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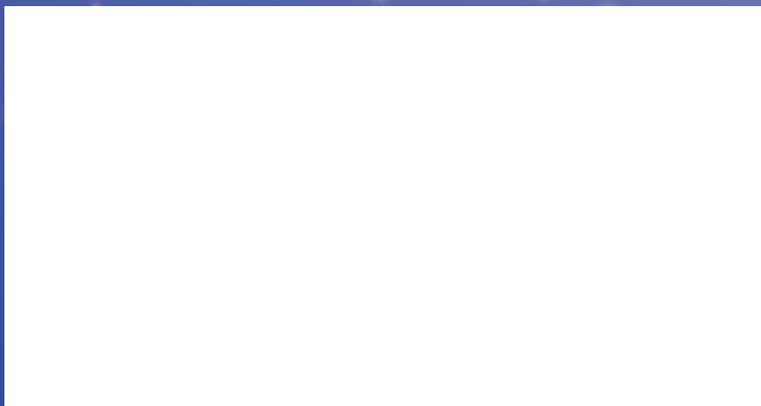
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# IS EDGE



## 2018 CONFERENCE & TRADE SHOW

*Review*

REENERGIZE  
YOUR STAFF

---

TIPS FOR  
GREAT ICE

---

BACK CHAINING  
FOR SUCCESS

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- Excess accident insurance coverage
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**\*Professional background check is included in membership fee.**



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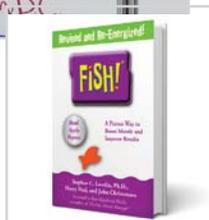
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Dedicated to providing leadership, education and services to the ice sports industry.

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Education Foundation.....	Don Bartelson

# CrossCuts

## THE FACES OF ISI

### SANDEY CARLSEN



If you've ever called the ISI office for assistance with processing your membership, competition paperwork or tests, or to have a question answered, chances are you've spoken to ISI Membership Coordinator **Sandey Carlsen**.

She's been with ISI for 5 ½ years and has a passion for ISI and the industry. She travels to all our ISI national competitions to oversee the ISI registration desk. Sandey is most notable for her bright smile, youthful spirit, energetic personality and willingness to go the extra mile to help our members.

"I love the folks I work with and enjoy watching our skaters progress year after year," she says.

### MORE SANDEY

**Early Years:** Grew up in the Rio Grande Valley in South Texas

**Education:** Bradford School of Business graduate; some college

**Previous Work Experience:** Reeves Agency; ITIP, City of Plano, Texas

**Family Life:** Married to her best friend, Jim, and they have two adult children and four dogs

**Favorite Places to Be:** Home, Hooters, and visiting family in South Texas

**Song Title that Best Describes Her:** "You Can't Always Get What You Want"

### ISI PROUD

*"The Ice Sports Industry (ISI) has gone above and beyond in their efforts toward inclusion, support and opportunity for their skaters, including me. Confidence projected to a Model United Nations committee of 90-plus delegates, camaraderie easily formed with any new face — all would cease to exist in my life without the ISI program. Eight years of competition has broken me down yet built me back up, complete with the constant encouraging smiles greeting my family and me when we enter each foreign rink for competition. I've learned grace. I've realized humility. I've found strength. In everything I do, I carry the failsafe work ethic and creativity I've acquired throughout the years with me."*

— Emily Magda, 2018 ISIA Education Foundation Scholarship recipient

Do you have industry news you'd like to share in CrossCuts? Please email submissions (with CrossCuts in the subject heading) to editor@skateisi.org.

## NEW 2018 ISI HANDBOOK ON SALE



Purchase the new 2018 ISI Handbook, which includes the latest rule revisions (effective Sept. 1) for all test sessions and competitions. It also provides a wealth of information, standards and resources for learning, teaching and judging the ISI Ice Skating Program. Cost is \$25, plus shipping. Order at [skateisi.org/handbook](http://skateisi.org/handbook).

## SPREAD THE ISI SPIRIT ORDER YOUR FLIP KIT TODAY!

Skaters of all ages flip for Flip — ISI's adorable, entertaining mascot!

Share your ISI spirit with skaters when you use the fun Flip products in the ISI Flip Kit as incentives or rewards in your skating classes.

The Flip Kit is yours for our wholesale price of \$99 (plus shipping and handling).

It includes:

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- 24 lip balms
- 24 gloves



Order today at [skateisi.org/forms](http://skateisi.org/forms). Add-ons are available through the ISI office. Please call 972-735-8800.

## REWARD YOUR SKATERS WITH FLIP KEY CHAIN

The adorable Flip key chain makes a terrific skater gift or special, incentive prize for your skating school or club events. Cost is \$5 each when you order in bulk (10 or more), plus shipping. To order, please visit [skateisi.org/forms](http://skateisi.org/forms).



### Julie Goddard

HOW SERVING ON THE ISI BOARD HAS BENEFITED HER CAREER:

"I think it has made me more aware of what a difference I can make both on and off the ice from an individual standpoint and given me the confidence to do so."

### Caroline Baker

FIRST PAYING JOB:

"While in high school, I sold Avon so that I could earn money for ice skating. I had to have a job that allowed flexible hours so that I could travel."

### Glyn Jones

WHERE HE GREW UP:

Nottingham, England



## LEADERSHIP MESSAGE

**Jamie Baringer**

ISIU Certified Arena Executive (CAE)  
Schools/Colleges/Universities Representative  
to the ISI Board of Directors

## SEEK KNOWLEDGE AND UNDERSTANDING TO LEAD SUCCESSFULLY

Next to swimming pools, ice arenas are one of the most complex facilities to operate. Not only do they need to be flexible and attuned to the needs of the community they service, but they also need to be managed by trained professionals to ensure their success.

When I began working in the industry, I had only skated five times in my life. As a non-skater, I needed to learn about the ice sports industry. In 2005, I attended my first ISI conference, where I was able to network and attend seminars to begin learning about this multi-faceted industry as well as the ISI, the trade association that facilitates professional development and industry growth.

Next, I began taking ISI University (ISIU) courses (formerly known as iAIM). The knowledge and skills I learned not only helped me become a better leader but also helped my staff grow professionally. Part of the responsibility of owners, operators and managers is to take what they learn from professional development courses and conferences and share it with their staffs. This practice improves the quantity and quality of the organization's output, increases the chance of organizational success, decreases risk within the organization and improves the overall management of the organization.

What distinguishes a good leader or manager from a mediocre one? This is an important question for anyone who is a manager, striving to become one or in search of a manager for their facility. Unfortunately, all too often someone is recruited to become a manager in the sports industry without being given a good idea of what successful management in the sports industry entails.

As a manager, it is essential to not only understand how your staff members learn but to also gauge the readiness level of employees. As assistant athletic director of arena operations at Bowling Green State University in Bowling Green, Ohio, I have four full-time employees, three graduate-level student staff/interns, and 134 student employees that directly or indirectly report to me. I also have four to five various other employees who work for my facility but do not report to me. Knowing how to assess their level of readiness to learn/train is extremely important to the success of my leadership as well as the success of the overall facility

My leadership style is grounded in contingency/situational leadership, based on theories by Kenneth Blanchard, Paul Hersey and Dewey E. Johnson, who suggest that leaders adapt their leadership style based on the following development and readiness level of employees:

- **Readiness Level 1 (R1):** An employee characterized by a low level of competence and insecurity, who also lacks commitment and motivation.
- **Readiness Level 2 (R2):** The employee lacks ability but is motivated and making an effort. He or she needs the leader for guidance.
- **Readiness Level 3 (R3):** The employee has high competence but is insecure about using his or her ability alone.
- **Readiness Level 4 (R4):** The employee has both high competence and commitment and needs little direction, except when making a substantial decision.



Once I assess the readiness levels of my employees, I adopt the corresponding leadership style, as suggested by Blanchard, Hersey and Johnson. Levels are as follows:

- **Leadership Style (S1):** Corresponds with a Readiness Level 1 employee and is characterized by a leader that "tells" the employee what to do through one-way communication that focuses on tasks.
- **Leadership Style (S2):** Relates well to a Readiness Level 2 employee. The leader "sells" to the employee and provides direction on tasks, but there is an opportunity for more dialogue. In addition to telling these employees what to do, they also provide the "why?" The leader explains, persuades and clarifies tasks.
- **Leadership Style (S3):** The leader "participates" in the conversation, provides fewer task-related behaviors and begins to maintain a high relationship with the Readiness Level 3 employee.
- **Leadership Style (S4):** The leader delegates and allows the Readiness Level 4 employee to self-direct himself or herself. The leader monitors and observes the employee and also delegates activities while only providing support. The employee goes to the leader for decision-making as needed.

The leader's job and approach should never be the same with each person or group. Approaching each individual in a way that gets them to react positively is an essential tool leaders must learn in order to reap the rewards of a successful staff and facility.

Proper training for ice arena owners, managers, operators, and part-time/seasonal staff will aid in the success of facility operations for increased facility outcomes. And that is why seeking opportunities to enhance professional development through reading, networking and attending industry seminars and conferences is so vital to a leader's role.

My industry knowledge and leadership style continue to evolve, and my approach is based deeply in the beliefs of situational leadership as well as professional development. 

**A BRIEF MESSAGE FROM THE ISI FIELD REPRESENTATIVES:**



**Shanley Pascal**

Oversees:  
Districts 5, 18 and 11-16



**Mandy Whitacre**

Oversees:  
Districts 1-4 and 6-9

**WHAT are several ways to make mandatory membership easy at your facility?**

- Add skaters' ISI membership fees to existing class registration fees for Alpha and higher skaters.
- Offer a "season pass/rink membership" that includes ISI membership and then "discounts" that fee from program tuition.
- Include a link to register for ISI on your class registration site — once skaters have their membership number, they can input it to continue to register for class.
- Create a pre-requisite "class" (ISI membership) that skaters must register for in addition to or before registering for Alpha and higher classes.

**WHERE do you submit test and/or membership registration?**

You don't have to go online to submit these one-by-one! You have several options:

- Submit through weSKATE. (This sends info to ISI but will no longer feed it back as we update our software for a new, exciting platform.)
- Send batch entries to ISI Membership Coordinator Sandey Carlsen (sandey@skateisi.org) in a spreadsheet.

**WHEN should you reach out to your ISI field rep?**

Any time! If we don't know the answer, we will find it for you! Most of all, call us whenever you:

- Have questions, concerns or feedback regarding membership or programs
- Want to brainstorm ways to boost or troubleshoot your programs
- Could use help hiring and/or onboarding a new director, coach or manager
- Need someone to listen — we love hearing about different facilities across the country!

**WHY should you reach out to your ISI field rep?**

Field reps are just one more way to access ISI personnel. If we don't know the answer, we will find it! We're happy to do the research for you.

**HOW can you get U.S. Figure Skating skaters to participate in ISI?**

- Let them know that ISI competition events can bolster their competition season preparations. Skaters can perform their U.S. Figure Skating programs in our Open Freestyle events to expand their competition options and/or to prepare for an upcoming U.S. Figure Skating event.

*(Please refer to pages 194-195 in the 2018 ISI Handbook to show skaters the competition events they are eligible to participate in.)*

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## EDITOR'S NOTE:

The following message, written in the ISIA (now ISI) newsletter in October 1966, shares news of the record number of ice arenas planning to adopt ISI's recreational ice skater test program. The expanded program, offering something for everyone, is attributed to increased participation and rink attendance.

ISI  
Flashback

OCTOBER  
1966

# Newsletter

**Ice Skating Institute of America**

VOL. 6 NO. 2

OCTOBER 1966

## NOW IS THE TIME

THIS FALL A RECORD NUMBER OF ICE RINKS HAVE ANNOUNCED THEIR INTENTIONS OF ADOPTING THE RECREATIONAL ICE SKATER TEST PROGRAM OF THE ICE SKATING INSTITUTE. THERE SEEMS LITTLE DOUBT THAT THE VOLUME OF BADGES DISTRIBUTED IN A SINGLE SEASON WILL AGAIN SET A NEW RECORD.

SOME ATTRIBUTE THE SURGE IN RECREATIONAL ICE SKATER PROGRAM PARTICIPATION TO THE EXPANSION OF THE PROGRAM BEYOND THE ALPHA-BETA-GAMMA LEVEL.

MANY RINKS HAVE THEIR OWN SYSTEMS FOR BASIC INSTRUCTION AND HAVE PREFERRED TO STAY WITH THE PROGRAMS THEY ARE FAMILIAR WITH. BUT SINCE NEW FIELDS OF INTEREST HAVE BEEN ADDED TO THE ISIA ICE SKATING PROGRAM, MANY RINK OPERATORS ARE FINDING THAT IT HAS MORE APPEAL THAN THEIR OWN SYSTEMS BECAUSE IT OFFERS SKATERS A GREATER CHALLENGE.

NOW SKATERS WHO HAVE ACQUIRED THE BASIC SKILLS CAN BRANCH OUT INTO AN EXPANDED FIELD OF VARIED INTERESTS. WHEN THE ISIA TEST PROGRAM HAS BEEN COMPLETED, SKATERS MAY PURSUE FREE STYLE. . . FIGURES. . . COUPLE SKATING. . . ICE DANCING. . . SPEED SKATING. . . OR HOCKEY.

AS THE ISIA PROGRAM TAKES HOLD, WITH MORE THAN 12,000 BADGES DISTRIBUTED SINCE JANUARY OF 1964, RINK MANAGERS ARE REPORTING THAT THIS NEW INTEREST IS STIMULATING RINK ATTENDANCE.

NOW IS THE TIME FOR RINK OPERATORS WHO HAVE NOT TAKEN ADVANTAGE OF THE ISIA TEST PROGRAM IN THE PAST TO INVESTIGATE - AND INSTALL - THE SYSTEM SPECIFICALLY DESIGNED FOR THOSE WHO SKATE FOR FUN.



# 2018 Ice Sports Industry Conference & Trade Show Washington D.C.

## Conference & Trade Show 2018

# FIRST-CLASS EDUCATION IN NATION'S CAPITAL

by Eileen Viglione

The ISI Conference & Trade Show headed to Washington, D.C., June 5-8, for the first time in its 59-year history. Attendees not only enjoyed participating in our professional development sessions but also exploring the magnificent sights and attractions that make our nation's capital truly captivating and unique.

ISI University (ISIU) students appreciated the revised course schedule, with classes beginning on Tuesday, allowing them to complete coursework prior to the conference opening. Also, Certified Skating Director Part 3 made its debut at this year's conference and 23 skating directors/coaches successfully completed the class. A special ISIU "mixer" held Tuesday evening proved to be a fun way to unwind, network and catch up with industry peers, colleagues and friends. (Please see "ISI University," page 20, for more information.)

Conference opened on Wednesday, with a wonderful luncheon and welcoming address by ISI Managing Director Liz Mangelsdorf. Industry

roundtables immediately followed and were well attended. Discussion topics included Arena Renovations, In-House Hockey Leagues, Creative Programming and more.

ISI's annual Awards Luncheon took place on Thursday (please see page 12 for related article), followed by our annual trade show, with cocktail reception. On Friday, "rink day," attendees headed to John Cabin Ice Rink in Rockville, Md., where they had the privilege of learning skating tips and techniques from choreographer and U.S. Figure Skating gold medalist Kelly Corcoran Smith; 2011 U.S. champion and professional skater Ryan Bradley; Oakton Ice Arena Skating Director David Santee, a two-time Olympian and World silver medalist; 2017 PSA Developmental Coach of the Year Alexei Kiliakov, a former professional skater and Russian champion; Gerry Lane and Debbie Lane, skating director and coach respectively at South Suburban Sports Center; and Schwan Super Rink Skating Director Jane Schaber. George Arnaoutis of Jet Ice, Robb Olexin of



This year's conference and trade show gift, a stainless-steel tumbler (sponsored by CIMCO Refrigeration Inc.), proved to be a big hit! Numerous attendees were spotted using it throughout the course of conference.

Becker Arena Products and Doug Peters of Zamboni led sessions for ice arena operators and managers.

### First-Hand Account

Here's what attendees had to say about their experience at the 2018 ISI Conference & Trade Show at the Hilton Alexandria Mark Center in Alexandria, Va., in the heart of the D.C. metro area:

### On the Instructors ...

**Kelly Corcoran Smith** did an excellent job involving the class in everything he did. • Loved the way **Tiesha DiMaggio** presented her topic. • **Alyssa Fort** was very comfortable presenting on *Cool Downs & Warm Ups for Skaters* and the last part of the class was interactive with the participants. We all came away with some great ideas. She easily fielded questions in addition to her presentation and knew her material. • **Jordan Mann** did an amazing job with his hockey presentation. • **David Santee** always does an incredible job with his presentations.

**Doug Peters** did an excellent presentation on *Ice Resurfacers Maintenance*. • **Art Sutherland, Rob McBride** and **Robb Olexin** did a great job presenting on *The Ice Below Us*. • **Bill Dobbs** was very knowledgeable and had a lot of new and fresh ideas. • I enjoyed **Bill Dobb's** presentation on *How to Motivate Your Part-time Staff*. • **Rob McBride** always stands out. He is a rink intellect and has a ton of knowledge. He also pushes people to know what he knows. >>>



Advertising/Trade Show Director **Carol Jackson** assisting an attendee prior to the conference opening.

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» **Gerry Lane** was excellent. He presented his material matter-of-factly and was very knowledgeable about the topics. He answered some tough questions with positive solutions. • **Jamie Baringer** did a great job keeping her session moving and engaging. • **Lee Rosebush**, the *Contract Administration* speaker, was really good, entertaining and extremely knowledgeable. I took a lot away from the presentation. • **Jeff Anderson** and **Kim Hansen** did a great job presenting on *Tips and Tricks of the Edge Competition Software*.

I thought **Ryan Bradley** and **David Santee** did a great job with the on-ice presentation. • I truly enjoyed **David Santee's** presentations. He was energetic and taught a lot of valuable information. • I thought **Lisa Fedick's** session on *The Business of Coaching* and **Tiesha DiMaggio's** session on *Personal Branding* were both very well prepared and had a lot of great information. • **Lisa Fedick's** and **Paige Scott's** *Program Creation Lab* was a ton of fun while providing us with real-world experience — super helpful! • **Art Sutherland** was knowledgeable and communicates well at his audience's level. • **Rob McBride** is the smartest guy in the industry! • All of the presenters were knowledgeable and gave great presentations. • **Paige Scott** is always entertaining and upbeat. • As always, **Art Sutherland** and **Rob McBride** were outstanding. • **Paige Scott's** session on *Production & Theater on Ice Programs* was really good — I wish it had been longer! • **Paige Scott** teaches with fun and excitement and makes sure we are all engaged.

**On the Sessions ...**

**How to Develop Effective Ice Monitor Training** by Kevin McCormack was most valuable, because I need some additional policies put in place for my rink and came away with some good info that I can immediately use • **Skating director** specific sessions were most valuable for me. • I liked the **How to Motivate Your Part-time Staff** by Bill Dobbs. It will come in handy! • **On-ice presentations** on Friday were invaluable. I enjoyed learning how other coaches present material to

students and also watching skaters demonstrating the elements and discussing them. Kelly Corcoran Smith did another fabulous job of involving on-ice coaches in everything he did. • The **skating director** course as well as **off-ice choreography** were most valuable.

**Changing Perception of the Ice Arena Industry** with Rob McBride, Lisa Fedick and Liz Mangelsdorf was outstanding! • **Legal Discussion — Employee vs Independent Contractor** by Lee Rosebush stood out to me as valuable • I felt the **on-ice presentations** helped me refresh style and learn different approaches and techniques to pass along to our skaters. • **Accidents Happen: Learn What You Need to Know to Successfully Navigate the Litigation Process** (CAE class) with Corey Cash was outstanding, informative and timely. • **Ice Maintenance Tips and Tricks** by Ed Peduto was excellent • **Risk Management** — several things were brought to light that I had not thought about the implications. • **Dry Floor/Specialty Events** (CAP class) by Paige Scott; in my current position, I am tasked with making sure our dry floor events run smoothly in the off season. This portion of the class helped me network and find more ideas to incorporate into our off-season programming.

I enjoyed Jamie Baringer's class on **Emergency Preparedness** — super great and extremely valuable • **Tips and Tricks of the Edge Competition Software**: I learned several new tricks about the Edge software that will help me in scheduling competitions in the future. • **Importance of Building a Team in Your Facility** — Bill Dobbs had a lot of great suggestions on how to create employee connections and loyalty as well as getting figure skating and hockey groups to work together. • I enjoyed the **ISI Dance Steps** session by Alexi Killakov and Gerry Lane. • **Accidents Happen: Learn What You Need to Know to Successfully Navigate the Litigation Process** (CAE class) was very informative. It helped me understand the process of what could happen if we didn't do things the way the industry standard is set.

Hope to see you at the  
2019 ISI Conference & Trade Show, June 4-7.  
In honor of our 60<sup>th</sup> anniversary,  
we're headed back to Chicago, the birthplace of ISI!

**POSITIVE VIBE**

*"I think the vibe this year was very positive. All the little details were impressive this year. The organization of the conference was one of the best I have been to. There was great communication and all of the staff were able to answer questions. The little gifts and things were a nice touch and well done. I also liked having some free time to explore and network with fellow conference attendees. Thank you to everyone in the office for all of your hard work on the conference and ISI Conference Championships. You all worked tirelessly and with smiles on your faces. Your passion and enthusiasm for the ISI and the ice industry shows, and we appreciate all that you have done and continue to do."*

ISI Treasurer Kevin McCormack,  
vice president of arena operations,  
Floyd Hall Arena and Danbury Ice Arena

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THIS YEAR'S SPONSORS**

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# 2018 ISI ANNUAL AWARDS CEREMONY & LUNCHEON

Photos by Robert Bowen

The following awards recipients were honored at our annual awards ceremony and luncheon on June 6 at the ISI Conference & Trade Show:

## JIM HARTNETT

### Lifetime Achievement Award



Former ISI President Jim Hartnett received the ISI Lifetime Achievement Award in recognition of his efforts in the advancement of the ISI and the ice arena industry. His involvement with ISI began in the 1970s when he served as the builder/supplier representative to the ISI board of directors. He became ISI treasurer in 1997 before taking on the role of ISI president from 2006-13. As president, he guided ISI through some of the most difficult and challenging times as an organization. Always pushing the organization to change and adapt to the times, one of his frequent admonitions was: "We are steeped in tradition, but we can't be mired in it."

A rink refrigeration specialist, Jim served as a principal marketing and business development executive for the industry's largest ice rink refrigeration system manufacturers, including CIMCO and Ice Pro/CW Davis, and launched EIS Rinks LLC in 2007.



ISI 2<sup>nd</sup> Vice President Lisa Fedick, ISI President Rob McBride and ISI 1<sup>st</sup> Vice President Janice Teodoro-Forbes accept the Lifetime Achievement Award on behalf of Jim Hartnett, who could not attend conference for the first time in decades.

## BOB SKRAK

### Hall of Fame Award



ISI inducted the late Bob (Robert) Skrak into the ISI Hall of Fame for his unmistakable and lasting contributions to the ice sports industry. Bob was a charter member of the ISI and began using the ISI learn-to-skate program as soon as it was launched. His career and contributions to our industry spanned six decades. He

was the face of Eastbay Iceland for 35 years, in his role as general manager, overseeing the Iceland arenas in Berkeley, Belmont and Dublin, Calif. He and his wife, Joyce, toured the country skating in Ice Cycles (now known as Ice Capades). While touring, he worked closely with Frank J. Zamboni on modifications and improvements to later model Zambonis.

## KEVIN MCCORMACK

### Arthur Goodfellow Award



An unsung hero and staple of the ISI organization, Kevin McCormack was the recipient of the 2018 ISI Arthur Goodfellow Award for his behind-the-scenes work that has contributed to the growth and development of the ISI and the ice arena industry. Kevin, vice president of arena operations for Floyd Hall Arena in New Jersey and Danbury Ice Arena in Connecticut, has an extensive knowledge of our industry and is always willing to share it. Always doing what is needed, whether it be stepping up to volunteer or buying in on a concept and executing it successfully to the benefit of ISI and the industry overall, Kevin's quiet and encouraging demeanor has earned him the respect of his peers. He has served as treasurer on the ISI board of directors since 2014.

## CHRISTINE PEARCE

### Benton Wilcoxon Award



Instrumental in molding and developing The Ice Skating Center at Galleria Dallas since its opening in the late 1980s, manager Chris Pearson was honored with ISI's Benton Wilcoxon Award for her excellence in management, programming and operation of a facility. She has served as the rink's school director and operations manager. Her leadership philosophy is one based on effective communication, integrity, an infectious work ethic, fairness, ingenuity, innovation and professionalism, as noted by employees.

## GEORGE BRUMPTON

### Frank J. Zamboni Award



George Brumpton, known as the "original blade man," was recognized with the Frank J. Zamboni Award for his influence on the many new technologies and manufacturing processes seen in blades today and over the past decades. He was instrumental in bringing lightweight carbon



materials into blades such as the Revolution range for John Wilson and MK. The Parabolic design was also the result of collaboration with Sheffield Universities and innovative companies that he headed up. The lightweight, aluminum products available today started life under the same research program. The high-quality products supplied by HD Sports in Sheffield, England, owe much to manufacturing techniques introduced by George, who served the company in various roles for more than 30 years.

**DONNARAE TULSKY**

**Erika Amundsen Award**



Vacaville Ice Sports Skating Director Donnaræe Tulskey received the Erika Amundsen Award for her contributions as a “tireless ambassador” of the ISI. She is a gold, synchro and group-certified judge; attends the ISI conferences; lectures at local seminars; and models the “can-do” attitude not only to her students but also to all those who enter her rink. She has been the heart of the Vacaville Ice Sports’ skating program since the building opened in 1999.

**CINDY SOLBERG**

**International Merit Award**



ISI honored Team Alaska Skating School Coach Cindy Solberg with the International Merit Award in recognition of her international support of the ISI and its purposes. She has participated as a coach, judge, referee and instructor seminar presenter at

ISI international competitions for many years, most recently at Skate Asia. Her warm personality and exceptional knowledge of figure skating have made her a valuable asset for spreading ISI philosophy throughout the world. She serves as vice chair of the ISI Judge Certification Committee and is the District 16 representative to the ISI board of directors.

**TIESHA DIMAGGIO**

**National Merit Award**



Tiesha DiMaggio, general manager and program director of RoseGarden Ice Arena in Norwich, Conn., received a National Merit Award in recognition of her support of the ISI and its purposes. Always willing to help, she has been a frequent presenter at local, regional and national conferences on topics ranging from music editing to social media. As a member of the ISI University (ISIU) faculty staff, she has written several classes on electronic marketing. She also serves as the District 3 representative to the ISI board of directors.

**B-J SHUE CHAPMAN**

**National Merit Award**



B-j Shue Chapman, skating director at RDV Sportsplex Ice Den in Orlando, Fla., was honored with a National Merit Award for her tireless devotion to the ISI. She has enthusiastically hosted local, district and national competitions over the past 20 years and is often seen with her son, Timmy, spreading their infectious love of

ISI skating as they travel across the country to both ISI and U.S. Figure Skating events. She works hard to introduce skaters of all levels to the inclusiveness of ISI competitions, where she is always willing to participate on a judging panel.

**ROBB OLEXIN**

**National Merit Award**



Robb Olexin, senior sales consultant for new project development at Becker Arena Products, received a National Merit Award for graciously giving of his time and expertise to assist ISI in its mission to provide the highest quality of education to our industry members. He has instructed at ISI conferences and seminars throughout the country and has written several informative articles for *ISI EDGE* trade magazine. He is one of the ISI University’s most popular instructors, as he shares his vast knowledge with the wit and delivery of a stand-up comic.

**JACQUI PALMORE**

**Woman of the Year**



Jacqui Palmore, skating director at Lakewood ICE in Lakewood, Calif., was recognized as ISI Woman of the Year for being a strong advocate of ISI programs and events. Whether hosting an ISI national competition or district seminar, she is always helpful with her “can-do” attitude. She has been an ISI Professional member for more than 25 years.

**DAVID SANTEE**

**Man of the Year**



The consummate ambassador for ISI, David Santee, a full-time coach and program director at Oakton Ice Arena in Park Ridge, Ill., was proclaimed ISI Man of the Year. The two-time Olympian and 1981 World silver medalist represents the ISI values and mission to other skating organizations and travels the country to help ISI coaches improve their training techniques. He works tirelessly to give back to the industry that he loves, consistently presenting at ISI conferences and district seminars.

**ACCENT REFRIGERATION/  
ART SUTHERLAND**

**Albert E. Tyldesley  
Excellence in Safety Award**



Art Sutherland, founder and president of Accent Refrigeration Systems in Victoria, British Columbia, was honored with the Albert E. Tyldesley Excellence in Safety Award for improving not only the design and efficiency of the ice rink refrigeration system but also its safety for arena employees and patrons. He has presented to many industry organizations on both refrigeration and refrigeration safety practices, playing a pivotal role in educating arena operators to be more conscious of safety and raising awareness of the potential to reduce the refrigerant charge of ice rink systems to mitigate potential disasters.



**DISTRICT MERIT AWARDS**



From left, Tamara Smulsen, Mary Sullivan and Deborah Davis.

- District 1 ..... Mary Sullivan
- District 3 ..... Dannon Haliskoe
- District 6 ..... Jackie White
- District 8 ..... Barb Drake
- District 9 ..... Niki Hrebec
- District 10 ..... Icettes District 196
- District 11 ..... Lisa Cushley
- District 12 ..... Jessica Williams
- District 14 ..... Deborah Davis
- District 15 ..... Tamara Smulsen
- District 16 ..... Glynnie Tjomsland\*
- District 18 ..... Nadine Pearen

\*Posthumously

**SPECIAL ADMINISTRATION MEMBERSHIP AWARDS**

(In recognition of ISI membership service milestones)

**30-YEAR**

**Yonkers Figure Skating Club, Yonkers, N.Y.  
Burich Arena, Hutchinson, Minn.**

**40-YEAR**

**Ben Boeke Ice Arena, Anchorage, Alaska**

**50-YEAR**

**Kirk S. Nevin Arena, Greensburg, Pa.  
Inwood Ice Arena, Joliet, Ill.  
Lloyd Center Ice Rink, Portland, Ore.  
Pickwick Ice, Burbank, Calif.  
South Suburban Ice Arena, Centennial, Colo.  
Winter Lodge, Palo Alto, Calif.  
McFetridge Sports Center, Chicago, Ill.**



From left, General Manager Bill Dobbs, Skating Director Gerry Lane and Skating Coach Debbie Lane accept the 50-year service recognition plaque for South Suburban Ice Arena, and Donald Baldwin, manager, accepts a 50-year service award on behalf of Lloyd Center Ice Rink.

**OUTSTANDING FACILITY AWARD**

**YERBA BUENA ICE SKATING CENTER  
Individual Skater Memberships**



Robyn Marlinski accepts the award on behalf of Yerba Buena Skating Center.

**CITY OF BOWIE ICE ARENA  
ISI National Event Participation**



From left, ISI Skating Programs & National Events Director Kim Hansen poses with City of Bowie Ice Arena staff Rorie Tressel, Rebecca Lynn Robertson, Christine Wilson Brinton and Jennifer Seekford.



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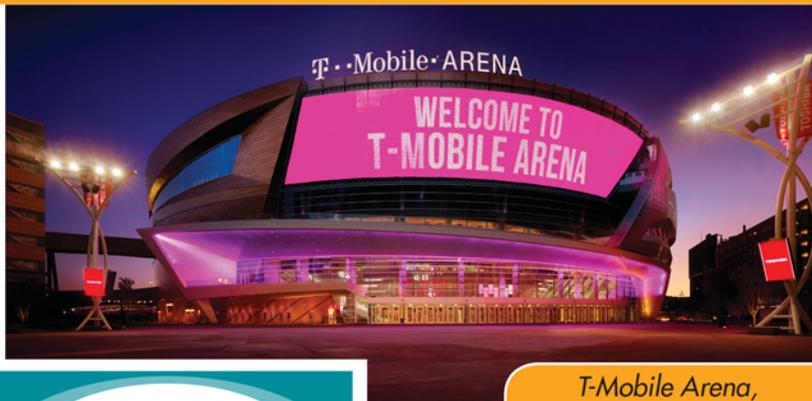
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# 2018 CONFERENCE & TRADE SHOW

Photos by Eileen Viglione



2018  Ice Sports Industry  
Conference & Trade Show  
Washington D.C.



# 2018 CONFERENCE & TRADE SHOW

Photos by Eileen Viglione



2018  **Ice Sports Industry**  
 Conference & Trade Show  
 Washington D.C.





## FULL STEAM AHEAD!

**It was full steam ahead for ISI University (ISIU) at the 2018 ISI Conference & Trade Show in June, where 80-plus students successfully completed classroom instruction and final exams. This year's program introduced a revised session schedule, enabling students to complete coursework prior to the conference opening, and Part 3 of the Certified Skating Director curriculum.**

### NUMBER OF ISIU GRADS:

14 students achieved full certification in a specific program area with completion of their third and final module of courses.

### NUMBER OF ATTENDEES EARNING CERTIFICATES:

- 12 - Certificate of Arena Management (CAM), Part 1
- 16 - Certificate of Programming (CAP), Part 2
- 15 - Certificate of Arena Operator (CAO), Part 2
- 23 - Certificate of Skating Director (CSD), Part 3

### STAR STUDENTS

- 18 students received perfect scores on their final exams  
*(Names denoted by an asterisk in photo captions, pages 20-21.)*

**For more information on ISIU, please contact Lisa Fedick at [LAFedick@gmail.com](mailto:LAFedick@gmail.com) and visit [skateisi.org](http://skateisi.org).**

## ISIU GRADUATES



After successful completion of coursework at conference, the following 14 industry professionals achieved full certification in a specific curriculum track: Certified Skating Director (CSD), Certified Arena Programmer (CAP) and/or Certified Arena Manager (CAM). Designations are noted following each name.

Bottom row, from left: Vickie Tassone, CSD; Eileen Mantell, CSD; Yulia Borissova, CSD; Kamela Sheridan, CAP; Amy Flater, CSD; Sheree Hugli, CSD

Back row, from left: Madalyn McEwen, CSD; Christine Wilson Brinton, CSD; Jason LaBossiere, CAM; John Flater, CAP; Nathan Grundhofer, CAP; James Uhls, CAO; Barb Yackel, CSD; Jane Schaber, CSD.

## ISIU CERTIFICATES



### CERTIFICATE OF MANAGEMENT (CAM) 1

Each of the following individuals received a Certificate of Arena Management, Part 1:

From left, front row: Jennifer Rubin, Janice Teodoro-Forbes, Suzanne Gonick, Wendy Donley, Aidan Galasso\* and Kevin Sidwell.

Back row: Steve Pereira, Chris Myers, Mark Stansfield, Jason LaBossiere and John Smith. Missing from photo: Alek Rozrich.



### CERTIFICATE OF ARENA OPERATIONS (CAO) 2

Each of the following individuals received a Certificate of Arena Operations, Part 2:

From left, front row: Max Wood, Brett Smith, James Uhls, Sebastien Geerens, Jamie Furtado and Phil Broskin.

Back row: Rick O'Neil, Alex Paouncic, Joe Martin, Louie Malera, Lisa Mansfield, Michael McPhillips, Tony Uva and Geoffrey Grayson. Missing from photo: Eric Majors



### CERTIFICATE OF ARENA PROGRAMMING (CAP) 2

Each of the following individuals received a Certificate of Arena Programming, Part 2:

From left, front row: Gigi Kerrigan, Kristen Johah, Mike Flaherty, Alexis Cunningham-Capouellez, Zach Chamberlain and Adam Busalacchi.

Back row: Kamela Sheridan, TJ Swiderski, Sara Robb, Mary Polleys, Glyn Jones, Nick Raymond, Nathan Grundhofer, Michael Ford, Kyle Correira\* and Mark Squillacioti.



### CERTIFIED SKATING DIRECTOR (CSD) 3

Each of the following individuals received certification in Skating Director, Part 3:

From left, front row: Rorie Tressel, Madalyn McEwen, Brenda Hicks, Amy Flater, Natasha Bowers, Yulia Borissova, Rachel Bailey, Alane Swiderski\* and Eileen Mantell.

Back row: Mandy Whitacre, Barb Yackel, Connie Turner, Vickie Tassone, Donna Rozon, Robyn Marlinski, Dawn DiMinico, Sarah Devereaux-McCormick, Sara Cote, Jennifer Cashen, Jane Schaber, Lauri Varvais, Christine Wilson Brinton\* and Sheree Hugli.

\*Indicates perfect final exam score





## NATIONAL INSTRUCTOR TRAINING (TOTS – FS 5)

Sarah Devereaux-McCormick  
Lindsay George  
Alyson Hansen  
Dorsey Lachner  
Allison Martorelli  
Madalyn McEwen  
Kelda Nolen  
Jennifer Rubin  
Rebecca Saros  
Jennifer Seekford  
Megan Sudsina  
Rorie Tressel  
Connie Turner

## ICE INSTALLATION & MAINTENANCE CERTIFICATION

Robyn Bentley-Graham  
Samantha Bentley  
Adam Busalacchi  
Michael Ford  
Aidan Galasso  
Sebastien Geerens  
Jason LaBossiere  
Anthony Maiden  
Eric Majors  
Joe Martin  
Michael McPhillips  
Alex Paouncic  
Kevin Sidwell  
Nick Raymond

## CERTIFIED ARENA EXECUTIVE COURSE

**The following individuals obtained Continuing Education Unit (CEU) credits for their participation in “Accidents Happen!,” a class led by Corey Cash of Safehold Special Risk.**

Mary Anderson  
Don Baldwin  
Jamie Baringer  
John Carroll  
Kyle Correia  
John Flater  
Sean Flynn  
EJ Gottwald  
Trevor Josti

Jim Kelley  
Gigi Kerrigan  
Jordan Mann  
Kevin McCormack  
Michael McPhillips  
Jillian Piccuito  
Donna Rozon  
Paige Scott  
Alane Swiderski



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# MOTIVATING EMPLOYEES IS AS EASY AS GO FISH!



by Bill Dobbs

**A**S MANAGERS, WE set the tone in our facilities. If we are uptight, then our staffs will be uptight. Likewise, if we are customer-focused, then our staffs will also be customer-focused.

We must start each day fresh, with a positive attitude. I like to think of the “FISH!” philosophy and try to model it to my staff.

“FISH!” is a *Wall Street Journal* best seller, written by Stephen C. Lundin, Harry Paul and John Christiansen.

The story’s setting is the Pike Place Fish Market in Seattle, where employees choose to bring energy and passion to their jobs on a daily basis.

The book’s theme, “work made fun gets done,” encompasses four key concepts:

- Play
- Choose your attitude
- Make someone’s day
- Be present

With your attitude setting the tone, strive to create a culture that employees

and customers want to be a part of. The way I build relationships is by getting to know my staff. You can do this, too. Discover what your employees enjoy outside of work. Also, encourage them to set professional goals and help them when you can. To build trust, make each employee feel as if he or she is important to you and the arena.

Set up an annual meeting with part-time employees (twice yearly with full-time staff) and ask them the following questions:

- Do you enjoy your job?
- Is your job fun?
- What do you like and dislike about your role?
- What can I do to make your job fun or to improve your work environment?
- Do you like who you work with, and do you like your supervisor?
- What motivates you?
- Do you have any ideas on how to improve the business?

Successful meetings should last approximately 10 minutes, with cell phones and computers turned off. Employees need to sense your full attention. Thank them for their time and let them know how important you think

their positions are to your facility. (This would be a great time to implement a fist bump or a high five.) Earning trust and making employees feel good will result in loyal employees that will in turn create loyal customers. Be sure to always use your fist bump or high five when you see them in the field working.

It is important that you hear your staff and try to implement a few of their ideas. When they feel like they were heard, they will work even harder for you. Many great ideas come from these one-on-one meetings.

Share your findings with your full-time supervisors and make sure to include them in your decision-making processes so they feel empowered. They need to understand that you’re interested in helping them succeed, rather than feel threatened that you are speaking to part-time workers whom they supervise. Honest and open communication between *all* employees is crucial.

*At the end of the day, employees want to feel appreciated, empowered, trusted and challenged.*

During an employee interview, I discovered that staff was frustrated when they had to find a supervisor to help a guest with an immediate issue. I was able to empower them with the word, "YES!" If a popcorn or drink has been spilled, they can replace it for the guest. They can also replace lost video game tokens. I encourage them to help customers. Most recently, I have seen my staff walk customers to their destination and not just point them in a general direction. It seems that I have created competition on who can give the best service — building loyal customers!

### EMPLOYEE RECOGNITION

How about starting an employee rewards program for your part-time staff? You can give rewards points for creative ideas for either profit building or customer service suggestions. Points can also be given for great service, perfect attendance, upselling customers and even for taking on a sick co-worker's shift.

Prizes don't have to be expensive. Everyone loves free stuff! How many pens did you grab at the ISI trade show that you'll never use? Other gift ideas to consider:

- New staff shirt
- Special nametag
- Company logo attire (hat, beanie, shirt, sweatshirt, etc.)
- Backpack
- Mug
- Special lanyard
- Gift cards, movie tickets or bowling passes
- Employee-of-the-month badge
- Employee-of-the-month plaque

You must get your staff, from the top down, to embrace the employee recognition program. Be sure to run it only during your facility's peak times. Other ideas to consider: Staff is encouraged to

nominate peers for rewards points and a supervisor must approve the nomination. Points are awarded to staff going above and beyond their scope of work, and badges expire after a certain timeframe.

At the end of the day, employees want to feel appreciated, empowered, trusted and challenged.



**Bill Dobbs, general manager of South Suburban Family Sports Center in Centennial, Colo., presented on "How to Motivate Your Part-Time Staff" at the ISI Conference & Trade Show in June. A founding member of the Rocky Mountain Rink Association, he began working in the ice business in 1990 and has 23-plus years' experience in arena operations.**

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# Top 10 Tips for Great Ice

by Dave Loverock

**1** Appearance is one of the major factors that skaters use to judge ice quality. It is important to make it look great. Set aside the proper amount of time to install your ice sheet. Most arenas should look at about three days to seal the floor, apply the white and build 1 1/2 inches of quality ice. Never rush the job; take your time and do it right. Use quality products; never use inferior products because you will have to look at it all year long.

**2** Adjust your ice surface temperature (air ice interface) to match your programming. A quick review of your weekly programs can be compared to the type of skating with the surface temperature. A good example of this is to raise your surface temperature to 26 degrees Fahrenheit after your last hockey program in the evening. With a figure skating schedule or a Mom-and-Tots skate, these higher temperatures can be maintained throughout the following morning. Not only will you have great ice, but the physical plant isn't working as hard and you're saving money.

**3** Always have the right tools for the right job. It goes without saying that if you don't have the tools you can't do the work. Every arena should have a list of the tools required. Start a list of all the equipment you need to put your

ice in and another for your ice maintenance needs. Some of these will overlap, but the combined lists should include all the necessary ice-making tools. Here is a list of the basic requirements:

- Ice scrapers
- Chopper
- Squeegees
- 9-inch shovel
- Scoop shovel
- Push shovel
- 3/4-inch hose (250 ft.)
- Nozzles
- Edger
- Ice resurfacer
- Personal protective equipment (i.e., grip shoes, steel-toed shoes, helmet, ear plugs, etc.)

**4** Maintaining an appropriate ice thickness and recording information in the logs is a necessity that should not be overlooked. With a recommended minimum thickness

at 1 1/2 inches, one has to look no further than the first lawsuit to understand the importance. An ice resurfer will cut off more than it will put down and in one weekend of heavy programming, a poorly trained driver can easily remove a goal crease or in-ice logo. Weekly or even biweekly ice thickness checks are recommended to hold a common thickness, thereby producing even heat transfer and consistent ice quality while saving energy dollars.

**5** A basic understanding of latent heat — including how it affects your ice quality and cost of operation — is vital. Latent heat, water vapor or relative humidity — whatever you want to call it — inside an arena is a major issue for the ice maker. Geographical location makes a big difference on your dehumidification needs. Moisture-laden air in Florida and the dry arid air of Arizona illustrate the need for a difference in ice practices. The numbers vary per location but the important number is the one inside your arena. Cold and dry is far better than cold and damp. There is nothing more uncomfortable than spending a couple of hours in a cold, damp arena. The dampness seems to creep right into your bones and does not leave until you do. Our objective is not to drive customers out of the arena to a better climate; it's to keep them in the building spending their money. A rule of thumb will put your relative humidity around 40 percent at 60 degrees Fahrenheit. The bigger problem these days is black mold, which is indicative of absence of dehumidification or proper air handling.

**6** Service of your arena equipment is an integral party of ice quality. The ice resurfer is your most important tool. While the majority of facilities have an effectively scheduled maintenance program, it has come to my attention while visiting some arenas that this is an area that needs to be addressed. It is the one thing that you cannot operate an arena without, so please keep it in tip-top shape. Please maintain all your ice-making equipment in pristine working order. Show you care.

**7** This tip covers training and education. Competent ice makers and/or drivers are key. They are the people who make the decisions that will dictate the quality of your ice. After a small open skating session, they might choose to do a light scrape, pick up the loose snow, then do a light 45-gallon flood. They are the ones who patch the holes after the figure skaters, then do a wash water and a light flood. Things change, methods change and tools change, so it is imperative we keep these employees up to date on what's new and the direction of the industry. It is a small price to pay. Ignorance can be expensive.

**8** Water quality will dictate the quality of your ice. High mineral content in water will retard the freezing rate of water. Some regions in the continental United States have good water for ice making, but other areas provide questionable water at best. Hardness of water is measured in parts per million or grains. As you increase the amount of mineral content, you degrade the quality of ice and its clarity. It is important to review what is in your water for making ice.

**9** Set aside time to do ice maintenance. Although some people think ice maintenance is the 10-minute resurfacing, they are wrong. The amount of programming and the quality of the drivers will dictate the amount of time to be spent on ice maintenance. It really doesn't take long for one poorly trained driver to "fish bowl" the sheet of ice. A trained operator with the proper tools can clean up the perimeter, level out the sheet and bring it back to its pristine appearance within a few hours. Set aside the time.

**10** One thing that is often overlooked with regard to great ice is communication. From the owner to the cleanup crew, everyone should be kept in the loop. Once, I was in an arena that was having issues with dehumidification. After a short investigation, it was found that employees were using the rear of the arena as a smoking area. No problem there. But the back door was being left open and causing condensation problems in the rink. One hand should know what the other one is doing. Communication is the key to successful ice making.



**Dave Loverock is vice president of Jet Ice Limited. Founded in 1979, Jet Ice is located in Newmarket, Ontario and Emerald Park, Saskatchewan and offers a complete range of products and services for the ice-making industry.**

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## Off to a Good End How Back Chaining Can Improve Performance

by Lynn Loar, Ph.D., LCSW

**W**E HAVE ALL watched talented skaters with countless hours of training behind them get rattled after they have fallen on the first or second jump in their programs. Occasionally, the fall really hurt and that compromised the remainder of the skater's performance.

Far more often though, the skater was overwhelmed by the consequences of the missed jump — a place on the podium perhaps — and could not focus

on the rest of the performance effectively enough to salvage the remaining 75 to 90 percent of the program. Where did all the disciplined preparation go? Why, when skaters fall routinely in practice, is the fall on a jump the skater has fallen on often so disconcerting that recovery is not possible? Sure, there is despair at the lost opportunity for stellar scores — but only one point is deducted for the fall, and the skaters know this. There is

immediate deflation that saps energy and enthusiasm, and a temporary unsteadiness that follows a bad fall. But there is something else at work here, namely a flaw in training, and happily a flaw that coaches can readily correct. This technique will not prevent the first fall but will definitely help the skater regroup quickly and deliver an otherwise reliable and polished performance.

### WHAT GOES WRONG: FORWARD CHAINING

When we listen to music, watch a movie or attend a play, we start at the beginning and go to the end. That's fine for the listener and the observer, but not for the performer. The performance is linear,

*With back-chained programs, skaters go from weakness to strength, to the always completed ending. Their attention span and stamina have been trained to the duration of the full program.*

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PROFESSIONAL SKATERS ASSOCIATION

going from beginning to end, but the preparation should be backwards, that is back chained. Think about people singing the first stanza of a song and the choral refrain with gusto, getting very shaky on the second verse, with words they barely and inaccurately remember, and returning enthusiastically (and with relief) to the refrain, because they know they can finish it correctly.

It's that confidence in finishing well despite a bumpy start that a lot of skaters are missing. Many skating coaches actually, if unwittingly, contribute to this problem by forward chaining when they teach programs. The student starts at the beginning and skates until a mistake is made. The coach stops the music, talks

about the mistake and perhaps has the skater practice the erroneous move, then starts the music at the beginning again. The coach facilitates practicing from the beginning to the rough spot and then stopping, despite goals of having the skater complete a flawless program. With forward chaining, the performer goes from the very familiar and well-practiced beginning to the increasingly unfamiliar and undertrained territory, which is unavoidably stressful due to the length of the program. Skating from familiar and well-trained openings, then falling en route to the less well-trained middle portion of the program is a prescription for ending badly as fatigue and errors combine with the uncertainty of the under-practiced ending.



Marisol and Dashiell Meier



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## » HOW TO FIX IT: BACK CHAINING

Here is an example of a gifted piano teacher preparing a 10-year-old student for his first piano recital:

The teacher said to the student: “You are probably going to play very well, so there will be applause when you finish. It is gracious for the performer to bow to the audience during the applause. Let’s pick where you will stand when the applause starts and practice the bow.”

The boy went to the center of the stage, selected his spot and bowed awkwardly. The teacher and boy discussed the placement of his arms for the bow, and the boy practiced the bow a few more times until he was satisfied.

Next, the teacher said: “You will probably be sitting at the piano when the applause starts, so you will have to walk to your spot to bow to the audience.”

So, they went to the piano, the boy turned to face the auditorium, walked assuredly to his spot and bowed without the awkwardness of his first few tries.

Then, the teacher back chained another link by having the boy sit on the piano bench and play the last note of the piece, get up, walk to center stage and bow. The next link was playing the last musical phrase of the piece and continuing through the bow. The teacher had the boy practice adding the penultimate phrase, then additional phrases each time and continuing through the by-now-very-familiar ending through the bow.

The boy’s steadiness increased with each trek from the piano bench to his spot. They back chained the entire piece, one phrase or two at a time (so the music makes sense), and the boy’s confidence increased as the piece he played got longer. His confidence built as he continued to the most familiar and most practiced ending, filled with the certainty that his playing of the final note would be met with applause. If he missed a note or two along the way, that might annoy him, but it would not change his sure handedness toward the end of the piece or his composure as he approached the final note.

The brilliance of the teacher’s lesson was adding a few steps beyond the conclusion of the piece to the end of the chain, the walk and bow to applause — easy steps that reinforced the student’s expectations of success. That addition shifted the halfway point into the second half of the piece and imbued the performer with a sense of increasing success as he approached the ending.

## HOW TO TEACH A BACK-CHAINED SKATING PROGRAM

First, ask your student to play the music a number of times to become familiar with it. On the ice, start the music at the beginning and skate around with your student moving with the rhythm of the music. Point out a couple of key things — a fast part for footwork, a drum beat for a jump landing and the like. End up where the skater will finish the program as the music draws to its conclusion. Play the last note again. Teach the student the final pose that accompanies the last note. Repeat this a couple of times — the student should add a bit of aplomb to show mastery. Then teach the final spin and its entrance (or however else the program ends) and have the skater do that and the final pose. Back chain a segment at a time, perhaps over three lessons if the program has a typical ABA (fast, slow, fast) form.

Your student may or may not miss the most difficult moves at the beginning of the program but will surely concentrate and perform confidently throughout the remainder of the program. Finishing successfully builds confidence and counterbalances the disappointment of a missed opening move. The skater’s mindset will match the mathematical realities, a point or two lost along the way of a respectable performance.

## WHY BACK CHAINING IS SO EFFECTIVE

Forward chaining focuses on the first steps, where choreographers put the hardest moves, the ones the skater is most likely to miss. This means that forward-chaining programs concentrate on errors rather than on success, and thus do not develop confidence. Because of the



Amelia Liston

tendency in forward-chained programs for the skater to stop after a major error, forward chaining also does not build stamina or concentration. Finishing well is a rarity, so confidence is compromised by anxiety as the skater approaches an undertrained ending.

With back-chained programs, skaters go from weakness to strength, to the always completed ending. Their attention span and stamina have been trained to the duration of the full program. This impetus to end well carries the skater past an opening error — the skater loses one point for the fall — unfortunate but not the end of the world. The fall is not catastrophic, because the rest of the program is not compromised as a result of the one-point fall. Instead, the skater puts the error in perspective and continues through the program to its well-rehearsed ending note and concomitant applause.



**An ISI member since 1985, Lynn Loar is a skating instructor at Winter Lodge in Palo Alto, Calif. She teaches beginning through advanced-level skills**

**to skaters of all ages and abilities, as recreation, recreational therapy and as part of physical and occupational therapy treatment plans. She is the president of the Pryor Foundation, a multidisciplinary research and educational group devoted to developing and disseminating innovative applications of techniques to change behaviors exclusively through positive reinforcement. Visit [thepryorfoundation.org](http://thepryorfoundation.org) for more information.**

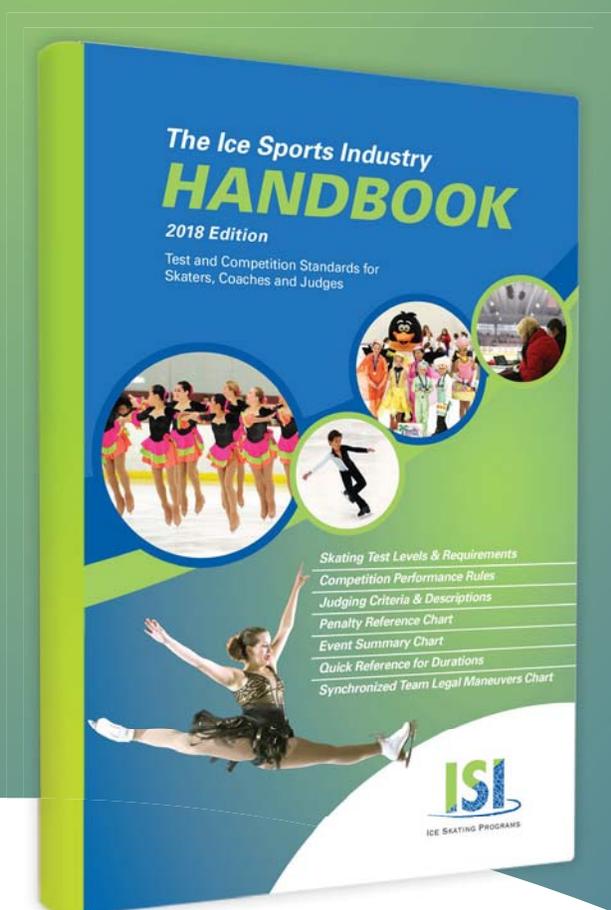
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# ISI JUDGE CERTIFICATION TESTS

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



Samantha Bentley  
Gina Bianco  
Kristin Curran  
Meredith Eisen  
Christine Groleau  
Sarah Kiel  
Shealene Nelson  
Meghan Perrone  
Alyssa Phillips  
Jennifer Piacquadio

Stacey Tiggard  
Rebecca Saros



Carissa Anderson  
Gina Bianco  
Kathleen Brown  
Kristin Curran  
Danielle David  
Meredith Eisen  
Sarah Kiel  
Amanda Kirshkaln

Shealene Nelson  
Alyssa Phillips  
Jennifer Piacquadio

Rachel Ricca  
Laura Seal  
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Kerry Bodenheimer  
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Pamela Foster  
Amanda Whitacre

## Step Right Up & Join the Fun at ISI Synchronized Championships

April 12-14  
Doug Woog Arena  
So. St. Paul, MN  
Entry Deadline: Feb. 1  
[skateisi.org](http://skateisi.org)



MinneShowdown - April 13  
Entry Deadline: Feb. 1



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ICE SKATING PROGRAMS

# DISTRICT UPDATES

## ISI DISTRICT 1

(CONNECTICUT, MASSACHUSETTS, MAINE, NEW HAMPSHIRE, RHODE ISLAND, VERMONT)

by *Alane Swiderski, District Director*



Greetings from District 1! We continued our District 1 seminar series this year with our annual awards luncheon, seminar and judges workshop, which took place on Jan. 15. With approximately 40 people in attendance, we recognized the following professionals who were nominated by their peers for their outstanding contributions to our district:

- Janet Donahue, Winterland Skating School - 2017 Love of the Sport Award
- Paula Dumart, FMC Navin Arena - 2017 Sky Full of Starts Coach Award
- Ginger Crisp, Winterland Skating School - 2017 District 1 Coach of the Year
- Mary Sullivan, Winterland Skating School - 2017 District 1 Director of the Year
- Barbara Allinson, Nashoba Valley ISI - 2017 District 1 Merit Award

Our seminar series concluded with our final event on April 15 in Revere, Mass. This last seminar featured a tablet judging workshop, dance steps review and guest speakers Mark Mitchell and Peter Johansson from the Mitchell Johansson Method.

District 1 Championships was held June 21-24 at Rockland Ice Arena in Rockland, Mass. Thank you to all of the skaters, parents, coaches and clubs who participated, judged and volunteered. The event was an amazing success. Thank you to Donna Rozon and Ginger Crisp for their administrative help. Special thanks to event hosts, Mary Sullivan and the Winterland Skating School. Winterland has built an amazing skating family of coaches, parents and skaters over the past few years and their team efforts were on display in everything from the amazing decorations to the warm, family atmosphere they created.

Congratulations to our Team Champions! FMC Natick won the Percentage Trophy. FMC Rayham won third place overall, Sharper Edge Skating School won second place overall and Winterland Skating School won first place overall.

Coaches and directors, join us for a seminar at 3 p.m. on Sept. 8 (location to be determined) to discuss the ISI Handbook updates and other District 1 endeavors for the year. Watch the District 1 website ([ISIdistrict1.com](http://ISIdistrict1.com)) for more information to follow on the seminar location.

District 1 hopes that everyone who participated in this year's ISI World Recreational Team Championships had a wonderful time. We look forward to the next time we're able to host this amazing event.

*To have your District 1 rink featured in the next ISI EDGE, please send your news to [aswiderski@fmcicesports.com](mailto:aswiderski@fmcicesports.com).*

## ISI DISTRICT 2

(NEW YORK, PENNSYLVANIA)

by *Robyn Bentley-Graham, District Director*



We are excited about the free ISI University (ISIU) Super Seminar scheduled Sept. 12 at the Robert Morris University (RMU) Island Sports Center in Pittsburgh, Pa.

- Be sure to follow us on Facebook so we can share your rink news on our page.
- We would love to hear from you to learn how we can help you. If you have a question, please contact ISI field representative Mandy Whitacre at [Mandy@skateisi.org](mailto:Mandy@skateisi.org) or contact me directly at [robynbsk8r@gmail.com](mailto:robynbsk8r@gmail.com).
- Don't forget to let your skaters know about the ISIA Education Foundation, a non-profit, 501 (c )(3) organization, which awards scholarship money to ISI members for post-secondary education. You all have skaters in your rink who are deserving of these funds. The application for the 2019-20 academic year will be posted on the ISI website at [skateisi.org](http://skateisi.org) (click on the ISIA Education Foundation tab) in September and is due Feb. 1. District 2 has had scholarship recipients over the years, and it would be great for another deserving skater in our district to win a scholarship award!

*To have your District 2 rink featured in the next ISI EDGE, please send your news to [robynbsk8r@gmail.com](mailto:robynbsk8r@gmail.com).*

## ISI DISTRICT 3

(CONNECTICUT, NEW JERSEY, NEW YORK)

by *Tiesha DiMaggio, District Director*



The District 3 competitive season came to an end with their last few events in the summer. Overall, we are experiencing less competitors between rinks even though the number of competitions in the district remains strong. At the ISI conference in June, we discussed adjusting the dates of some events to make it

easier for some of the seasonal facilities to attend before they take their ice out.

### Conference

District 3 had representatives from Danbury Ice Arena, RoseGarden Ice Arena, Wonderland of Ice and Floyd Hall Arena at the ISI Conference & Trade Show in June in Alexandria, Va.

Our district meeting was very eventful and informative. The primary discussion centered on how we can work as a district to get cross-participation between rinks for events and competitions. After some brainstorming, we came up with the idea of a district gala. We decided to form a committee to further plan and implement this idea with the hope of having our first gala in spring 2019.

Four District 3 coaches completed a portion of the ISI University classes, with Eileen Mantell from Wonderland of Ice successfully completing the last track to become a Certified Skating Director (CSD). Many congratulations to those coaches who have shown dedication to continuing their education for the betterment of our industry.

Two general session classes at conference featured two District 3 professionals who presented on nutrition, off-ice training, and technology for coaches.

To have your ISI District 3 rink featured in the next issue of ISI EDGE, please send your news to [tiesha8@gmail.com](mailto:tiesha8@gmail.com).

## ISI DISTRICT 8

(CHICAGO/MILWAUKEE METROPOLITAN AREA)

by Vicky Klinko-Osseland, District Director



Summer proved to be a busy time for District 8. Our summer competitions — School's Out at McFetridge and Midsummer Classic at Centennial Ice Rinks, Wilmette — were both successful.

On July 3, an overnight fire caused significant damage to the Franklin Park Ice Arena. Smoke



Happy skaters from the Schools Out competition held June 16-17 at McFetridge Sports Center in Chicago.

damage was found throughout the entire facility. All of those areas were thoroughly cleaned, and the rink stayed closed through the summer shut-down period through Sept. 4. A big thank you to the surrounding facilities, especially The Edge Ice Arena, for helping the Franklin Park skaters relocate for the remainder of the summer and continue their preparations for ISI Worlds in Boston.

In other news, one of our District 8 board members, Amy Forbes (Education chair for the district) has resigned her position. Amy — we sincerely





# Soar to New Heights at ISI Winter Classic



Feb. 22-24  
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Test & Entry Deadline: Dec. 1  
[skateisi.org](http://skateisi.org)

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# DISTRICT UPDATES

» appreciate your dedication, passion and service to District 8. Thank you for everything that you have done for the district in your time on the board. We look forward to continuing to see you at our events, meetings and seminars.

We are currently working on putting together our event schedule for the 2018-2019 season. Keep an eye on our website ([learntoskate.org](http://learntoskate.org)) and our Facebook page ([facebook.com/skatedistrict8](https://facebook.com/skatedistrict8)) for more information coming soon! To subscribe to our newsletter, email [isidistrict8@gmail.com](mailto:isidistrict8@gmail.com)

To have your ISI District 8 rink featured in the next ISI EDGE, please send your news to [vrklinko@yahoo.com](mailto:vrklinko@yahoo.com).

## ISI DISTRICT 11

(ARKANSAS, LOUISIANA, OKLAHOMA, TEXAS)

by Caroline Baker, District Director



District 11 was well represented at the recent 2018 ISI Conference & Trade Show. Lisa Cushley from Dr Pepper Star Center-McKinney is the 2018 District 11 Merit Award recipient. She will receive her award at the 2018 District 11 Seminar.

Max Wood, from ICE at The Parks, Arlington, Texas, completed and passed the ISI University Certification of Arena Operations-Part 2. This course was offered during the conference.



Max Wood

Christine Pearce, manager of the Galleria Ice Skating Center in Dallas, received the Benton Wilcoxon Award, which celebrates individuals who have demonstrated excellence in the management, programming and operation of their facility with superior leadership, creativity and innovation. Congratulations to these three individuals!



Christine Pearce

### Competitions

The Independence Open Competition, Austin, Texas, returned this year. Dawn Dudley reports that there were 130 competitors. The top three rink placements included: First place, Stars of Austin FSC; Second place, Galleria Dallas Ice Skating Center; Third place, NYTEX Sports Centre, North Richland Hills, Texas.

ICE at The Parks, Arlington, TX, will host their 15<sup>th</sup> Annual Open Competition, Sept. 15-16.



NYTEX Sports Centre skaters, left, and Austin Figure Skating Club members at the club's "Texas Hill Country Independence Open" this summer.

### Shows

ICE at The Parks held their Annual Learn To Skate, Summer Show, June 23. More than 200 skaters participated.

### Promotions

ICE at The Parks offered three-day, beginner classes June, July and August. These classes gave beginner skaters a "jump start" on their skating skills. Skaters were given discount coupons for future Learn To Skate classes.

### Camps

The Dr Pepper Star Center-Farmers Branch offered summer figure skating camps. Christy Malacrea reports that skaters worked diligently this summer to improve their skating techniques and reach their goals. Some of these skaters had a wonderful time competing in Austin.

This summer marked the 15<sup>th</sup> season of summer figure skating camps at ICE at The Parks. The 2018 camps ran five weeks and included select levels for different camp weeks: Low & Medium, High and Synchro. The camp package included: stroking, level classes, freestyle sessions, off-ice jumps, ballet for skaters and classroom sessions, including healthy eating, creating and reading programs and/or maps, history of ice skating and creative beadwork for competition dresses, leggings and gloves, and more.

### Upcoming Events

- District 11 Instructors Seminar: Sept. 30 at Galleria Dallas Ice Skating Center. (Time unavailable at press time. Please check the ISI website at [skateisi.org](http://skateisi.org) for updates.)
- Olympic Skaters at Galleria Dallas Ice Skating Center: Thanksgiving weekend, Nov. 23, 24 and Dec. 1, 8, 15, 22. Free to the public.
- "Holiday at the Parks" skating show at ICE at The Parks: Dec. 15.

To have your District 11 rink featured in the next ISI EDGE, please send your news to [Caroline-theice@sbcglobal.net](mailto:Caroline-theice@sbcglobal.net).

## ISI DISTRICT 14

(NORTHERN CALIFORNIA, NORTHERN NEVADA)

by Paige C. Scott, District Director



District 14 is hosting ISI Adult Championships, Oct. 26-28 in South Lake Tahoe, Calif.

It is going to be a packed weekend of excitement! Start training your skaters for the altitude — Tahoe ice rink is at 6,287 feet above sea level!

Visit [Isidistrict14.org](http://Isidistrict14.org) for more information on Tahoe and our district. Feel free to email me with any area related questions at [Paiges@skatebowl.com](mailto:Paiges@skatebowl.com)

To have your ISI District 14 rink featured in the next issue of ISI EDGE, please send your news to [Paiges@skatebowl.com](mailto:Paiges@skatebowl.com).

## FREE DISTRICT SEMINARS

**Free district seminars, offering essential networking and career enhancement tools, are scheduled annually across the country for current ISI Professional and Administrative members, including skating directors/coaches and arena managers, operators and staff.**

### SUPER SEMINARS

This year, in conjunction with ISI University (ISIU), we are offering Super Seminars in various locations across the country. These are open to all and we encourage coaches, managers and operators to attend one of these education-packed sessions designed to enhance professionalism and provide networking opportunities.

The following sessions for coaches, managers and operators will take place in September:

#### ISI Super Seminar East

🕒 Sept. 12, 8 a.m. – 3:30 p.m.

📍 Robert Morris University (RMU) Island Sports Center, Pittsburgh, Pa.

**Guest Speakers:** Guest speakers will include two-time Olympian and World silver medalist David Santee, skating director at Oakton Ice Arena; ISI 2<sup>nd</sup> Vice President Lisa Fedick, general manager of Wonderland of Ice and manager of RoseGarden Ice Arena; ISI President Rob McBride, founder and president of FMC Ice Sports; Zamboni Regional Sales Manager Doug Peters; Riedell Sales Representative Ron Griffin and ISI Managing Director Liz Mangelsdorf.

#### ISI Super Seminar Midwest

🕒 Sept. 28, 8 a.m. – 3:30 p.m.

📍 St. Peters Rec-Plex, St. Peters, Mo.

**Guest Speakers:** Guest speakers will include Choreographer Kelly Corcoran Smith; ISI Skating Programs & National Events Director Kim Hansen; ISI Managing Director Liz Mangelsdorf; ISI President Rob McBride, founder and president of FMC Ice Sports; and ISI 2<sup>nd</sup> Vice President Lisa Fedick, general manager of Wonderland of Ice and manager of RoseGarden Ice Arena.

For more information and/or to RSVP, contact Liz@skateisi.org or 972-735-8800.

**Note:** PSA Continuing Education credits will be awarded for completion of these seminars.

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### DISTRICT SEMINARS

Instructor seminars provide a venue for skating instructors and skating directors to discuss the latest in teaching techniques, industry trends and rule revisions. Some districts also incorporate ISI National Instructor Training sessions into their seminar schedule, allowing coaches to maximize their educational opportunity (separate registration fee may be required).

The management seminars provide the latest information regarding management issues and practices, arena program planning, promotion and delivery as well as facility and equipment maintenance/operations. The seminars include knowledgeable guest speakers in addition to open and interactive discussions among attendees. In all cases, participants leaving having learned or gained something from the time invested.

Following are district seminar dates available at press time. For more details or if your district seminar is not listed below, please watch [skateisi.org/seminars](http://skateisi.org/seminars) or contact your ISI district director.

#### DISTRICT 1

🕒 Sept. 8, 3 p.m.

📍 Location unavailable at press time.

**Host:** District 1 Director Alane Swiderski  
[aswiderski@fmcicesports.com](mailto:aswiderski@fmcicesports.com)

#### DISTRICT 2

##### ISI Super Seminar East

🕒 Sept. 12, 8 a.m. - 3:30 p.m.

📍 Robert Morris University (RMU) Island Sports Center, Pittsburgh, Pa.

#### DISTRICT 7

##### ISI Super Seminar East

🕒 Sept. 12, 8 a.m. - 3:30 p.m.

📍 Robert Morris University (RMU) Island Sports Center, Pittsburgh, Pa.

#### DISTRICT 9

##### ISI Super Seminar Midwest

🕒 Sept. 28, 8 a.m. - 3:30 p.m.

📍 St. Peters Rec-Plex, St. Peters, Mo.

#### DISTRICT 10

##### Instructor Seminar

🕒 Oct. 14, 8 a.m. - 3 p.m.

📍 National Sports Center/Schwan Super Rink, Blaine, Mo.

**Host:** District 10 Director Jane Schaber  
[jschaber@superrink.org](mailto:jschaber@superrink.org)

**Guest Presenter:** David Santee

#### DISTRICT 11

##### Instructor Seminar

🕒 Sept. 30 (Time unavailable at press time.)

📍 Galleria Dallas Ice Skating Center

**Hosts:** District 11 Director Caroline Baker and Galleria Dallas Manager Chris Pearce  
[caroline-theice@sbcglobal.net](mailto:caroline-theice@sbcglobal.net)

**Guest Presenter:** David Kirby

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## Auction Donors

On behalf of the ISIA Education Fundraising/Auction Committee, I'd like to thank the following donors, who contributed items to our auction at the recent ISI Conference Championships and /or the ISI Annual Conference & Trade Show, which raised over \$3,000: (All proceeds benefit the ISIA Education Foundation's scholarship program.)

Accent Refrigeration	Frank J. Zamboni & Co., Inc.	Riedell Skate Co.
Becker Arena Products	Ice Hot Concepts	Saranac & Utica Club / FX.
Bowie ISI Team	Margy Bennett	Matt Brewing Co.
Champion Cords	Professional Skaters Association	Utica Comets
Dolly Duke Designs, Inc.		Utica Coffee Company
EZ Shed		Wonderland of Ice

Many thanks to those who placed bids as well! Following are the "high bidders," who won fantastic items, while also contributing to the success of the auction:

George Arnaoutis	Nathan Grundhofer	Kelda Nolen
Christine Wilson Brinton	Aly Hansen	Ed Peduto
John Carroll	Debbie Lane	David Santee
Robin DeFazio	Jordan Mann	Rebecca Saros
Bill Dobbs	Rob McBride	Jane Schaber
Wendy Donley	Scott McCoy	Kim Schaefer
Ashley Gibbs	Casey Murdough	Barb Yackel



**ISIA Education Foundation Fundraising/Auction Committee Co-chair Christine Wilson Brinton "manning" the organization's booth at the June 7 ISI trade show.**



**Robb Olexin of Becker Arena Products conducts the ISIA Education Foundation's live auction with the assistance of Robyn Bentley-Graham, foundation secretary, and Samantha Bentley, foundation fundraising/auction committee co-chair.**



**Oakton Ice Arena Hockey Supervisor Jordan Mann, right, was the lucky winner of the Zamboni cooler.**



## Scott McCoy is the Doggone Lucky Winner!



Scott McCoy of FMC Ice Sports was the winner of this year's live auction item: a unique ice resurfacer dog house!

Tom Jordan of EZ Shed in Cheyenne, Wyo., created the dog house. Seven years ago, Jordan was approached by the Cheyenne Kennel Club, inquiring if he would be interested in building a dog house for them to auction, with proceeds benefiting the local shelter and Black Dog Animal Rescue. He has been making themed dog houses ever since and donating them to good causes. Jordan has a son who plays hockey and a daughter who figure skates.

## 2018 ISIA Scholarship Recipients

The ISIA Education Foundation awarded two \$5,000 academic scholarships, as announced at the ISI Awards Luncheon & Ceremony during the ISI conference in June. Recipients are:



**SHANNON CONNELLY**

Frisco, Texas  
 (Dr Pepper StarCenter – McKinney, Texas)



**EMILY MAGDA**

Pike Road, Ala.  
 (K Lynn Skating School, Montgomery, Ala.)

To view their profiles, please visit [Recreational Ice Skating Online at RISonline.org](http://Recreational Ice Skating Online at RISonline.org).

Please let your skaters know that applications for the 2019-20 academic year are due Feb. 1 and can be found on the ISI website ([skateisi.org](http://skateisi.org)) in September.

Tax-deductible donations to the foundation are welcome at any time. For more information, please email [isiaef@skateisi.org](mailto:isiaef@skateisi.org) or visit [skateisi.org](http://skateisi.org) (click on ISIA Education Foundation on the homepage).

*The ISIA Education Foundation has Internal Revenue Service 501 (c) (3) status as a public, not-for-profit organization and is registered with the Illinois Secretary of State as a not-for-profit organization.*

# Calendar

ISI-Endorsed Competitions and Shows & Exhibitions

Deadline for the next EDGE calendar: Oct. 8. For updates, see [skateisi.org](http://skateisi.org) (Events).

## COMPETITIONS

### SEPTEMBER

15-16.....Arlington TX

ICE at The Parks  
ICE at The Parks 15<sup>th</sup> Annual ISI Open Competition

28.....Peoria IL

Owens Recreation Center – Peoria Park District  
Fall Spectacular

### OCTOBER



Oct. 5-7  
Ice Chalet  
Knoxville, TN

6.....Roseville IL

Skatetown Ice Arena  
Octoberfest

13-14.....Aliso Viejo CA

Aliso Viejo Ice Palace  
23<sup>rd</sup> Annual ISI Open Competition

21.....Redwood City CA

Nazareth Ice Oasis  
October Challenge

26-27.....Woodbury MN

HealthEast Sports Center  
Skate Woodbury ISI Classic



Oct. 26-28  
South Lake Tahoe Ice Arena  
South Lake Tahoe, CA

27.....Rockland MA

Winterland Skating School  
32<sup>nd</sup> Annual Halloween Classic

### NOVEMBER

2-4.....Tampa FL

Ice Sports Forum  
ISI Fall Challenge

18.....Centennial CO

South Suburban Ice Arena  
23<sup>rd</sup> Annual Winterfest ISI Competition

### 2019

### JANUARY

19-20.....Centennial CO

Family Sports Center  
Family Sports Center ISI Competition

### FEBRUARY

9-10.....Niles IL

Niles Park District IceLand  
Sweetheart Open



Feb. 22-24  
Toyota Sports Center  
El Segundo, CA

### APRIL



April 12-14  
Doug Woog Arena  
So. St. Paul, MN



April 13

### MAY

3-5.....Knoxville TN

Ice Chalet  
The 50<sup>th</sup> Annual Robert Unger ISI Competition



May 31-June 2  
Centennial Ice Rinks  
Wilmette, IL

### JUNE

9.....Centennial CO

South Suburban Ice Arena  
Yvonne Dowlen Memorial ISI Competition

## SHOWS & EXHIBITIONS

### OCTOBER

27-28.....Tacoma WA

Sprinker Recreation Center  
Haunted Theater

### NOVEMBER

23-Dec 22.....Dallas TX

Galleria Dallas Ice Skating Center  
Grand Tree Lighting Celebration at Galleria Dallas

### DECEMBER

1-2.....Franklin Park IL

Franklin Park Ice Arena  
2018 Holiday Recital

5-7.....Knoxville TN

Ice Chalet  
31<sup>st</sup> Annual Nutcracker on Ice

15.....Arlington TX

ICE at The Parks  
Holiday at The Parks

TBD.....Bakersfield CA

Rabobank Arena, Theater & Convention Center  
Home for the Holidays On Ice Extravaganza

### MAY

3-5.....Niles IL

Niles Park District IceLand  
Animal Antics of the Air, Land, Sea, & ICE



**ISI**

**60<sup>th</sup>**

**A N N I V E R S A R Y**

**ISI CONFERENCE & TRADE SHOW**

**C H I C A G O**

June 4-7, 2019



## MIKE CLAYTON

**Owner, CEO**  
**Ice Rink Events**  
**The Woodlands, Texas**



**Mike and his wife, Lena**



### Education

University of Houston – bachelor’s degree in finance, marketing

### Years in Current Position

20

### Other Work Experience

Drugstore-chain merchandising, retail sales, restaurant cashier and busboy, TV commercial production, ice show spotlight operator

### Company Purpose

“The design, manufacturing, installation, and operation of permanent and seasonal ice skating and ice-sports venues, coast-to-coast and worldwide — 80 locations this season from Boston to San Diego, Tampa to Seattle.”

### Industry Start

“My sister Marsha Clayton Brennemen pressed my mom and dad to take us ice skating at Winterland in Houston in 1969 — 49 years ago! While she skated, I became a rink rat and ultimately helped resurface the ice — remember the “patch ice” water barrel? Marsha continues in skating, too, coaching Special Olympians in Austin, Texas.”

### Most Interesting Moments on the Job

“We were hired to provide the ice rink ‘stage’ for the CBC-TV ‘Battle of the Blades’ reality skating show in Canada. When our crew crossed the border at Niagara Falls, the Canada border agent was stunned and shocked that a Texas company was coming into Canada to build an ice rink! Also, when we opened the first year-round ice rink in India at Ambience Mall in New Delhi, we were

surprised that the Indian people do not know how to tie shoe laces. So, we had to switch out the lace-up rental skates for Velcro and clips!”

### Benefits of ISI Membership

“The recreational skater retention programs that build long-term business; professional career development.”

### Words of Wisdom

“Follow your dreams! Whatever the life goal — a business idea, a patent idea, writing a book, oil painting, building a beach house, adopting a baby, anything — push it forward some small way each and every day. Take baby steps!”

### Other Favorite Activities

“Exploring the world, eating gelato and inspiring our young team members to follow their dreams, like I did.”

### Family Life

“My wife and partner, Lena Gotschall, is a lifelong figure skater (hydroblading specialist). We love skating!”

### Little Known Fact About Mike

“We have a holiday home in Oberstdorf, Germany, known by many to be a world-skating and winter-sport center in Bavaria.”

### Parting Words

“We encourage all in our industry, from coaches to rink managers, to re-focus their time and energy to grow the public skating and beginner-instruction part of their business and the birthday and group party business. This is where all of your future skating and hockey customers originate. As an industry, we do not concentrate enough on this fact.” ISI

# 2018-2019 ISI National Events

Come one, Come all! Step right up and join the fun at the following ISI national competitions in 2018-19.



## ISI Theatrical Challenge

Oct. 5-7  
Ice Chalet  
Knoxville, TN  
*Test & Entry Deadline: Aug. 15*



## ISI Adult Championships

Oct. 26-28  
South Lake Tahoe Ice Arena  
South Lake Tahoe, CA  
*Test & Entry Deadline: Sept. 1*



## ISI Winter Classic

Feb. 22-24  
Toyota Sports Center  
El Segundo, CA  
*Test & Entry Deadline: Dec. 1*

## ISI Synchronized Championships

April 12-14  
Doug Woog Arena  
So. St. Paul, MN  
*Entry Deadline: Feb. 1*



## ISI Conference Championships

May 31-June 2  
Centennial Ice Rinks  
Wilmette, IL  
*Test & Entry Deadline: April 1*



## ISI MinneShowdown

April 13  
*Entry Deadline: Feb. 1*



## ISI World Recreational Team Championships

July 22-27  
St. Peters Rec-Plex  
St. Peters, MO  
*Test & Entry Deadline: May 1*



For details, visit [skateisi.org](http://skateisi.org)



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