.ca



FROM BRANDING TO  
**ENERGY**  
 INNOVATION



**LEADS  
 THE PACK**

*by Lori Fairchild*

Zamboni® remains the overwhelming choice for professional, private and municipal ice rink operators throughout the world.

Trusted and proven performers, Zamboni ice resurfacers bring unequalled quality and superior value to the rink every day.



Zamboni Company  
 15714 Colorado Avenue  
 Paramount, CA 90723-4211  
 Phone (562) 633-0751  
 Fax (562) 633-9365

[www.zamboni.com](http://www.zamboni.com)

**ZAMBONI®**  
 Nothing else is even close

NHL and the NHL Shield are registered trademarks of the National Hockey League. © NHL 2014. All Rights Reserved. ZAMBONI and the configuration of the Zamboni® ice resurfacing machine are registered trademarks of Frank J. Zamboni & Co., Inc. © Frank J. Zamboni & Co., Inc.

**W**HEN THE SAN Diego Ice Arena (SDIA) was built in 1975 under the name House of Ice, the surrounding Mira Mesa area was wide open, and sustainable energy was a non-issue, even in California. Today, the heavily developed community is packed with housing and shopping malls, but SDIA continues to enjoy its convenient location just three minutes from the highway. As for sustainable energy, that picture has changed dramatically in 40 years as well, and SDIA has taken a leadership position in the Sustainable San Diego Energy Innovation program by committing to a solar installation project.

Brothers Philip and Mark Linssen acquired SDIA in 2000, and are directly involved in the day-to-day management of the facility, along with a strong team of directors, including: Gaston Larios, business development/fun director; CJ Scheurman, operations manager; Wendy Smith, figure skating director; and Craig Sterling, hockey director.

The solar installation project under way at SDIA comprises two solar arrays in front of the building, consisting of 1,008 panels on a 272 kW system. "We anticipate this will supply approximately 60 percent of our facility's power needs," says Mark Linssen. "We believe that if we don't change the way we do business, we won't be around to see it grow. Solar energy is just one step closer to a sustainable business."

The steel arrays will provide three lengths of covered and shaded parking. In addition to the arrays, SDIA is working on an ADA-compliant patio, with sloped access ramps, handrail access steps and general improvements, and an updated ice resurfacer recharging structure in



SDIA solar array project in progress

the rear maintenance yard to replace the existing aging and rusted enclosure.

"This will be a sizable improvement, approximately six times the current size, and will have the structural integrity to mount an outdoor dehumidifier if and when we replace our existing indoor unit," Linssen adds. He anticipates a five-year payback period for the entire project.

But the outdoor construction activity is nothing compared to the busy pace inside this 35,000-square-foot, year-round arena, which features a single-surface rink with a sand floor and



Mark Linssen, Gaston Larios and Philip Linssen

## Products Developed by Ice Makers for Ice Makers



### Specialty Clear Coats

Semi-transparent ice paint available in these colors:



### Easy In Textile Logos Paper Stencils



### Super White 3000 Liquid Colors

Proud Sponsor of



[www.jetice.com](http://www.jetice.com)

1-800-585-1079





indirect brine system, a sport shop, a party hall, two dance rooms, bleachers that seat 1,000 and a skate rental area with 1,500 pairs of skates.

SDIA employs an average of 80 people — 10 full-time positions plus professional and junior figure skating coaches, hockey coaches and 40 energetic “Skate Heroes” dedicated to delivering the SDIA mission: to WOW every customer with a remarkable experience.

Open daily from 4:45 a.m. to midnight, 363 days a year, SDIA maintains a full programming schedule serving all facets of its customer base.

SDIA’s recreational skating school program is among the largest in the country, with 12-week semesters for skaters of all ages and skill levels.

Its well-attended public session program includes consistently scheduled daily skates and themed weekend sessions. Family Party sessions are designed for families with children ages 5 to 12. Birthday party, group and fundraiser programs take the ice with group lessons, with entertainment provided by a live DJ in center ice, disco lights, snow machines and legendary SDIA mascot Ice Qub leading fun games and activities.

*“We consider public sessions to be a marketing tool for the rest of our programs.”*

*—Gaston Larios*

Teenage Meltdown provides a safe and healthy environment for teens to have fun with their friends. Disco lights set the stage for the live DJ, and skate themes range from fast skate to the infamous snowball fight.



Adult Night is for those 16 and older who wish to meet new people while enjoying skating to '80s and '90s tunes.

“We consider public sessions to be a marketing tool for the rest of our programs,” notes Larios. “This is where an ice arena can focus on sustainable business — making sure a first-time skater has a wonderful experience and wants to come back to learn more. We track every learn-to-skate and learn-to-play enrollment daily to find out how they heard about us, and 80 percent of them had a previous experience at a public session, birthday party or summer camp. Teaching employees to take five minutes of their time for a first-time skater could result in a future figure skating competitor and a skater for life. It takes a lot of effort, but it is well worth it.”

**The SDIA Oilers hockey program includes youth and adult leagues as well as tournament and travel team options.**



## The ECO-FRIENDLY, Ice Rink System

With today's concern for the environment, energy efficiency and safety, CO<sub>2</sub> is now a much superior option over all synthetic refrigerants. It is natural, non-toxic, non-flammable with no net greenhouse effect.

### The CIMCO Advantage

CIMCO's exclusive, patented technology, **ECO<sub>2</sub> CHILL Thermal Plant**, provides you with the finest, most energy efficient CO<sub>2</sub> ice rink system available. Major operational benefits include:

- abundant high-grade heat reclaim (above 140°F and suitable for boiler replacement)
- full low-grade heat reclaim (at 100°F for underfloor heating, potable water and snow melting pit)
- 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 (CO<sub>2</sub> 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.



Call us today to learn more about our eco-friendly, safe ECO<sub>2</sub> CHILL Thermal Plant system.



[www.cimcorefrigeration.com](http://www.cimcorefrigeration.com)



*“We have the most interactive, fun and memorable award-winning party program; it’s our pride and joy.”*

—Gaston Larios



SDIA hosts an average of 30 parties each month — which translates to an incredible 6,000 children annually. “We have the most interactive, fun and memorable award-winning party program; it’s our pride and joy,” Larios says. “It has taken us years to develop something so unique in all of San Diego.”

Parties are set in the Ice Qub Party Hall and the smaller Zaney Room, with themes including the Kids’ Hero Party, the Kids’ Zaney Party and the Teen Meltdown Party.

*“Our biggest interest is to make sure our industry is always growing.”*

—CJ Scheurman

“Our ‘Five Steps to an Amazing Party Experience’ (featured in the Fall 2012 ISI EDGE) have been the key to positioning us as the best in the country,” Larios explains.

For the past 15 years, SDIA and the YMCA facilities of San Diego have teamed up to offer the Fun & Learn summer ice skating and hockey camp program. The partnership involves each YMCA location promoting its two-week camp session in its facility, taking enrollment and providing transportation and camp leaders. SDIA, in turn, offers a four-hour daily session including skating and lunch, affordably priced as an admission and lesson to allow the Y to add its transportation and staff costs. “It’s a win-win situation, since these are children who come back to our programs,” Larios says.

SDIA is not only focused on its own business growth and development, but also that of the ice skating industry as a whole. Each winter, SDIA manages an outdoor ice rink in the heart of downtown San Diego called Fantasy on Ice, a nonprofit effort that donates all proceeds to a cancer program at Rady Children’s Hospital. “It’s a complicated setup in the center of the city that runs for two months, but it’s all worth it,” says Scheurman. “Once it opens, it hosts close to 35,000 skaters in those two months. It has raised the awareness of our sport and helped the industry overall in San Diego. Our biggest interest is to make sure our industry is always growing.”

ISI administrative membership and participation has been an SDIA priority since the Linssens took ownership in 2000. “The combination of ISI’s focus on ice skating as a recreational sport and our focus of wow’ing the customer has been successful for us,” notes Philip Linssen. “Part of our success is a result of keeping up with the industry and exploring new ideas through ISI programs and events. We’ve been part of ISI conferences, seminars and educational programs, developing our people through the ISI from the beginning of our business. Four of our top management employees hold iAIM certificates, and we even have a Certified Arena Executive in the house.”

Linssen says iAIM training has provided SDIA with the tools to reduce turnover and increase professional growth, confidence and consistency.

SDIA’s healthy ISI membership registrations have allowed the facility to earn Membership Rewards, which they have applied toward iAIM and conference registrations.

For San Diego Ice Arena, leading the pack isn’t about being competitive with other ice arenas. “We face many competitors in our city, but none of them are rinks,” Larios explains. “In this beautiful city with this close-to-perfect weather, we are competing against the beach, the outdoors and amusement parks. So, for us, there is no option to just be open; we have to work hard to make sure every skater has a WOW experience.”



SDIA manages an outdoor winter rink in the heart of downtown San Diego called Fantasy on Ice, a nonprofit effort that benefits a cancer program at Rady Children’s Hospital.



## One Size Fits All??

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

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

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

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



**American Insurance**  
**The Right Fit**  
**617-770-9000**



Rink Insurance Program underwritten by an A+ Insurance Company



## Coaches' Corner

Liz Mangelsdorf  
ISI National Skating  
Programs Coordinator

# New Dance Step Sequences

The dance step sequences for Freestyle 5-8 tests have been changed and redesigned with new turn requirements. These dance steps, along with other new rule changes and clarifications as listed in our *2014 ISI Handbook*, are required for all testing and competitions as of Sept. 1, 2014.

### FREESTYLE 5

- Change Open Choctaw to Closed Choctaw
- Added Right Forward Inside Twizzle and Right Backward Outside Twizzle

### FREESTYLE 6

- Added Right Backward Inside Loop and Left Backward Inside Loop

### FREESTYLE 7

- Added Right Backward Outside Double Twizzle and Left Forward Inside 1½ Twizzle

### FREESTYLE 8

- Added Left Forward Outside 1½ Twizzle and Right Forward Outside 1½ Twizzle and Left Forward Outside Loop

**PLEASE NOTE:** The diagrams for Dance Step Sequences 6 and 7 have been revised slightly since the printing of the new 2014 handbook. Please use the diagrams on the following pages to replace the diagrams for 6 and 7 in your handbook.

Diagrams for all four new sequences can also be found on the ISI website in both PDF format and with video demonstrations of each pattern.

As you teach and judge the new dance step sequences, please keep in mind:

**While the steps listed in each sequence are required, the pattern may vary due to the strength and size of the skater. Quality, correctness and definition of the edges and turns should be the key factors in evaluating the dance step sequences.**



WARM UP YOUR WINTER  
WITH A COMPETITION  
IN THE HEARTLAND!



### ISI WINTER CLASSIC

Feb. 13-15  
St. Peters Rec-Plex  
St. Peters, Mo.

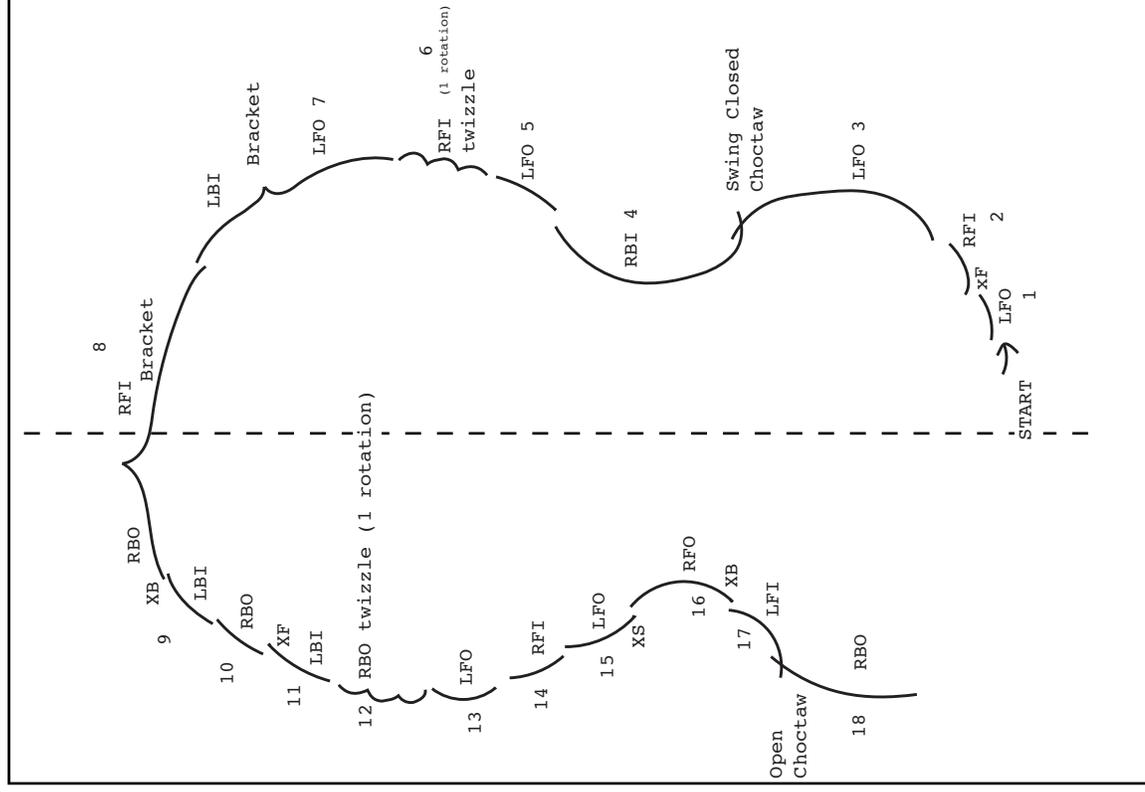
Entry/test deadline: Dec. 1

[SKATEISI.ORG/WINTERCLASSIC](http://SKATEISI.ORG/WINTERCLASSIC)



## ISI Freestyle 5, Couple 5 and 6

### Dance Step Sequence



## ISI Freestyle 5, Couple 5 and 6

### Dance Step Sequence

The skater must demonstrate all required turns separately for the compulsory part of the test: Left Forward Outside Swing **Closed** Choctaw, Left Forward Inside Open Choctaw, Left Forward Outside Bracket, Right Forward Inside Bracket, **Right Forward Inside Twizzle**, **Right Back Outside Twizzle**. In the program part of the test, the skater must demonstrate the Dance Step Sequence shown in the diagram in continuous flowing movement. The pattern must be well-balanced on both sides of the long axis of the rink, as shown in the diagram. The pattern should be proportionate to the skater's size. This pattern may not be reversed. This pattern may not be reversed.

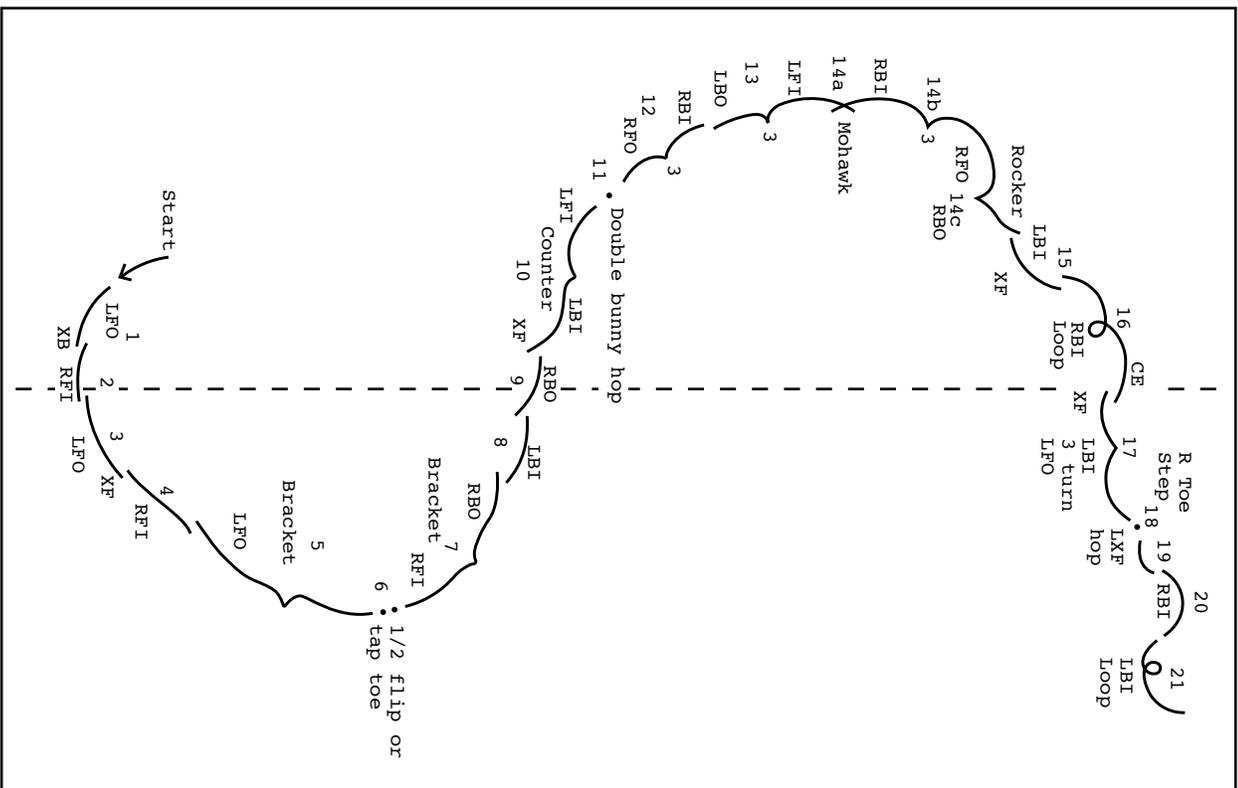
The skater should demonstrate correct (clean) turns and edges throughout the Dance Step Sequence.

- a. **Left Forward Outside Swing Closed Choctaw** A change foot turn from LFO to RBI, where the free foot moves forward past the skating foot before being brought back to the **outside** of the skating foot for the turn to backward inside. The skater rotates in the direction opposite the curve of the entry edge. Entry and exit edges must be held at least one time the skater's height.
- b. **Left Forward Inside Open Choctaw** A change foot turn from LFI to RBO, in which the heel of the free foot moves to the inner edge side of the skating foot before the turn to backward outside. The skater rotates in the direction opposite the curve of the entry edge. Entry and exit edges for LFI Choctaw must be held at least one time the skater's height.
- c. **Left Forward Outside Bracket** A turn from LFO to LBI, with the skater rotating in the direction opposite the curve of the entry edge. Entry and exit edges must be held at least one time the skater's height.
- d. **Right Forward Inside Bracket** A turn from RFI to RBO, with the skater rotating in the direction opposite the curve of the entry edge. Entry and exit edges must be held at least one time the skater's height.
- e. **Right Forward Inside Twizzle** A traveling turn initiated on the forward inside edge of the right foot with one rotation, which is quickly rotated with a continuous (uninterrupted) action. The weight remains on the right foot with the left foot in any position during the turn, and then is placed beside the right foot to skate the next steps.
- f. **Right Back Outside Twizzle** A traveling turn initiated on the back outside edge of the right foot with one rotation, which is quickly rotated with a continuous (uninterrupted) action. The weight remains on the right foot with the left foot in any position during the turn, and then is placed beside the right foot to skate the next steps.



## ISI Freestyle 6 and Pair 5

### Mandatory Serpentine Dance Step Sequence



## ISI Freestyle 6 and Pair 5

### Mandatory Dance Step Sequence

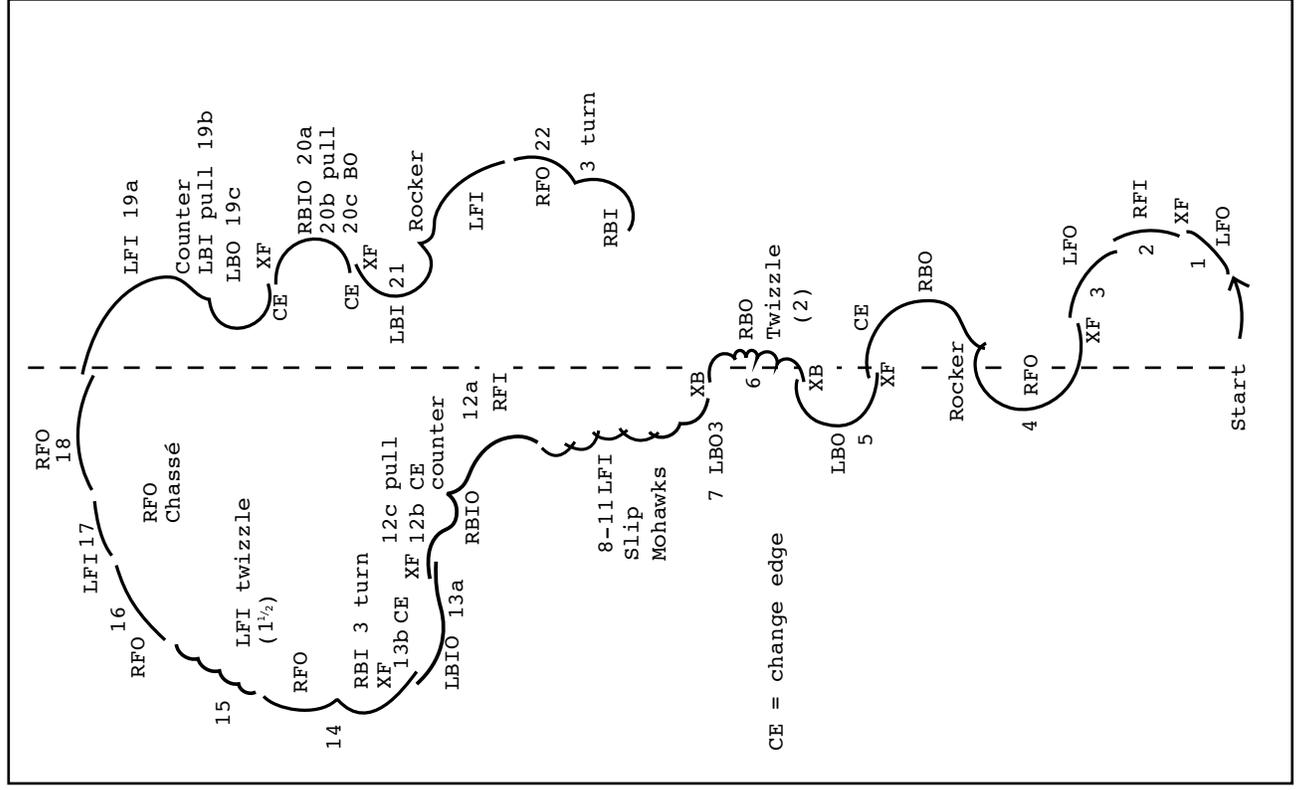
The skater must demonstrate all required turns separately for the compulsory part of the test: Right Forward Outside Rocker, Left Backward Inside Counter, **Right Back Inside Loop**, **Left Back Inside Loop**.

- Right Forward Outside Rocker** A one-foot turn from RFO to RBO, with the skater rotating in the direction of the curve of the entry edge. Entry and exit edges must be held at least one time the skater's height.
- Left Backward Inside Counter** A one-foot turn from LBI to LFI, with the skater rotating in the direction opposite the curve of the entry edge. Entry and exit edges must be held at least one time the skater's height.
- Right Back Inside Loop** A one-foot movement initiated on the right back inside edge where the skater skates an oval pattern within a circle without changing direction or edge. The entry and exit of the loop must cross.
- Left Back Inside Loop** A one-foot movement initiated on the left back inside edge where the skater skates an oval pattern within a circle without changing direction or edge. The entry and exit of the loop must cross.

In the program part of the test, the skater must demonstrate the Dance Step Sequence shown in the diagram in continuous flowing movement. The pattern must be well-balanced utilizing the full surface of the ice, as shown in the diagram. Pattern should be proportionate to the skater's size. This pattern may not be reversed.



**ISI Freestyle 7, Couple 8 and Pair 6**  
*Dance Step Sequence*



**ISI Freestyle 7, Couple 8 and Pair 6**  
*Dance Step Sequence*

The skater must demonstrate all required turns separately for the compulsory part of the test: Right Forward Outside Rocker, Right Forward Inside Counter, Left Forward Inside Counter, Left Back Inside Rocker, **Right Back Outside Double Twizzle**, **Left Forward Inside 1½ Twizzle**. In the program part of the test, the skater must demonstrate the Dance Step Sequence shown in the diagram in continuous flowing movement. The pattern must be well-balanced utilizing the full surface of the ice, as shown in the diagram. Pattern should be proportionate to the skater's size. This pattern may not be reversed.

The skater should demonstrate correct (clean) turns and edges throughout the Dance Step Sequence.

- a. **Right Forward Inside Counter** A one foot turn from RFI to RBI, with the skater rotating in the direction opposite the curve of the entry edge. Entry and exit edges must be held at least one time the skater's height.
- b. **Left Forward Inside Counter** A one foot turn from LFI to LBI, with the skater rotating in the direction opposite the curve of the entry edge. Entry and exit edges must be held at least one time the skater's height.
- c. **Left Back Inside Rocker** A one foot turn from LBI to LFI, with the skater rotating in the direction of the curve of the entry edge. Entry and exit edges must be held at least one time the skater's height.
- d. **Right Back Outside Double Twizzle** A traveling turn initiated on the back outside edge of the right foot with two rotations, which is quickly rotated with a continuous (uninterrupted) action. The weight remains on the right foot with the left foot in any position during the turn, and then is placed beside the right foot to skate the next steps.
- e. **Left Forward Inside 1½ Twizzle** A traveling turn initiated on the forward inside edge of the left foot with 1 ½ rotations, which is quickly rotated with a continuous (uninterrupted) action. The weight remains on the left foot with the right foot in any position during the turn, and then is placed beside the left foot to skate the next steps.



# WHERE WILL ISI TAKE **YOU** IN 2015?



## ISI Winter Classic

Feb. 13-15  
St. Peters Rec-Plex  
St. Peters, Mo.  
Entry/test deadline: Dec. 1  
[skateisi.org/winterclassic](http://skateisi.org/winterclassic)



## ISI Synchronized Championships

April 10-12  
Goggin Ice Center,  
Miami University  
Oxford, Ohio  
Entry deadline: Feb. 1  
[skateisi.org/synchro](http://skateisi.org/synchro)



## ISI Conference Championships

May 22-24  
Nashoba Valley Olympia  
Boxborough, Mass.  
Entry/test deadline: March 1  
[skateisi.org/conferencechamps](http://skateisi.org/conferencechamps)



## ISI World Recreational Team Championships

July 27-Aug. 1  
Edge Ice Arena  
Bensenville, Ill.  
Entry/test deadline: May 1  
[skateisi.org/worlds](http://skateisi.org/worlds)



## ISI Adult Championships

Oct. 23-25  
Las Vegas Ice Center  
Las Vegas  
Entry/test deadline: Sept. 1  
(Sept. 10 for Collegiate)  
[skateisi.org/adultchamps](http://skateisi.org/adultchamps)



## ISI Holiday Challenge

Dec. 4-6  
Dr Pepper StarCenter  
McKinney, Texas  
Entry/test deadline: Oct. 10  
[skateisi.org/holidaychallenge](http://skateisi.org/holidaychallenge)

## Fuel Up for Skating

by Andrea Sobieraj, MS, CSCS

*How do we get the energy to move? When should we fuel up? What should we eat?*

THESE ARE BROAD questions that I frequently get asked. One main theme to remember: you want your blood glucose to stay consistent; otherwise you will be expending energy to produce glucose internally — energy that could be better served fueling your muscles.

### ► Body Fuels

The main fuels in our body are carbohydrates, fats and proteins. Our body avoids burning proteins at all costs, as that would mean breaking down tissues to make fuel. Fats are our most abundant fuel and are

the fuel of choice at rest (mixed with some carbohydrate). Fats are also our fuel of choice in low to moderate intensity exercise. Carbohydrates in excess are stored in the liver and muscles as glycogen. This is our easiest fuel to grab and utilize and sole fuel at our top intensity.

### ► From Meal to Energy

At the sight and smell of food, your body is already creating the enzymes needed for digestion. You eat a meal, the food is delivered to your stomach and then to your small and large intestines, where food

is broken down and nutrients and water are absorbed into your blood stream. The fuels are then delivered to your cells and taken in. The blood also delivers oxygen (O<sub>2</sub>) to your muscle cells. O<sub>2</sub> diffuses into your muscle cells as well. In a part of the cell called the mitochondria, the O<sub>2</sub> is used to metabolize the fuel (carbohydrates) and produce energy in the form of adenosine triphosphate (ATP), an energy-bearing molecule that is required for skeletal muscle to contract.

The biochemical pathways that are used to break down the fuels have many chemical

## 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.



### 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.
- Include up to 14 user-defined created individual/partner events and 4 created team events.
- 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.

### NEW Tablet Judging Now Available

EDGE Competition Software 9.2 features our new tablet judging system, meeting expectations for the technology and professionalism used at other major sporting events. Tablet judging helps eliminate human data entry errors, speeds up results posting and offers automatic scratch/addition updates, among other benefits.

Send questions to [TheEdgeCMS@skateisi.org](mailto:TheEdgeCMS@skateisi.org). To order: (972) 735-8800 or [orders@skateisi.org](mailto:orders@skateisi.org)

reactions and require many enzymes. When one starts to exercise, it takes time to get the oxygen to the exercising muscles; therefore, exercise start is always an anaerobic process (without O<sub>2</sub>). Hence, a good dynamic warm-up enhances the oxygen delivery to the muscle before an event or practice.

### ► What to Eat? When to Eat?

At the onset of exercise, blood flow decreases to organs (e.g., stomach, kidneys) and is shunted to the exercising muscles for O<sub>2</sub> delivery as well as to the skin for temperature regulation (radiate heat off body). With blood flow to the stomach decreasing, this hinders the ability to digest food and creates the challenge to keep one fueled.

The best advice is to have a CONSISTENT diet. The body knows how to react to foods if they are frequently and TIMELY eaten. An example of deviating from this would be holiday eating. Foods eaten must be known to be tolerated well. If a new food is going to be added to a competitive athlete's diet, it must be tried ahead of time. Timing can be very

individualized and must be well tested before competition.

Examine when your skater has practice and check when they last had a meal or snack. Skaters who have after-school practices might not have had any food or drink since lunchtime, which can be up to four hours earlier. This would require the body to be making energy and taking energy away from the muscles. Most important, this would make their perceived effort seem higher for their skate.

Upon arrival at the rink after school, make sure skaters have a simple carbohydrate snack. Avoid protein. Overall I recommend diluted sports drinks and/or sports gels (and other specifically designed sport snacks). These are designed to have low levels of absorbable carbohydrates combined with minerals that can be lost in sweat and are easy to pack and grab. Be careful to avoid sports drinks and snacks with caffeine for young skaters. For sports snacks such as the gels, I recommend having one every 30-45 minutes so the skater never experiences the "low." A sports drink can also fulfill hydration requirements.

*The best advice  
is to have a  
CONSISTENT  
diet.*

Competitions are often scheduled at times during the day when our body does not normally exercise. This already sets off a digestion issue. Add in anxiety and possibly nausea, and this is an even larger challenge. Suggest to your skaters that on the night before a competition, about an hour before bedtime, they have a small snack with 20-30 grams of carbohydrates and some protein (5-7 grams). On the day of competition, choose a simple, bland carbohydrate meal (or with low protein) three to four hours before competition. If your skater experiences nausea, go with the longer time period of eating before competition time. Morning is the time for the highest incidence of acid reflux, which can be heightened with anxiety.



**BEST IN CLASS  
RINK MANAGEMENT SOFTWARE**

**ONE  
SYSTEM.  
ONE  
SOLUTION.**

**INSTALLED IN OVER 250 FACILITIES**

- Point-of-Sale**  
Check-in/Admissions/Registration Proshop,  
Retail Inventory Control Concessions, Time Clock
- Customer & Membership Management**
- Secure Credit Card Processing**  
PA-DSS Compliant, Point-to-Point Encryption  
Capability, Encrypted Credit Card Storage for  
Recurring Billing
- Scheduling**  
Parties, Leagues, Surfaces, Employees
- Integrated Web**  
Online Sales, Enrollments Facility Schedules
- Programs**  
Enrollments, Rosters, Passes
- Overhead TV Display**  
Surfaces, Parties, Advertising

**FRONTLINE  
SOLUTIONS**

**489 Devon Park Drive, Suite 310, Wayne, PA 19087 • 610.225.0580 • www.frontline-solutions.com**

# Coaching THE HEALTHY SKATER



Post exercise is time to replenish. Muscles need energy to repair and fuel stores need to be refilled. If a skater just did an “all-out” performance and is finished skating, then let them have some well-tolerated carbohydrates immediately. You can add protein as well, as evidence suggests that the additional protein will more rapidly fill fuel stores. However, if there is more skating to be accomplished, avoid protein unless there is a long time period between events. Keep fueling.

## ► Proper Hydration

A properly hydrated body will allow for better delivery of fuels and O<sub>2</sub> to the muscles, as well as more effective temperature regulation. An athlete can lose up to a liter of water per hour through perspiration. Consider a cup of sugar dissolved in a liter of water. When we sweat, we take away some of the water only, concentrating the solution. This idea holds true for the blood plasma. As we sweat we concentrate the blood, and our body sends

out hormones to hold onto water (i.e., decrease urination). Concentrated blood decreases the speed of blood flow and can also hinder the ability to temperature regulate, decreasing the ability to evaporative cool.

Cold temperatures dehydrate you even more as cold air causes us to lose more water to warm and humidify the air we breathe. Cold temperatures also can suppress the hormone that we need for water conservation (as mentioned above) and thirst stimulation; therefore, cold temperatures can lead to increased urination. You must be more vigilant to encourage drinking in your skaters.

The National Strength and Conditioning Association recommends 6 to 8 fluid ounces (177-237 ml) every 15 minutes. Over-hydrating must be avoided.

## ► Feedback and Example

Parents and coaches can make this easier for skaters by buying a selection of sports snacks and sticking them in their skate

bags. Just like kids like to pick out their outfits and school bags, let them pick out several water bottles that they will find “cool” to carry. Check out what snacks are missing and keep replenishing. Ask them for feedback on “how they feel.”

Also, lead by example when making your own snack, meal and beverage selections.

If you have a question or topic that you would like to see addressed in a future issue, please send it to [editor@skateisi.org](mailto:editor@skateisi.org).



**Andrea Sobieraj** teaches exercise physiology at Brown University. In addition, she is a skating director at FMC Driscoll Arena in Fall River, Mass. and at

FMC Hetland Skating Arena in New Bedford, Mass. She is also co-owner of VO2breathe, a metabolic fitness company. Read her articles on training and nutrition at [vo2breathe.com](http://vo2breathe.com).

## DO YOU KNOW A SKATING SCHOLAR?

APPLICATION  
DEADLINE IS  
MARCH 1

ISI members are well-rounded individuals who put as much energy into their lives off the ice as they do on it. Each year, the ISIA Education Foundation awards scholarships to ISI skaters who have demonstrated a commitment to academics and service. You play an important role in publicizing this scholarship program and supporting your facility's applicants. Here's what you can do to encourage your skaters' participation:



ERIN SPRENGER, 2012

CARLY POTTS, 2014

DANIEL KULENKAMP, 2014

MELISSA FELPS, 2011

SONIA RICHMOND, 2013

- 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](http://skateisi.org/foundation) or call (972) 735-8800

# You Asked For It!



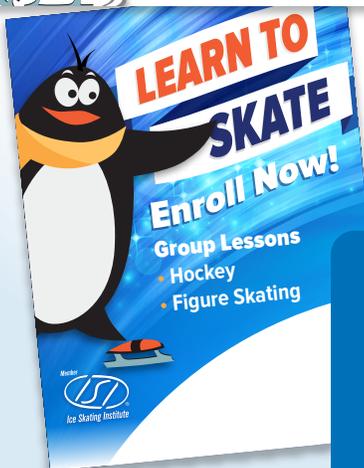
## And Now It's Here: **THE FLIP KIT!**

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



*We know you will want more! Add-ons are available through the ISI office.*

*\*Plus shipping & handling*

**Order your Flip Kit today!**  
**(972) 735-8800**  
**orders@skateisi.org**



**Now Network Capable!**

**weSKATE**<sup>®</sup>  
Class Management Software  
with ISILink

# **weSKATE 3.5** **Class Management Software**<sup>®</sup> **with ISILink Does It All!**

*It's like having an assistant – but it's **FREE!***

**weSKATE 3.5 Class Management Software**<sup>®</sup> is an all-in-one solution that plans, organizes and manages details of your ISI learn-to-skate program. The ISILink portal allows you access to the ISI database to add memberships, register tests and verify membership information — all of which is updated daily! It's fast and easy, and it's the only software you need to manage your skating school. Now multiple computers in your arena can access the **weSKATE** database at the same time!

**weSKATE 3.5 CMS**<sup>®</sup> saves you time by letting you:

- Track learn-to-skate class enrollment and attendance.
- List class curriculum, register tests and print test certificates.
- Print rosters, progress reports, graduation certificates and name badges.
- Track skater history (i.e., membership, class registrations, tests and more).
- E-mail re-enrollment reminders, birthday greetings or other notices.
- And much, much more!

Go to [www.skateisi.org/CMS](http://www.skateisi.org/CMS)  
to learn more about how to  
download your **FREE** copy.



# ISI Judge Certification Tests

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



**GOLD**

Lila Arnold  
 Timothy Chilcott  
 Jessica DePuydt  
 Diana Fox  
 Lisa Frenzel  
 Alyssa Genau  
 Lindsay Gillis  
 Christina Godziszewski  
 Jennifer Martino  
 Allison Rubenstein  
 Jennifer Sallade  
 Kristina Soto  
 Helga Valle  
 Vanessa Valle  
 Ancahlee Voogd  
 Catherine Williams



**SILVER**

Katie Bedard  
 Samantha Bentley  
 Gretchen Caudill-Bauer  
 Kimberly Fancher  
 Diana Fox  
 Lindsay Gillis  
 Christina Godziszewski  
 Alexa-Jane Hoidahl  
 Jennifer Humphrey  
 Darina Korn  
 Alison LeFlores  
 Jennifer Martino  
 Kera Parker  
 Sarah Pulido-West  
 Maya Rezzonico  
 Allison Rubenstein  
 Tara Sargent  
 Alexei Sidorov  
 Flo Steed



**BRONZE**

Emily Turner  
 Catherine Williams  
 Kelly Beaulieu  
 Kylie Chinen  
 Jaclyn Heinz  
 Renee Ladurantaye  
 Hannah Lee  
 Danielle Longeway  
 Vera Mamatkulova  
 Jennifer Martino  
 Rachel Miller  
 Natalie Moon  
 Joycelyn Ng  
 Michelle Nocholls  
 Cathy Nyborg  
 Jacquelyn Pajl  
 Karen Pantaleo  
 Hannah Pignato



**SYNCHRO**

Maya Rezzonico  
 Shayna Richman  
 Allison Rubenstein  
 Julie Shott-Lipsky  
 Catherine Williams

Danielle Longeway  
 Mary-Lou Erickson  
 Lisa Frenzel  
 Roni Maas  
 Karen Pantaleo  
 Kristen Underwood



**REFEREE**

Susan D'Aquila  
 Mary-Lou Erickson

**SKATE TO THE TOP  
 WITH YOUR CLASS!**



**ISI SYNCHRONIZED  
 CHAMPIONSHIPS**

April 10-12  
 Goggin Ice Center,  
 Miami University  
 Oxford, Ohio  
 Entry deadline: Feb. 1



[SKATEISI.ORG/SYNCHRO](http://SKATEISI.ORG/SYNCHRO)

# District & Association Updates

**EDITOR'S NOTE: District & Association Updates should be limited to no more than 300 words and must include the writer's name and district/association title as well as a head shot. The deadline for the Spring 2015 issue is Dec. 20. Send to [editor@skateisi.org](mailto:editor@skateisi.org).**

## ISI District 2

(New York, Pennsylvania)

by Robyn L. Bentley-Graham, CAM CAP, CAO, District Director



Excitement continues throughout the district after both ISI Worlds and Adult Champs were held on the East Coast this year. Many skaters are already looking forward to traveling to Chicago for Worlds 2015.

I am excited about the increasing number of crossover skaters who have been inquiring about ISI national events, and facilities that are looking at *weSKATE* and other ISI programs to improve customer retention and their bottom line.

District 2 is open to requests from facilities that wish to host educational programs later in the season. Don't forget,

joint PSA/ISI educational programs are among your options. If you are interested, please contact me at [robynBsk8r@gmail.com](mailto:robynBsk8r@gmail.com), or Liz Mangelsdorf, ISI director of skating programs, at [liz@skateisi.org](mailto:liz@skateisi.org). Check out the District 2 Facebook page and the ISI website for more information. We have hosted a *weSKATE* Core Level Certification class in a few rinks throughout the district and are open to increasing that offering to include additional levels and facilities.

Remember, no matter what career stage we are in as a coach, skating director or manager, we can always learn and grow, and benefit from sharing ideas with others. We owe it to our skaters, parents, owners and other customers to be the best we can be.

As your district director, I am here for you. If you have issues, concerns or suggestions that you feel need to be addressed to the ISI board of directors, please pass those along to me. You have the opportunity to be heard at the next board meeting via the district report. As an industry professional, I take seriously my volunteer responsibility to voice your thoughts and provide any clarification and support that you might need. We are a trade association and we strive to serve our membership.

Take a moment and ask yourself the following questions:

- When is the last time you had a discussion with an ISI staff member or board member? There are so many new things that we have to offer to help grow your bottom line.

### PROFESSIONAL SKATERS ASSOCIATION

This holiday season,  
tell your coach  
“THANK YOU”  
with a PSA gift certificate!



Gift certificates from the Professional Skaters Association can be used for PSA clothing, coaching products and tools, educational event attendance, membership fees, and more!

Gift certificates can be purchased online in \$5 increments at

[www.skatepsa.com](http://www.skatepsa.com)



- Are you getting the full value of your professional or administrative membership? I often speak with members or former members who aren't aware of what we have to offer them — in many cases, at no additional charge to current members.

Following ISI on Facebook and Twitter, and making sure that you are registered to receive ISI email communication are important ways to keep yourself informed.

Wishing you all a happy, healthy and prosperous 2014-15 skating season!

## ISI District 6 (Michigan)

by Julie Goddard, District Director



District 6 had a successful seminar in October and everyone was excited to be able to watch the new Dance Step Sequences on ice by demonstrators as well as on the ISI website. We are looking forward to putting the new rule revisions into action this season.

We have a great lineup of competitions set with Southgate, Mike Modano and Livonia on the agenda. We are really looking forward to heading to the Synchro Champs in Ohio and are already making fundraising plans and travel arrangements. Our skaters hope to grab a photo with Flip!

## ISI District 8 (Chicago/Milwaukee Metro)

by Amy Forbes, CAP, CSD, District Director



District 8 has a whole new look. Thanks to the hard work of Sara Bolan, manager of the Franklin Park Ice Arena and District 8 secretary, we have a new website. This up-to-date site includes a fresh new look, pages for special events and — most exciting — each member rink has its own page that can be customized by its own skating director or manager. Our new page will be more functional and can be found at the same address: [www.learnatoskate.org](http://www.learnatoskate.org).

Our ISI free seminar was held at the Northbrook Sports Center on Oct. 12 and was well attended. The new rules and new dance steps were covered in detail, and we were happy to have Mike Palm from Athletico present on the topic of concussions. Mike also presented at the 2014 ISI Conference.

As a district, we are interested in continuing to explore the growth of synchronized skating within the ISI program.

Many local competitions are planned for our district this season. Our District Champs is scheduled for March, hosted by Homewood-Flossmoor Ice Arena. We are in our fourth season of using our district referee panel. It has worked well for our competitions, showing a drop in penalties and a rise in rule understanding. We are all looking forward to ISI Worlds being hosted by the Edge Ice Arenas in Bensenville. District 8 should have a great presence during Worlds week!

## ISI District 10

(Iowa, Minnesota, Nebraska, North Dakota, South Dakota, Wisconsin)

by Jane Schaber, CSD, District Director



The ISI District 10 Seminar was well attended by 70 coaches, some travelling four to five hours to attend.

Our guest presenter was Larry LaBorde of the Ice Chalet in Knoxville, Tenn., who gave the off-ice session on the business of coaching, in which he stressed the importance of the entire arena staff working as a team to help the arena thrive and keep us all in business. Even coaches who are independent contractors have a responsibility in this, as the owners and managers are supplying them a place to make their living.

Amy Flater and Jennifer Machtemes each presented a session on judging, and I covered all the new rule revisions and clarified any questions the coaches had. Sandy Wittmann presented her report on district testing and reviewed revisions to our district test policy.

Off-ice, Larry covered all the new dance step patterns as well as how to teach those twizzles, turns and loops. Lots of good discussion resulted from breaking these patterns down and giving coaches some teaching tips! Larry then gave his always-popular on-ice session of uncaptured maneuvers.

Thanks to Barb Yackel, Rose Esteb, Peter Biver and Karen Olson for presenting on-ice sessions on group teaching tips, choreography, pole harness and jump-and-spin technique.

Sabrina Sowles and Liatra Oss finished the day with "Building the TEAM Aspect of ISI" in your facility; I hope our coaches will take these tips and begin preparing for upcoming national events!

The very busy District 10 competition season is about to begin and I would like to thank all the coaches who took the time to attend the seminar. Taking advantage of ISI professional programs helps ensure that you are fully prepared for judging and for teaching your skaters the ISI programs so they can have a positive and rewarding season as well. We couldn't do it without your support and input!

## ISI District 11

(Arkansas, Louisiana, Oklahoma, Texas)

by Caroline Baker, District Director



ICE at The Parks in Arlington, Texas hosted its 11<sup>th</sup> Annual ISI Open Competition Sept. 13-14, with 298 competitors from nine rinks. ICE at The Parks took first place, followed by the Galleria Ice Skating Center (Dallas) and NYTEX Sports Centre (North Richland Hills, Texas).

The Dr Pepper StarCenter-McKinney will host the annual Love To Skate Competition in February, date to be announced.

The District 11 Championships will take place May 15-17 at Dr Pepper StarCenter-Farmers Branch.

# District & Association Updates



The District 11 Seminar was held Oct. 5 at NYTEX Sports Centre, where the 2014 ISI District 11 Merit Award was presented to Hillari Paulk of ICE at The Parks. We'd like to thank our host rink and Jennifer Anderson, as well as Liz Mangelsdorf and Kim Hansen from the ISI office, and all of the coaches and presenters.

ICE at the Parks hosted its annual costume party on Oct. 24. Admission was free and skaters received goody bags. Prizes were awarded for Best Couple, Scariest, Prettiest, Funniest and more. Coaches skated with the beginner skaters, visited with parents, played skating games, etc. This is a great promotional event for our rink and the sport of ice skating.

The Dr Pepper StarCenter-Farmers Branch offers curling every Wednesday night and Sunday afternoon. Sled hockey is available on Saturday afternoons, providing a great way for disabled children and adults to learn the game of hockey.

Join the Galleria Dallas this holiday season for the Annual Macy's Grand Tree Lighting Celebration. U.S. Olympic ice dance champions Meryl Davis and Charlie White, and Olympic bronze medalist Carolina Kostner are among the guest performers. See the full schedule at [www.galleriaiceskatingcenter.com](http://www.galleriaiceskatingcenter.com).

Dr Pepper StarCenter-Farmers Branch will host its annual Christmas Show on Dec. 6, and ICE at The Parks will host its annual Holiday in The Parks show on Dec. 20.

## ISI District 12

(Colorado, New Mexico, Utah, Wyoming)

by Debbie Lane, District Director



Greetings from the Mile High City!

We had a busy summer that went way too fast. South Suburban hosted an ISI competition in June. The area then went on to have at least five more competitions between mid-June and mid-September.

Classes are up in our area due to the Olympic figure skating craze and the growing popularity of hockey in the area. The classes are full of boys who want to be great hockey players and quite a few girls who share that interest.

Fortunately, we do have both girls and boys who want to take up figure skating. The proof of this is in the number of ISI tests each week and our monthly USFS test sessions. Along with athletics, the parents are promoting scholastics with their children. This year, we had seven graduating seniors who went to various colleges. These skaters have been skating between three and nine years. Most of them have skated for over seven years and have tested through Platinum in ISI. They have also left for college with at least two gold medals in USFS.

South Suburban Family Sports Center is hosting two seminars this season. The first one was a PSA seminar on Sept. 28, featuring speaker Jackie Brenner, and the other one

## You Have the Message, WE HAVE THE AUDIENCE

Your business image and message are important keys to your success — but only when they reach the right audience. ISI's print and digital publications and national events provide targeted exposure to those most likely to buy your products and services: ice arena professionals, coaches and directors, skaters and parents.



CONFERENCE & TRADE SHOW



MAGAZINES



PUBLICATIONS



SKATING EVENTS

For more information about advertising and sponsorship, contact Carol Jackson at [cjackson@skateisi.org](mailto:cjackson@skateisi.org) or (972) 735-8800, Ext. 141.

is our free ISI seminar on March 6. Jimmie Santee, managing director of PSA, will be speaking to the coaches, and Bill Dobbs, general manager of both South Suburban Ice Arena and South Suburban Family Sports Center, will be speaking to managers and arena staff. Local managers are working to form a closer connection with each other to keep the rinks growing in an area where there are many other sports. That is the downside of our area having more than 300 days of sunshine a year! There are many outdoor sports to choose from in sunny Colorado.

I hope your winter is full of many rewards!

## ISI District 14

(Northern California, Northern Nevada)

by Paige C. Scott, CAM, CAP, CAO, District Director



The ISI District 14 Seminar was held Oct. 8 at Yerba Buena Ice Skating Center in San Francisco. We were honored to have the Ice Theatre of New York as special guests and presenters.

The District 14 Championship has permanently moved to South Lake Tahoe. The success of this event over the last five years has enabled us to award (to date) three Skater Awards (total value: \$900), and we will again be sending two deserving instructors and district merit award winners Crystal Smith and Michelle Gentry-Self to the Annual ISI Conference and Trade Show in Boston.

## ISI District 15

(Arizona, Hawaii, Southern California, Southern Nevada)

by Randy Winship, District Director



Nearly 60 coaches from 17 different rinks attended the recent ISI/PSA Instructor Seminar at the Pasadena Ice Skating Center. Gerry Lane was the guest speaker and gave insight and expertise to help coaches teach the new dance step turns for the new patterns. This year's seminar was held in

Pasadena since that facility will co-host the upcoming ISI Holiday Challenge competition for the first time with Pickwick Ice Gardens.

After the ISI Updates and Rule Revisions, Gerry and I teamed up to share their experience and examples for everyone to be "The Best Coach You Can Be." They discussed 10 questions every coach should ask themselves on a regular basis to make sure they are on track to improve their teaching technique.

Another on-ice session featured three coaches presenting various group-class teaching topics. Cece Frankhuisen covered beginner classes for all ages; Carrie Philipps did Freestyle class levels; and Teri Ballard did Stroking class exercises and how to adapt the same exercises for various levels of students.

## MUST-HAVE RESOURCES FOR ISI COACHES!



The **NEW 2014 ISI Handbook** has been updated and revised to include the 2014 Rule



Revisions plus detailed event descriptions for all national events. It's the only comprehensive resource for ISI test level requirements, weSKATE program information, competition events and performance rules, and judging criteria.

**\$25\* each or special rate of \$20\* for orders of 10 or more — stock up for your staff, pro shop and judge stand!**

[skateisi.org/handbook](http://skateisi.org/handbook)

### The weSKATE Test Standards DVD

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



**A skating instructor's dream deal at only \$20\*!**

[skateisi.org/dvd](http://skateisi.org/dvd)

 **Ice Skating Institute**

\*plus shipping & handling



# District & Association Updates



In the final Judging Workshop session, Linda Stroh discussed panel procedures and judging tips, Gerry spoke about his recent experience with the new ISI tablet judging system now used at all ISI national events, and I clarified penalty assessment and scoring tips.

With 20 competitions and two ISI national events scheduled in our district in the coming year, these coaches are excited and ready to GO!

## Pittsburgh Penguins Ice Rink Management Council (PPIMC)

by Trudy Ivory, Chair



The Pittsburgh Penguins Ice Rink Managers Council held its August meeting at the CONSOL Energy Center, featuring guest speakers Eric Fabian and Paul Pugliese from Life Guard Consulting. Their informative presentation focused on workplace hazard assessment. Their company provides safety and security inspections, safety training and investigative services. Their safety inspections follow current OSHA, DOT, EPA and FDA requirements to ensure your facility, employees and patrons are safe.

Bob Sebastian from PIHL informed us that a search was recently held for a new commissioner. The board interviewed

seven candidates and has selected a new commissioner who should be in place soon. Bob reported that the PIHL, PAHL and Rich Hixon have held several meetings to discuss eliminating the “rivalry” for the same ice slots in scheduling for the 2016 season. They are very close to an agreement and will keep us informed. Bob asked for our patience while they work toward change. Our request to PIHL is to remember to keep us up to date and informed of any change as soon as possible. As arena managers/ owners we need to know in advance what will be happening in our facilities in order to plan. Please check the PIHL website for info on book check dates and other upcoming events.

We had an interesting discussion on the “look-up line.” Frank Lehner from the Iceoplex informed us that they have installed the LUL in their facility. The Boston area is also installing the line in several rinks. USA Hockey has a committee looking into the LUL, but at this time they are not mandating its use. The questions and concerns addressed were the solid orange color and visibility of the puck and how it could interfere with coaches teaching the proper “look up” techniques. Our hope is USA Hockey puts effort into collecting data on the effects of the line before mandating its use.

Mark Shuttleworth talked about reconditioning and reusing the Little Pens equipment. He is looking to hear from our rinks on the need for this. Do you have storage? This equipment could be used for loan, rent and “Try Hockey for Free”

### STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION

Title of Publication: ISI EDGE 2. Publication No.: USPS 017-078. 3. Date of Filing: 9/29/14 4. Frequency of Issue: Quarterly 5. No. of Issues Published Annually: Four (4) 6. Annual Subscription Price: \$24. 7. Complete Mailing Address of Known Office of Publication: 6000 Custer Road, Bldg. 9, Plano, TX 75023 8. Complete Mailing Address of Headquarters or General Business Office of the Publisher: 6000 Custer Road, Bldg. 9, Plano, TX 75023 9. Full Names and Complete Mailing Address of Publisher and Editor: Publisher, Ice Skating Institute, 6000 Custer Road, Bldg. 9, Plano, TX 75023; Editor, Lori Fairchild, 6000 Custer Road, Bldg. 9, Plano, TX 75023; Managing Editor: None. 10. Owner: Ice Skating Institute, 6000 Custer Road, Bldg. 9, Plano, TX 75023 11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities: None. 12. Tax Status: Has Not Changed During the Preceding 12 months. 13. Publication Title: ISI Edge 14. Issue Date for Circulation Data: 9/30/13-9/30/14 15. Extent and Nature of Circulation: A. Average No. Copies Each Issue During Preceding 12 Months (net press run): 3,400. Actual No. Copies of Single Issue Published Nearest to Filing Date: 3,650. B1. Average Paid Circulation Outside-County Mail Subscriptions: 3,039. Actual No. Copies of Single Issue Published Nearest to Filing Date: 3,349. B2. Average Paid Circulation In-County Mail Subscriptions: 0. Actual No. of Copies of Single Issue Published Nearest to Filing Date: 0. B3. Average Sales Through Dealers and Carriers and other non-USPS Paid Distribution: 24. Actual No. of Copies of Single Issue Published

Nearest to Filing Date: 19. B4. Average No. Copies of Other Classes Mailed Through the USPS: 9. Actual No. Copies of Other Classes Mailed Through the USPS: 9. C. Average Total Paid Distribution: 3,072 Actual No. Copies of Single Issue Published Nearest to Filing Date: 3,377. D1. Average Free Distribution by Mail Outside-County: 52. Actual No. Copies of Single Issue Published Nearest to Filing Date: 101. D2. Average No. Copies Free Distribution In-County: 0. Actual No. Copies Free Distribution In-County: 0. D3. Average No. Copies Free Distribution Other Classes Mailed through USPS: 13. Actual No. Copies of Single Issue Published Nearest to Filing Date: 18. D4. Average Free Distribution Outside the Mail: 112. Actual No. Copies of Single Issue Published Nearest to Filing Date: 39. E. Average Total Free Distribution: 177. Actual No. Copies of Single Issue Published Nearest to Filing Date: 158. F. Average Total Distribution: 3,249. Actual No. of Copies of Single Issue Published Nearest to Filing Date: 3,535. G. Average Copies Not Distributed: 151. Actual No. Copies of Single Issue Published Nearest to Filing Date: 115. H. Average Total: 3,400. Actual No. Copies of Single Issue Published Nearest to Filing Date: 3,650. I. Average Percent Paid and/or Requested Circulation: 94.5%. Actual No. Copies of Single Issue Published Nearest to Filing Date: 95.5%. 16. Publication of Statement of Ownership will be printed in the Winter 2014 issue of this publication. 17. I certify that all information furnished on this form is true and complete: (signed) Elizabeth Kibat, Controller, (dated) 9/29/14.

days. The used equipment would be collected and cleaned before it is sent out. Please send Mark a message about your thoughts at [mshuttleworth@pittsburghpenguins.com](mailto:mshuttleworth@pittsburghpenguins.com).

## Minnesota Ice Arena Managers Association (MIAMA)

by Craig Flor, President



The 39<sup>th</sup> Annual MIAMA Fall Conference at Breezy Point Resorts in Breezy Point, Minn. Sept. 2-5 was once again a great success. This year 125 members attended educational sessions with topics ranging from employee training and facility documentation to refrigeration principals and energy management. Our vendor trade show had 44 members to discuss the latest and greatest of what they have to offer. We had a compelling general session by a Twin Cities sports anchor called "Silent Impact," regarding how each of us can impact those around us more by what we do when we are not trying to manage, direct or impress others. The event provided an enjoyable time of learning and networking.

Winter hockey and figure skating seasons are well under way with all of our member rinks staying quite busy. Looking forward to a successful season for all the rink users and associations, as well as for our arena member staffs.

## NorthEast Ice Skating Managers' Association (NEISMA)

by Jeffrey Rubin, President



With the fall season ending, it is time to start digging into that mid-winter schedule. This is the time for you and your staff to be ready and bring your best game forward. These are the customers you will be looking for to help you fill the ever-so-thin spring schedule! Get your ideas and thoughts out to them so they can start planning for your spring activities.

As the holiday season is rapidly approaching, we at NEISMA would like to wish you and yours our best wishes. We hope you have had a prosperous year and hope it continues into the New Year!

We are also looking forward to our annual spring conference which is scheduled for Cape Cod in late April. This promises to be an exciting show with plenty of social activities. Planning is now under way, and registration information will be posted on [neisma.com](http://neisma.com) for your convenience.

Once again, I ask that if you haven't been to a NEISMA event in awhile, please plan on attending one of our conferences. Not only will you be making an investment in your professional education, but you can also connect with those attendees you haven't seen in awhile. And who knows, you might actually learn a thing or two! 

Brighten up your arena and lobby with ISI and **weSKATE**<sup>®</sup> banners & dasher graphics.

Order at [skateisi.org/banners](http://skateisi.org/banners)



**ENROLL HERE!**  
Learn-to-Skate  
Classes



# CALENDAR

## ISI-Endorsed Competitions & Shows/Exhibitions

Deadline for the next EDGE calendar: Dec. 15  
For regular calendar updates, see  
[www.skateisi.org](http://www.skateisi.org) (Events)

### COMPETITIONS

#### NOVEMBER

**14-16** **Joliet IL**

Inwood Arena  
Joliet Park District  
Harvest Gold

**16** **Anaheim CA**

The Rinks-Anaheim ICE  
14<sup>th</sup> Annual Anaheim ICE Synchronized Team Championships

**22-23** **Findlay OH**

The Cube  
Silver Blades FSC  
2014 ISI Flag City Open Team Competition

**22-23** **Lakewood CA**

The Rinks-Lakewood ICE  
18<sup>th</sup> Annual ISI Competition

**22-23** **New Ulm MN**

New Ulm Civic Center  
New Ulm FSC  
New Ulm Fall Festival

**22-23** **Centennial CO**

South Suburban Ice Arena  
20<sup>th</sup> Annual South Suburban Winterfest Competition

**23** **San Jose CA**

Sharks Ice @ San Jose  
Ice Arts

Follow ISI on

**facebook**

#### DECEMBER



**5-7** **Burbank & Pasadena CA**

Pickwick Ice Gardens & Pasadena Ice Skating Center

ISI Holiday Challenge

**5-7** **Northbrook IL**

Northbrook Sports Center  
2014 Northbrook Winter Welcome

**5-7** **White Bear Lake MN**

White Bear Lake Sports Center  
2014 White Bear Lake Holiday Open

**6** **Natick MA**

FMC William Chase Arena  
Icicle Invitational

#### JANUARY

**16-18** **Luverne MN**

Blue Mound Ice Arena  
Blue Mound Figure Skaters Inc.  
Ice Crystal Classic

**30-Feb 1** **Owensboro KY**

Edge Ice Center  
Living on the Edge ISI Invitational Team Competition

#### FEBRUARY

**6-8** **Blaine MN**

Schwan Super Rink-NSC  
Frosty Blades 2015



**13-15** **St. Peters MO**

St. Peters Rec-Plex

ISI Winter Classic

**13-15** **Oxford OH**

Goggin Ice Center  
2015 ISI Miami Open Team Competition

#### MARCH

**7-8** **Natick MA**

FMC William Chase Arena  
Annual ISI Competition

**27-29** **Knoxville TN**

Ice Chalet  
46<sup>th</sup> Annual Robert Unger ISI Team Competition

#### APRIL



**10-12** **Oxford OH**

Goggin Ice Center  
ISI Synchronized Championships

#### MAY



**22-24** **Boxborough MA**

Nashoba Valley Olympia  
ISI Conference Championships

#### JULY



**27-Aug. 1** **Bensenville IL**

Edge Ice Arena  
ISI World Recreational Team Championships

#### OCTOBER



**23-25** **Las Vegas NV**

Las Vegas Ice Center  
ISI Adult Championships

## SHOWS & EXHIBITIONS

### NOVEMBER

**12-Jan. 20** **San Francisco CA**  
Yerba Buena Ice Skating Center  
Holidaze

**14** **Montgomery AL**  
Eastdale Mall  
K Lynn Ice Skating School  
Magical Santa Arrival on Ice

**15** **Boxborough MA**  
Nashoba Valley Olympia  
18<sup>th</sup> Annual Skating Exhibition in Memory of  
Stacy Larson

**18** **Findlay OH**  
The Cube  
Silver Blades Figure Skating Club  
Findlay Silver Blades Holiday Exhibition

**19-Dec. 25** **Pittsburgh PA**  
The Rink @ PPG Place  
RMU Island Sports Center  
Light Up Night

**28-Dec. 20** **Dallas TX**  
Galleria Ice Skating Center  
Macy's Grand Tree Lighting Celebration

### DECEMBER

**2-6** **Knoxville TN**  
Ice Chalet  
27<sup>th</sup> Annual Nutcracker on Ice

**5-6** **Belmont CA**  
Belmont Iceland  
In the Mood for the Holidays

**6** **Oak Lawn IL**  
Oak Lawn Park District Ice Arena  
Holiday on Ice

**6-7** **Pittsburgh PA**  
RMU Island Sports Center  
The Holiday Spectacular

**8** **Westminster CA**  
The Rinks-Westminster ICE  
5<sup>th</sup> Annual Westminster ICE Holiday  
Celebration

**10-11** **Honolulu HI**  
Ice Palace Hawaii  
Merry Christmas-Greetings from New York

**12** **Breckenridge CO**  
Stephen C. West Ice Arena  
That Was Then, This Is Now

**12-14** **Evanston IL**  
Robert Crown Center  
40<sup>th</sup> Annual Nutcracker on Ice

**12-14** **San Francisco CA**  
Yerba Buena Ice Skating Center  
A Cartoon Christmas

**13** **Arlington TX**  
ICE at The Parks  
Holiday Show

**13** **Danbury CT**  
Danbury Ice Arena  
Sugarplums & Snowflakes Holiday Show

**13** **San Jose CA**  
Sharks Ice @ San Jose  
Skate a Holiday Present

**13** **Anaheim CA**  
The Rinks-Anaheim ICE  
20<sup>th</sup> Annual Anaheim ICE Holiday Spectacular

**13-14** **Redwood City CA**  
Nazareth Ice Oasis  
Rockin' through the Holiday

**14** **St. Louis MO**  
Wayne C. Kennedy Rec Complex  
The Holiday Celebration

**14** **Fremont CA**  
Sharks Ice @ Fremont  
Skate a Holiday Present

**20** **Flushing NY**  
World Ice Arena  
Annual Winter Wonderland Show

**20** **Newark OH**  
Lou & Gib Reese Ice Arena  
10<sup>th</sup> Annual Holiday Ice Show

**21** **Johnstown PA**  
Planet Ice  
2014 Holiday Show

### MARCH

**7-8** **St. Louis MO**  
Wayne C. Kennedy Rec Complex  
Annual Ice Recital

**28** **Flushing NY**  
World Ice Arena  
Spring Showcase

### APRIL

**24-25** **Newark OH**  
Lou & Gib Reese Ice Arena  
10<sup>th</sup> Annual Jane McConnell Spring Ice Show

**24-26** **Park Ridge IL**  
Oakton Ice Arena  
Heroes and Villains

### MAY

**8-10** **Northbrook IL**  
Northbrook Sports Center  
Northbrook-On-Ice 2015

### JUNE

**28** **Flushing NY**  
World Ice Arena  
6<sup>th</sup> Annual Show: Alice in Wonderland



**And  
Another  
Thing...**

**Peter Martell**  
ISI Executive Director

## THE DANGERS OF EARLY SPORT SPECIALIZATION

*I often take the opportunity to voice (or vent) my industry concerns on this page, but this time someone else has already done it and I couldn't have said it any better myself. This is a problem affecting all sports in America today. The credit goes to author Josh Levine and Let's Play Hockey.*

### CLASSIFIED ADVERTISING

**SKATING DIRECTOR** — The Park District of Franklin Park, Ill. seeks skating school director. Under the supervision of the ice arena manager, director is responsible for all facets of skating school, including planning, directing, implementing, marketing and evaluating all areas of skating school programs and special events. Apply online at [www.fpparks.org](http://www.fpparks.org) or email resume to [mmlaskowski@fpparks.org](mailto:mmlaskowski@fpparks.org).

**SKATING DIRECTOR** — LA Kings Valley Ice Center, a two-surface facility, seeks new skating director. Must have prior experience, be ISI-qualified and registered, and have a background in ISI testing, rules and guidelines. Email resume to [L.Eisler@lakingsvalleyicecenter.com](mailto:L.Eisler@lakingsvalleyicecenter.com) or call (818) 893-1784 Ext. 232 for further information.

### 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](mailto:cjackson@skateisi.org).

## EARLY SPECIALIZATION AND YEAR-ROUND TRAINING IS DESTROYING YOUTH HOCKEY

By Josh Levine

TODAY'S HOCKEY CULTURE is damaging youth hockey players' futures and putting the integrity of our game at risk. Year-round training schedules for the youngest hockey players and the pressure to always do more are not only harming young skaters emotionally and academically, but also athletically. Yet we are constantly told the opposite. Many have argued that early specialization in hockey is required to become elite. They couldn't be more wrong.

Early specialization is when a player decides prior to puberty to completely focus his or her efforts on one sport and engages in high amounts of repetitious, monotonous, deliberate training regimens designed to maximize skill development. The problem with early specialization in hockey and in many team sports, however, is that it is harmful at young ages, causing a host of problems and hindering athletic development.

The first major problem with specializing in hockey too early is that practice makes permanent, not perfect. For example, Mite skaters have short attention spans, and this limits the amount of time they can focus and perform repetitions correctly.

Year-round training schedules also cause fatigue as young athletes aren't given proper rest and recovery periods. As a result of the constant practice, many young players develop short, choppy and more upright strides. Some parents have even asked me how their player could possibly seem to be getting worse at skating when they are doing skating clinics, AAA programs and off-ice training regimens all at the same time!

Finally, despite all the hysteria and pressure to start early, specialize early and train as much as is physically possible, the reality is that young athletes prior to puberty cannot achieve significant muscular gains.

One common argument for early specialization is that in sports like gymnastics and figure skating, athletes specialize early and are elite or well on their way to elite status at young ages. This is an utter fallacy. In team sports like hockey, peak performance isn't reached until post-puberty, whereas in gymnasts peak performance is always reached prior to puberty.

Hockey is a game with an infinite amount of possibilities, movements and patterns. It requires an athleticism far different than gymnastics or figure skating; foresight, creativity, patience and quick

decision-making are needed. Athletic skills can't be compartmentalized — skating, shooting, reading and reacting occur at the same split second. Contrast this with a gymnast's routine where the exercises are planned and moves are routine. Hockey is the exact opposite.

Playing only hockey at a young age versus participating in multiple sports limits the variety of motor skills a young player should learn. Like a child who learns two languages and can more easily pick up a third, a young athlete who plays multiple sports and learns multiple movements will be better able to pick up new skills. In addition, playing multiple team sports introduces an athlete to varied game situations and helps improve an athlete's ability to read and react to the rest of the players in the game.

The most unfortunate consequences of early specialization include the epidemic of overuse injuries and the psychological burn-out that many players experience. Today, overuse injuries in sports have hit a record high. Many doctors attribute this to the increasing intensity of organized youth sports.

Often, young athletes are getting hurt before they have a chance to fully develop physically. Many others are becoming so burned out that they quit altogether. However, the hidden cost of year-round hockey is the untold number of athletes still playing but without a passion for the game.

We don't have to accept this state of affairs. Although time is running out, we can still restore sanity and integrity to the game of hockey. This will require families to start resisting the enormous pressure to always do more. Community associations, coaches, collegiate and professional hockey players and many others will need to step up in order to change the tide. It's time to save our game.

**Josh Levine is a former Jefferson Jaguar, a Princeton University graduate, founder of The Fortis Academy and author of "Save Our Game: What's Wrong with Hockey Training Today and How to Fix It."**

*Thank you, Josh. My only comment or suggestion is that I am not sure that figure skating should be excluded. Many elite skaters are now continuing to compete well into their 20s or even early 30s. Even figure skaters should be able to "have a life" outside of skating. ☺*

# 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](http://skateisi.org/rewards).

 Ice Skating Institute

ISI Membership  
**REWARDS**  
PROGRAM



From the locker room to the arena,  
Mondo can stand up to the abuse.

**MONDO** | TOUGH

SPORT IMPACT | RAMFLEX

**MONDO** INDOOR.SPORT.

[WWW.MONDOWORLDWIDE.COM](http://WWW.MONDOWORLDWIDE.COM)  
800 361 3747

[mondo@mondousa.com](mailto:mondo@mondousa.com)

