



EDGE

USPS #017-078

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ISI EDGE, 6000 Custer Road, Bldg. 9, Plano, TX 75023

Feed Your Skaters' Passion

REAP THE REWARDS!

NEW

*Membership Registration
REQUIRED for ISI Skaters!*

PERIODICALS

**Renew Your
PROFESSIONAL
MEMBERSHIP!**

ISI EDGE

New ISI Unveiled
at Conference

Diversify
Your Facility

Positive
Leadership
in Action

Choreography
Tips



DON'T MISS A DAY OF BENEFITS



GET BOTH YOUR 2017-18 ISI PROFESSIONAL MEMBERSHIP AND YOUR LIABILITY INSURANCE FOR ONE LOW PRICE!

ISI's liability insurance benefits are the BEST in the industry —

offering more coverage at a lower price — plus, ISI policies continue to meet all other association requirements with coverage provided from July 1 through August 31 of the following year. All current ISI Professional memberships and liability insurance must be renewed by Sept. 1 to maintain coverage.

Your annual membership provides many more valuable benefits:

- Right to use ISI Skating Program, the original national learn-to-skate program to build and maintain your coaching business
- Right to register ISI tests for individual skaters
- *ISI EDGE* quarterly professional trade journal and *Recreational Ice Skating Online* magazine
- Reduced registration fees for ISI professional and educational events and programs
- Excess accident insurance coverage
- Free educational seminars
- Judge and referee certification program

RENEW AT SKATEISI.ORG/PROFESSIONAL

***Professional background check is included in membership fee.**



ICE SPORTS INDUSTRY

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The ISI EDGE (USPS 017-078, ISSN 1522-4651) is published quarterly (Fall, Winter, Spring, Summer) by the Ice Sports Industry, 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 Sports Industry, 6000 Custer Road, Building 9, Plano, TX 75023. Printed in the U.S.A.

Subscriptions available through membership only.

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

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- District 4.....Christine Wilson Brinton
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LEADERSHIP MESSAGE

Liz Mangelsdorf
ISI MANAGING DIRECTOR

**BOTTOM LINE:
Individual Memberships Sustain
Industry Growth**

A SKATING DIRECTOR CALLED me the other day and said, “OK, *why should I do this? Why should I charge \$15 to each customer who walks in the door to take skating lessons?*”

I paused because my first response — my gut response — was: “Well ... *why wouldn't you?*”

The ISI is truly a membership organization and through the ups and downs of running a non-profit business whose sole purpose is to provide services to its members, we wonder — *Why haven't we always required membership? Why would a membership organization allow its members to participate in their program without being part of it?* I am not sure I even know the answer to these questions, and I would venture to say that the founding fathers and those that quickly followed in creating the ISI program would not have imagined that the organization would be able to sustain itself without requiring all those involved in the ISI program to be members.

A membership fee to be part of a national organization is commonplace these days for any activity that kids (and adults) wish to participate in. Whether it is YMCA, USA Soccer or USA Gymnastics, there is a membership fee associated with those programs. We (the ISI) are finally getting back to the basics and realizing that in order to serve our members more effectively, we, too, need those memberships.

This decision presents a change for our Administrative and Professional members, and to be honest, this was my reality several years ago when I headed up ice rink programs at a Dallas arena. The company had made a corporate decision to require ISI annual membership for all our participants. I will admit wholeheartedly that I was skeptical

and nervous that I would lose customers to the competition. I agonized over making the decision for months. However, I wanted to do the right thing and soon realized that the benefits for both skaters and management far outweighed any argument against the new membership requirement. (*Please see benefits outlined on Page 5.*) And truth be told, in the end there was ZERO pushback. Customers didn't complain, walk out of the building or go to the competition. The new customers didn't know any difference, and some long-term customers may have inquired about the new fee but only to understand and not to criticize. In my mind, I knew we offered a great product! We had an organized skating school with amazing coaches and no one was leaving that for a very reasonable \$15 annual membership fee.

I understand that for some of you, changing your pricing structure will be frightening and warrant a leap of faith. For others, it will be a no-brainer; some will even report that they have been doing this for years. No matter where you see yourself in this scenario, please keep in mind that you have the support of the ISI office. We are always here to assist you. It is not our intention to make more work for you; we have processes in place to make registering Individual members as simplistic as possible.

As ISI President Rob McBride said in the spring issue of *ISI EDGE*, “ISI exists because of you! Your success and the success of your arena programs is our sole purpose of existence.”

We remain steadfast in this thought process, and with ISI Individual memberships, we will be better able to serve you, your rink, your coaches and your skaters now and in the future. **ISI**

REGISTER YOUR SKATERS AS ISI MEMBERS & REAP THE REWARDS!

Effective Sept. 1, all ISI Administrative members are required to register all members of their ISI program as Individual ISI members. Rinks may register the skaters in bulk, or skaters can register individually through the ISI national office.

Administrative Membership Benefits of Having Skaters Registered as ISI Members:

- You receive potential insurance discounts for your facility.
- ISI provides you with a database of your skaters.
- You receive \$1 in ISI Bucks for every skater registered under your rink/club.

Individual Skater Membership Benefits:

- Skaters receive excess accident medical insurance coverage.
- Skaters have the unique opportunity to be a part of an exciting nationwide organization that enables them to forge friendships not only with teammates but also with skaters across the country and world.
- Skaters can process through the ISI test levels, earning achievement patches.
- Skaters may participate in numerous local and national competitions.
- Skaters can pursue their individual skating goals while also contributing to their home rink team.
- Skaters have access to *Recreational Ice Skating Online* magazine, written exclusively for ISI skaters.
- FUN! The ISI program is all-inclusive, with events for all ages and skill levels, truly offering something for every individual desiring to skate for the FUN of it.

Individual membership costs \$15 per skater and runs Sept. 1 through Aug. 31.

Including this membership fee on your class registration form is typically the most efficient way to handle the process for your customers. Since new students join your skating school year-round, the fee should be collected annually and tracked in the same manner that you track class registrations. Some facilities refer to it as an annual registration fee or new participant fee.

HOW TO PROMOTE ISI ON YOUR WEBSITE



When promoting your ISI membership and/or use of the ISI Ice Skating Program, we suggest using the following description on your website and other marketing materials:

We are proud members of the Ice Sports Industry (ISI), founder of the first learn-to-skate curriculum in the United States. Since its inception in 1959, ISI has introduced over 10 million individuals to the wonderful world of ice skating through its programs. The ISI Ice Skating Program is all-inclusive — encouraging individuals of all ages and skill levels to skate “for the fun of it!”

ISI believes in participation, not elimination, offering events and competitions for those desiring to compete in a friendly and fun atmosphere.

The ISI is a full-service membership trade organization servicing rink owners, operators, coaches and skaters!

Don't forget to use the hashtag #ISIproud on your social media platforms!

Editor's Note: Members should have received this information as well as the ISI Member logo via email. If you haven't, please contact ISI Managing Director Liz Mangelsdorf at 972-735-8800 or Liz@skateisi.org.

THE FACES OF ISI

DEVAN ZIMMERMAN



ISI Accounting Assistant Devan Zimmerman joined us two years ago. She handles most of the accounts receivable and accounts payable functions, along with general book-keeping and assisting our members with billing.

She loves working at ISI because the staff is wonderful. “It’s like coming into work with a bunch of your friends every day,” she says. “We are always helping and supporting one another. I also love having the opportunity to build meaningful relationships with our members.”

MORE DEVAN

Hometown: Lewisville, Texas

Family: Husband, Bobby; two daughters: Lilly, 9, and Logan, 2; and three dogs, a cat, hamster and a fish.

Favorite Places: Anywhere naturally beautiful; a hole-in-the-wall breakfast joint.

Song Title that Best Describes Her: “Octopus’s Garden” by The Beatles

Devan can be reached at devan@skateisi.org or 972-735-8800. She is available to answer members’ billing and accounting questions.

Fall Marketing Tips

Along with a new skating season, September brings back to school, the beginning of football season, fall foliage in many areas of the country and more.

If you’re looking for new ideas to promote your arena or skating school this fall, here are a couple great themes and ideas you can test. You can also engage your customers online by shaping your social media content around these trending national days:

• Grandparents Day (Sept. 10) – Honor the



older generation by offering discounts to grandparents or skaters who bring their grandparents to the rink. Run a photo contest on social media, asking

customers to submit a favorite photo featuring them (or their children or pets) with their grandparents. Award prizes to entice more submissions. The hashtag has already been well established on social media: #NationalGrandparentsDay

• National Dog Week (Sept. 24-30) – In



celebration of man’s best friend, why not host a special speaking engagement by a local veterinarian? Attendees can donate supplies to the local animal

shelter. Get your skaters and players involved and ask them for their ideas on how to celebrate this special week. Whatever you do, make sure you promote your programs at the event!

Other unique holidays and national days throughout the year that you can tailor your marketing promotions and social media content around include: (*Hashtags have already been well established online.*)

OCT. 19

Get to Know Your Customers Day
#GetToKnowYourCustomersDay

NOV. 11

National Sundae Day
#NationalSundaeDay

DEC. 2

Special Education Day
#SpecialEducationDay

For a complete list of national days, visit nationalcalendar.com.

CONFERENCE 2017: An Energetic, Education- Packed Event!



EXHILARATING — one word that aptly describes the atmosphere of this spring’s 58th annual ISI conference & trade show, a joint venture this year with the Minnesota Ice Arena Manager’s Association (MIAMA).

From the vibrant, new ISI branding seen on apparel worn by ISI staff and board members, to the educational sessions led by industry experts and the keynote address by Hall of Fame speaker and author Steve Gilliland, the environment exuded a renewed energy and passion that was both invigorating and contagious.

On May 30, ISI President Rob McBride welcomed attendees to the four-day event, May 30 – June 2, at the DoubleTree by Hilton Bloomington – Minneapolis South and unveiled ISI’s new logo as well as other key changes to the organization’s membership services and benefits. These innovative, new and improved practices were also announced in the spring issue of *ISI EDGE* magazine, timed to arrive in members’ mailboxes on the cuffs of McBride’s “state of the union” address. (Please see Page 9 for more details.)

The ISI is truly experiencing a rebirth with new ideas, all centered on making our members’ businesses successful,

Steve Gilliland



which in turn strengthens the industry as a whole and helps us achieve our overall goal of creating lifelong ice sports participants.

Following McBride’s address, Gilliland treated attendees to an entertaining and thought-provoking keynote entitled, “Enjoy the Ride.” His message reminded the audience to “check their passion” and live in the moment to experience true joy in life.

ISI University once again produced more than 100 industry graduates eager to take home and incorporate their newfound knowledge into their workplace. (See Page 18 for more information.) On-ice demonstrations by Kori Ade, most known for her role as coach of 2014 Olympian Jason Brown, and former Olympic pair skater Doug Ladret were also conference highlights, as were tours of Shakopee Ice Arena and Braemar Arena and the induction of the 1980 Miracle on Ice Olympic Men’s Hockey Team into the ISI Hall of Fame. (All of this year’s awards recipients can be found on Pages 10-13)

OUT OF THE MOUTHS OF ATTENDEES ...

Here’s what attendees had to say about their experience at the 2017 ISI/MIAMA Ice Arena Conference & Trade Show:

John Harrington, Buzz Schneider
and Dave Christian of the 1980 U.S.
Men’s Olympic Hockey Team



ON THE INSTRUCTORS ...

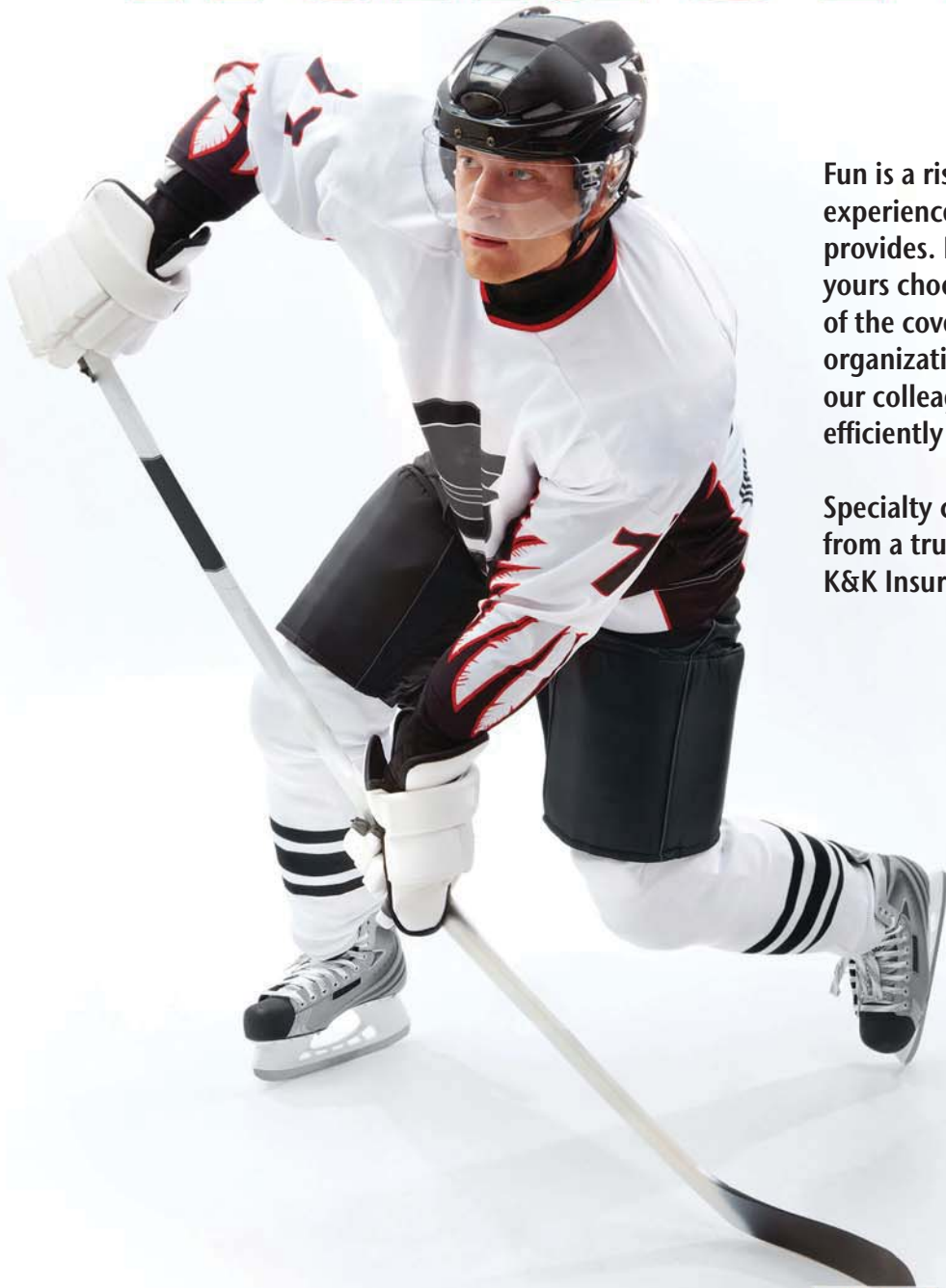
Kori Ade presents with great energy and enthusiasm and shares a ton of knowledge and experience. Both the on-ice and off-ice sessions were excellent. I love her knowledge and enthusiasm for the sport of figure skating. Her breakdown of all elements and references to ISI as she spoke were very encouraging! The on-ice session and demonstration of skill development and technique were not only easy to understand but also entertaining. She and **Doug Ladret** made three hours of ice time fly by! I especially loved her reference to ISI skill levels as she presented. Her TAPS presentation was beyond words.

Scott McCoy is always personable and brings a little excitement to his sessions. He is very engaging and I enjoyed that he gave us an activity to exemplify the budgeting topic he was presenting. As always, **Toni Cooper** was fantastic. **Rob McBride** is always a good speaker. He is very knowledgeable and I believe a great leader that guides our industry. Listening to some of the things he has done within his own business is a great way for us to learn. You can literally feel the amount of passion he has for this industry while he is presenting. The amount of knowledge he has on any topic is amazing. I always find sitting in his classes a pleasure and a learning experience.

Loved the branding and marketing session with **Tiesha DiMaggio**. So many great ideas! She was extremely insightful on her topic and brought a lot of value to the session. I went with another coach to Tiesha’s presentation on branding and use of websites and social media to drive business as a coach or school. We went with reservations on the use of these things for branding as a coach, and she absolutely changed our minds.



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**“On-Ice Spin Theory and Jump Theory”
with Kori Ade and Doug Ladret**

Paige Scott was very fun and down to earth. She presented the material very well. **Lisa Fedick, Pete Carlson** and **Jamie Baringer** presented incredibly interesting stories and they were very inspirational. **Jordan Mann** and **Sean Flynn** are very engaging and made us work as a team on case studies. They had a different style that helped break the norm and keep us engaged. **Robb Olexin** stood out to me. I thought the way he delivered the material was fun and engaging. **Haley Jensen** is a great speaker! I enjoyed **Mark Vaughan’s** sharing of ideas that have and have not worked.

I think that all the **CAM instructors** were knowledgeable in their sessions. Each ISI University **Advanced Skating Director Course speaker** was phenomenal! I found **all the instructors** quite good!

ON THE SESSIONS ...

Teaching Special Needs Skaters was a very good session — only wished it was longer! **On-Ice Logo Installation and Painting Sessions** during the arena tours were both excellent. It was good for my staff to hear from industry experts and good affirmation that we are still using the best practices when we install our ice sheets each season. Dave Loverock, George Arnautis and Robb Olexin always give great tips and information I can use immediately. I absolutely loved the **On-Ice Spin Theory and Jump Theory** with Kori Ade and Doug Ladret. I learned so many new drills and can’t wait to share them with my skaters. **Arena Renovations and Retrofits** by Rob McBride was very valuable. Most of our facilities are not new by any means

and either need or will need renovations and retrofits. It is necessary to learn best practices when we install our ice sheets each season. There were many sessions of value: **The Skater Development Model** by David Santee, **General Nutrition for Skaters** by Carrie Peterson, **Dealing with Eating Disorders** by Molley Heise, **Designing a Business Plan** by Lisa Fedick and **Electronic Marketing & Social Media** by Tiesha DiMaggio. **Ideas to Increase Skating School Numbers** by Christine Wilson Brinton was of most value to me, because I have had a lot of our young girls move to hockey so this presentation had lots of great ideas on how to get skaters interested and/or hooked on figure skating at a young age. I hope to put some of those ideas and programs into place in our facility. The **Risk Management Essentials** course by Dan Foster and Corey Cash was very informative. The **Orientation & Ethics and Creating a Professional Culture** class by Cynthia Van Valkenburg was very inspirational. **Setting Up an Arena Hockey Tournament** by Sean Flynn and Jordan Mann was hands-on and informative. We broke out into groups and worked on a case study, which was interactive, interesting and educational.

Marketing & Sponsorships is something we want to start doing and I got some good information from Kevin McCormack to take back with me. **Total Athlete Performance Session (TAPS)** by Kori Ade gave insight into better relating to our skaters. I was particularly impressed with her philosophy of developing the whole person. In addition to training students to become skilled (and in many cases highly competitive) skaters, she is

equally committed to their mental and emotional development. After participating in her TAPS session, I left with so much energy I couldn’t stand myself! I’ve already shared the information with my staff at home, encouraging them to go online to her website. I hope to accomplish my goal of inspiring my staff to be better!

OTHER COMMENTS ...

Breakfast Roundtable Discussions were great! I found the roundtable discussion on concessions knowledgeable all three years. Talking to other rink managers about their snack bars gives me ideas to bring back to my rinks. I also found new products that they carry that I don’t and vice versa. **Keynote Speaker Steve Gilliland was outstanding.** He was funny and taught very important life lessons.

ISI University was far superior than I expected! The conference was enjoyable and offered **great networking and interaction with vendors** at the trade show. Conference provided **good food for thought.** Conference overall was **excellent** and I will continue to attend ISI conferences as long as they are offered.

We look forward to seeing everyone at the 2018 Ice Sports Industry Conference & Trade Show, June 5-8 at the Hilton Alexandria Mark Center — just minutes from Washington D.C.!

A SPECIAL THANKS TO THIS YEAR’S SPONSORS:

ISI University

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THE NEW ISI

SAME PRINCIPLES, IMPROVED MEMBER SERVICES & BENEFITS



Effective Sept. 1:

INDIVIDUAL MEMBERSHIP REQUIRED

Skaters who participate in any ISI skating program at an Administrative member rink are required to have an ISI Individual membership. Rinks may register the skaters in "bulk" or skaters can register individually through the ISI national office. Non-member facilities are not allowed to use the copyrighted ISI skating program.

REVISED TEST REGISTRATION PROCESS

The ISI Ice Skating Program is built on the solid basics of skating with a tried and true progression of tests that are attainable and provide skaters with a sense of achievement. Individuals can excel in areas not offered by other programs. ISI testing requirements have been carefully put together to develop a well-rounded skater. At the highest test levels, ISI challenges skaters to accomplish skills not normally required in the skating world, giving them a diverse and unique skill set.

Registering skater tests with the ISI national office:

- Fee is \$3 per test
- Includes test patch (shipping/handling to the skater included)
- Administrative members will be awarded 50 cents in ISI Bucks for each test registered

- New Administrative members will receive a complimentary "starter patch set"
- Existing members may continue to receive patches on a "credit memo" basis

ISI MEMBERSHIP REWARDS

- Administrative members will now receive \$1 in ISI Bucks for every skater registered under their home rink
- ISI Bucks can now be used for ISI programs, services and materials; ALL ISI membership types; and ISI National competitions

REDESIGNED ISI WEBSITE

- User-friendly navigation with less click-throughs
- Responsive web design for optimal viewing
- New online tool that promotes member rinks through a program finder feature
- Updated, easy-to-use online shopping system
- Addition of member-only portal that includes resources and customizable marketing collateral

NEW ISI MEMBERSHIP DATABASE SOFTWARE SYSTEM

- Simplifies test registrations and competition audits

- Enables members to retrieve membership data, view current tests and print membership cards and/or certificates, plus more

FREE EDGE COMPETITION SOFTWARE

- FREE with Administrative membership*
- Includes any mid-year updates

CONTINUING BENEFITS

- *ISI EDGE* magazine delivered to member rinks
- Copy of the annual *ISI Membership Directory*
- Copy of the most current *ISI Handbook*
- Member discounted pricing for ISI University courses and programs
- Free annual district seminars for coaches, skating directors and arena managers
- ISI Ice Skating Program (*formerly known as weSKATE*) kit, comprised of useful tools for running the ISI program
- Use of the ISI *weSKATE* Class Management Software
- Opportunity to run ISI-endorsed shows and competitions
- Access to new and revised resource materials (many available digitally)

*Membership term for Administrative facility or club is one year. The right to use the ISI Ice Skating Program is included in membership.

2017 ISI Annual Awards Recipients

Photography by
Steve Ward of David
Bank Studios



JIM LANGE

Lifetime Achievement Award



Former ISI President Jim Lange received the ISI Lifetime Achievement Award in recognition of his efforts in the advancement of the ISI and the ice sports industry. As ISI president, Lange was instrumental in the creation of ISI University (formerly known as iAIM), which provides education and leadership to ice arena professionals. His involvement in ISI began in the 1970s, and over the years he served in several positions on the ISI board of directors. His retirement from Park Ridge Park District in 2009 culminated 38 years in the industry.

1980 U.S. MEN'S OLYMPIC HOCKEY TEAM

Hall of Fame Award



We inducted the 1980 U.S. Men's Olympic Hockey Team into the ISI Hall of Fame for their unmistakable

and lasting contributions to the ice sports industry. Following the American team's gold-medal win, the sport of hockey grew significantly at both the amateur and professional level. On hand to accept, from left: John Harrington, Buzz Schneider and Dave Christian.

ISI NATIONAL OFFICE STAFF

President's Award



ISI President Rob McBride presented the ISI National Office Staff with the ISI President's Award for all that they did (and do) in the face of insurmountable challenges this past year to ensure the strength and the success of ISI and its mission.

Pictured, from left, bottom row: Devan Zimmerman, accounting assistant; Jennifer Carlsen, membership assistant; Sandey Carlsen, membership coordinator; Angela Tooley, administrative assistant; Liz Mangelsdorf, managing director. Top row: Eileen Viglione, communications manager/editor; Shirley Rothrock, membership services; Kim Hansen, skating programs & national events director; Heather Loller, controller; Carol Jackson, advertising/trade show director; Wendi Osterheldt, membership services; and Jeff Anderson, operations director.

ALANE SWIDERSKI

Arthur Goodfellow Award



Alane Swiderski of FMC Ice Sports was presented with the Arthur Goodfellow Award for her diligent work on behalf of ISI members and for promoting the ISI core values of participation, fun and self-fulfillment.

MARK VAUGHAN

Benton Wilcoxon Award



An instrumental figure in the ice arena industry in Minnesota for over 20 years, Mark Vaughan, manager of Eagan Civic Arena and Cascade Bay Outdoor Water park, was honored with the Benton Wilcoxon Award for his excellence in management, programming and operation of a facility with superior leadership, creativity and innovation.

JIM BECKER

Frank J. Zamboni Award



Jim Becker, owner of Becker Arena Products, was recognized with the Frank J. Zamboni Award for his innovative design and installation practices of dasher boards in the ice arena industry worldwide. The award honors an individual who has made significant and lasting contributions in engineering and/or technological advancements in the ice arena industry.

CHRISTINE WILSON BRINTON

Erika Amundsen Award



Christine Wilson Brinton, skating director of City of Bowie Ice Arena, received the Erika Amundsen Award for her contributions as a "tireless ambassador" of the ISI. Her passion for and loyalty to ISI run deep, and she has served on the ISI board of directors for many years.

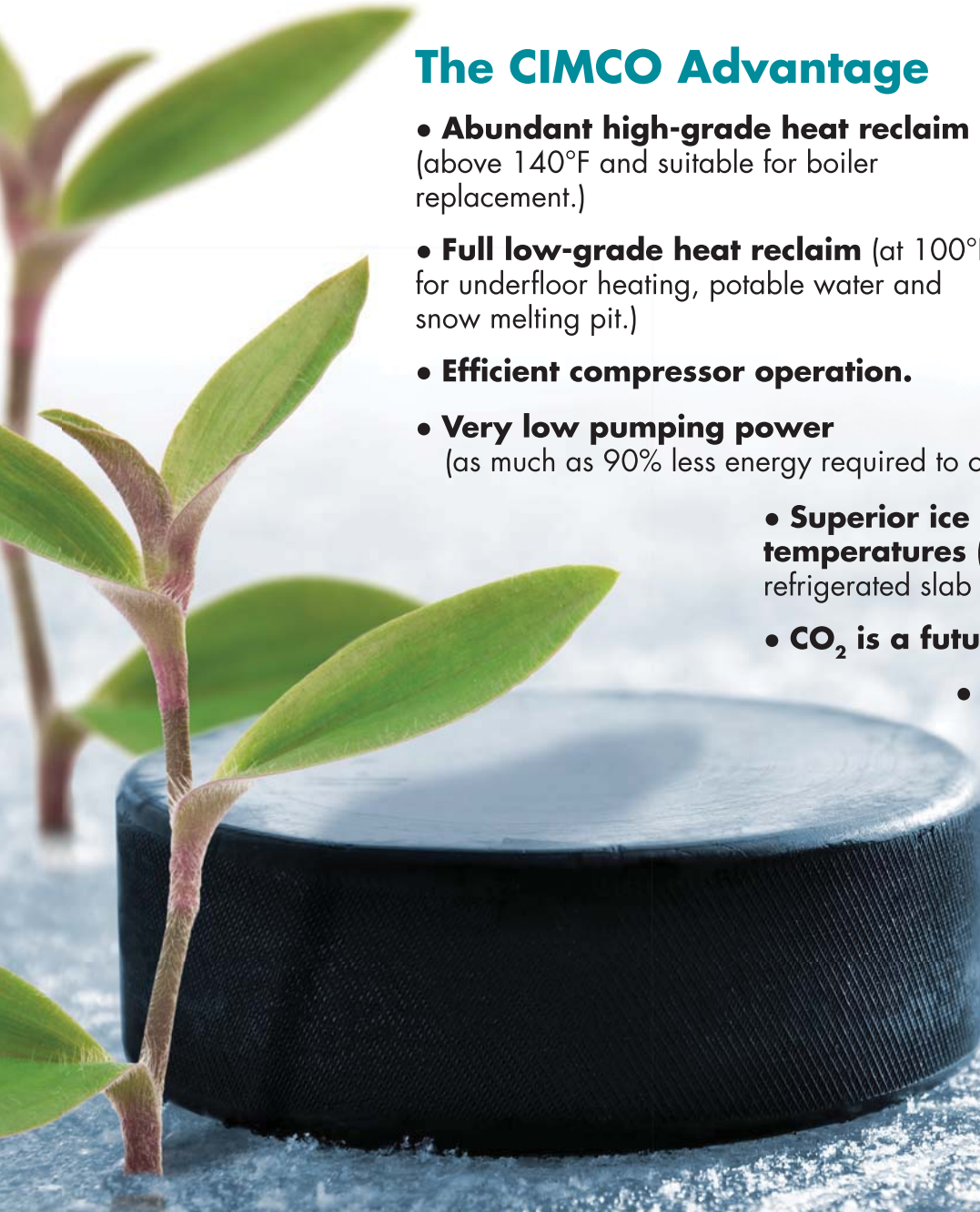
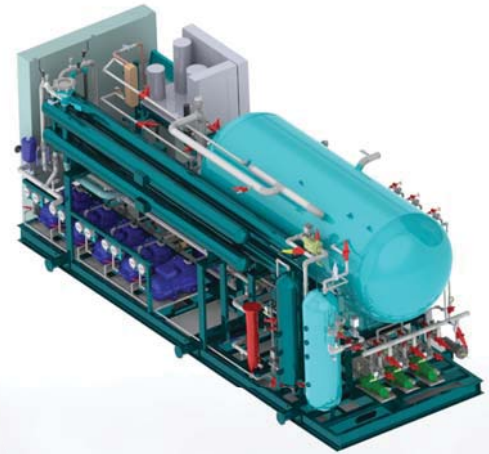


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JENISE JENSEN

International Merit Award



In recognition of international support of the ISI and its purposes, Jenise Jensen was honored with the International Merit Award. Always ready for an adventure, she brings enthusiasm as a referee at many ISI international competitions and enjoys meeting skaters and coaches and sharing her love of the sport — and the joy of ISI competitions — with them.

CANDY GOODSON

National Merit Award



Candy Goodson, skating director at Solar4America Ice at San Jose, has introduced ISI and its philosophy to thousands of skaters and coaches over the course of her extensive career. Described as “ISI’s national treasurer,” she was honored with the National Merit Award in recognition of her national support of the ISI and its purposes.

LARRY LABORDE

Man of the Year



For his unwavering loyalty and support of the ISI, Larry LaBorde was proclaimed ISI Man of the Year. Last year, he returned from the ISI conference, dedicated to making changes to his learn-to-skate program to help ISI continue to thrive and serve its members more effectively. He took the initiative to institute mandatory Individual membership at his rink.

MINNESOTA DEPARTMENT OF HEALTH ENCLOSED SPORTS ARENAS

ALBERT E. TYLDESLEY

Excellence in Safety Award



The Minnesota Health Department was honored with the Albert E. Tyldesley Excellence in Safety Award for its efforts to protect arena users from exposure to dangerous emissions from combustion powered engines and equipment. Pictured, from left: Mary Navara, senior environmental health manager; Kelly Smelter, environmental health technical inspector; John Olson, environmental health technical inspector; and Danial Tranter, environmental health supervisor.

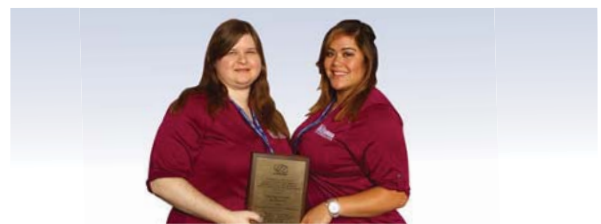
DISTRICT MERIT AWARDS



District Merit Award recipients, from left: ISI District 14 Director Paige Scott accepting on behalf of Jayne Throckmorton, Samantha Bentley, Haley Jensen, Alina Barnas, Julie Brinskelle and Kelsie Grate.

- District 1 ----- Barbara Allinson
- District 2 ----- Samantha Bentley
- District 3 ----- Haley Jensen
- District 4 ----- Jacques Gilson
- District 5 ----- Heidi Stephan
- District 6 ----- Michele Mitchell
- District 7 ----- Maria Koman
- District 8 ----- Julie Brinskelle
- District 8 ----- Alina Barnas
- District 9 ----- Kelsie Grate
- District 10 ----- Page Lipe
- District 11 ----- Alexei Sidorov
- District 12 ----- Amber Kole
- District 14 ----- Jayne Throckmorton
- District 15 ----- Teri Ballard
- District 16 ----- Christy Rockwell
- District 18 ----- Tommy Brannen

SPECIAL ADMINISTRATIVE MEMBER RECOGNITION



Mary Anderson and Kammy Sheridan accepted the 30-year-membership recognition plaque on behalf of San Diego Ice Arena.

30-YEAR

- Winterland Skating School, Pembroke, Mass.
- San Diego Ice Arena, San Diego, Calif.
- Washington Park Ice Arena, Jefferson City, Mo.
- City of Rock Springs Family Rec Center Ice Arena, Rock Springs, Wyo.

50-YEAR

- Iceland – Van Nuys, Van Nuys, Calif.

OUTSTANDING FACILITY AWARD

**LAKESIDE BROOKLYN – LEFRAK
CENTER LAKESIDE**
Individual Skater Memberships



Thea Von Zabern accepted the award on behalf of Lakeside Brooklyn – LeFrak Center Lakeside

DUBLIN ICELAND
ISI National Event Participation



ISI District 14 Director Paige Scott accepted the award on behalf of Dublin Iceland.

SPECIAL THANKS



The ISI board of directors and staff thank volunteer and ISI District 10 Director Jane Schaber for all her efforts in helping to plan our annual conference.



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2017 Conference & Trade Show

Photography by Steve Ward
of David Bank Studios



2017 **ISI/MIAMA Ice Arena**
Conference & Trade Show
 Minneapolis



2017 Conference & Trade Show

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2017 **ISI/MIAMA** Ice Arena
Conference & Trade Show
 Minneapolis





ISI UNIVERSITY

LISA FEDICK, CAE ISI Certification Programs & Courses Chair

ISI UNIVERSITY DEBUTS AT CONFERENCE New Changes in Store for Program



WITH THE REBIRTH of iAIM as ISI University (ISIU), this comprehensive school of the science and philosophies behind the best practices for ice arena operation will truly become a “YOUiversity.”

Our core mission continues to be educating YOU, the industry professional, rather than simply training a skill. ISIU-educated professionals will gain a working understanding of the “how’s” and “why’s” of ice arena best practices. One of our main goals is to make educational programming more affordable and accessible. Our industry’s most critical thinkers are currently drafting multiple single-topic certification modules, each designed to address conditions and concerns which are currently impacting our arenas. This programming will be brought to you at various learning centers throughout the country, including Dallas, Chicago, Los Angeles and Washington D.C., beginning this fall in coordination with the free ISI district seminars. (See *District Seminars information, Page 34.*)

Kevin McCormack leads a Certified Arena Management (CAM) course on marketing and sponsorships.



The ISI University debut at the 2017 ISI conference in Minneapolis welcomed several new faculty members, all of whom bring decades of professional experience to the program: Cynthia Van Valkenburg, Harvard University graduate and current college professor; Mark Bradley of Concepts and Designs; and Dave Loverock of Jet Ice. As the result of the quality of instruction offered, 18 individuals, across three tracks, obtained perfect final quiz scores.

As the ISIU continues to evolve to better prepare YOU, our industry professionals and next generation of leadership, there will be some notable changes and additions to the program. A third module of nine classes will be added to the Certified Skating Director (CSD) curriculum, which along with the current CSD and Advanced Certified Skating Director (ACSD) modules, will make this a full 27-class track, carrying the full CSD distinction, comparable to the CAM, CAO and CAP.

CSD Part 3 will debut at the 2018 ISI conference in Washington, D.C. As always, the three modules can be completed in any order. Look for a new ISIU master schedule in 2018, which will enable ISIU candidates to complete their coursework before the conference opening, so they can benefit from all the general conference session offerings.

As we continue to update and revise ISIU materials, we will add more activity and lab-based classroom work. This will enable student groups to work together in class to present resolutions to mock situations.

Effective Sept.1, a final exam will be added for completion of each of the CAM, CAO, CAP and CSD tracks. After successful completion of the quizzes for all three modules (parts) of a track, individuals will be qualified to sit for the comprehensive final exam. This exam will be more essay and problem-solving based and will only be offered at the ISI national conferences.

As individuals continue to move through the three basic ISI University certification tracks, activity in the Certified Arena Executive (CAE) is increasing, and we look forward to several additions to our roster of 12 CAEs during 2017. For more information on ISI University, please contact me at LAFedick@gmail.com.



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CERTIFIED ARENA EXECUTIVE (CAE)

The following individuals obtained three Continuing Education Unit (CEU) credits for Toni Cooper's "Demystifying the Millennial" class:

- Janet Black
- Adam Busalacchi
- Kevin Cassidy
- Kyle Correia
- Patrick Furze
- Brian Galabinski
- Gigi Zobel Kerrigan
- Jordan Mann
- Steven Pereira
- Alek Rozrich
- Paige Scott
- Alane Carin Swiderski

NATIONAL INSTRUCTOR TRAINING (FS 1-10)

- Amanda Erickson
- Christina Hart
- Amber Karcher-Ramos
- Leine Newby-Estrella
- Kirsten Olson
- Katrina Stewart
- Amanda Whitacre
- Sandy Wittman
- Pamela Sandborg

- Nadine Rutledge
- Diane Clysdale

ADVANCED CERTIFIED SKATING DIRECTOR (ACSD)

- Robyn Arnold
- Alina Barnas*
- Julie Brinskelle
- Lorie Charbonneau*
- Rene Gelecinskyj*
- Tamarah Hooper*
- Gigi Kerrigan
- Kaitlyn Randall
- Laura Fischer
- Maureen Wismayer
- Carol Rossignol

CERTIFICATE OF MANAGEMENT (CAM) 3

- Stephanie Albrecht*
- Brian Galabinski
- Travis Goodrich
- Dan Gordon
- Matt Karvonen
- Armin Katadzic
- Jason LaBossiere
- Jackie Loughrey
- Michael McPhillips*
- Steve Pereira
- Megan Ripley*
- Alek Rozich*

- Ryan Shaffer*
- Stuart Silverberg
- Nick Valentino*

CERTIFICATE OF OPERATIONS (CAO) 1

- Joe Amundson
- Donald Baldwin
- Joe Bernyk
- Katie Broderick
- Troy Cartony
- Nathan Christensen
- Michael Ford
- Judson Foster
- Scott Fredrickson
- Derek Glad
- Gerry Hart
- Kollin Johnson
- Glyn Jones
- Junior Kautz
- Sean Larson
- Eric Mages
- Louie Malara
- Lisa Mansfield
- Chris Myers
- Jake Pederson
- Jay Peterson
- Brett Smith
- Scott Stephan
- James Uhls
- Max Wood

Tiesha DiMaggio
presents an **Advanced Certified Skating Director (ACSD)** course on **electronic marketing and social media.**



CERTIFICATE OF PROGRAMMING (CAP) 1

Chad Amaral
Janet Black*
Adam Busalacchi
Kyle Correia*
Nathan Grundhofer*
Luke Jacobsen
Allison Manella*
Robyn Marlinski*
Mary Polleys*
Darryl Racca*
Brian Sauser
Kamela Sheridan*
Mark Squillacioti
Kelly Sullivan
Dannon Haliskoe

HVAC CERTIFICATION

Bill Abel
Joe Amundson
Mary Anderson
Donald Baldwin
Joe Berynk
Garret Breen
Katie Broderick
Ron Burtman
Gary Bye
Troy Cartony
Kevin Cassidy
Nathan Christensen
Ruben Flesnev
Michael Ford
Scott Fredrickson
Judd Garbina

Derek Glad
Tom Guenther
Bob Haala
Glyn Jones
Eric Mages
Louie Malara
Lisa Mansfield
Chris Myers
Jake Pederson
Jay Peterson
Cale Politoski
Rick Ragan
Grady Schneider
Tony Siebert
James Uhls

**Indicates perfect quiz score*



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

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Rink Insurance Program underwritten by an A+ Insurance Company



by *Jamie Baringer*
ISIA Education Foundation
Auction Chair



ON BEHALF OF the ISIA Education Foundation, I would like to say a huge “thank you” to our generous donors, as well as the bidders, who supported the 2017 Silent Auction at the ISI/MIAMA conference & trade show in the spring. This year’s auction raised over \$2,500 in support of the ISIA Education Foundation Scholarship program.

Without continued support such as this, the ISIA Education Foundation would not be able to offer scholarships on an annual basis to deserving students who choose to continue to make skating a part of their lives in college.

AUCTION DONORS

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|----------------------------------|--|--|
| Accent Refrigeration Systems | Jamie Baringer | Professional Skaters Association (PSA) |
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2017 SCHOLARSHIP RECIPIENTS

» The ISIA Education Foundation awarded two, four-year scholarships to the following skaters for the 2017-18 academic year:

- Erin Martin of Brandon, Fla. (Brandon Ice Sports Forum, Tampa, Fla.), who will be attending Tampa University.
- Olivia Morrissey of Bedford, Mass. (Sharper Edge Skating School, Acton, Mass.), who will be attending Fordham University.



ERIN MARTIN
Brandon, Fla.



OLIVIA MORRISSEY
Bedford, Mass.

Each recipient will receive a scholarship in the amount of \$1,000 annually for four years.

Please let your high school-age skaters know that applications for the 2018-19 year will be due Feb. 1. Applications and more information can be found online at skateisi.org/foundation.

Also, please note that the ISIA Education Foundation introduced two new scholarships last year: The Professional Development Scholarship, offered to current members of ISI for eligible programs that enhance their industry knowledge, and the One-Year Scholarship for skaters who are currently enrolled in a post-secondary institution. Information on these scholarships can also be found on the ISI website.

Tax-deductible donations to the ISIA Education Foundation are welcome at any time. The 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 corporation.

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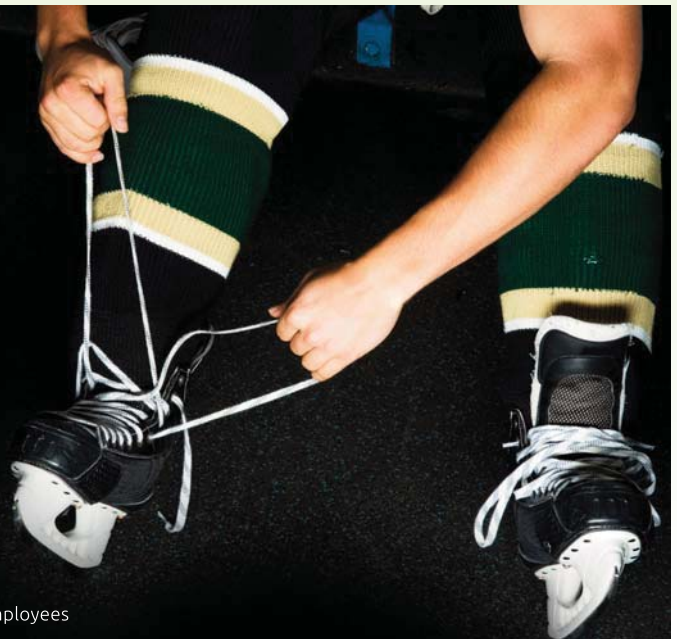
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OPERATE YOUR FACILITY LIKE IT'S 2017!

by Mark Vaughan

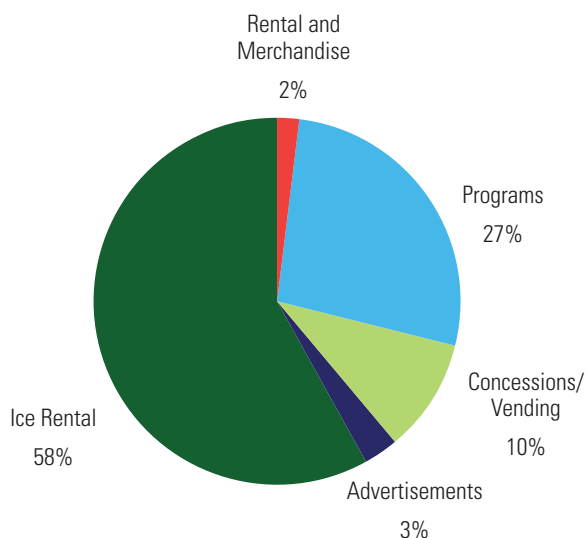
HAVE YOU DIVERSIFIED your building recently? Some arenas are not changing with the demands of their clientele and are missing out on opportunities to generate revenue.

You may ask, "How do I diversify my building?" My first answer is, "Do you have the support from your supervisors and/or ownership?"

If you have the support, start the process immediately. It won't happen overnight, but your first step is to take inventory of your building's features and functions as well as its potential. Start at the front door and think like a patron, not an operator.

Following this audit, the next step is to review the budget and begin the education process necessary to successfully introduce your findings to the key decision makers at your facility.

I have traditionally used pie charts to show where opportunities exist, but it's important to use caution when presenting. Using percentages rather than hard numbers will be more effective when sharing your findings. It's all right to use comparisons, but I recommend not focusing on them as you are charged with planning future operations, not past. Search for ways to diversify your revenue, being sure to not have all ideas in one basket; keep in mind the Return on Investment (ROI) on staff labor time and expenses.



Inventory your building's features and functions and share your findings in a pie chart when presenting to key decision makers.

RENTAL SKATES



Investing in rental skates is a must.

Since you're in the ice skating business, your facility should offer rental skates. If you don't already do so, I highly recommend investing in rental equipment. The current trend shows that skaters are choosing not to own their own ice skates since it's easier and more affordable to rent. At my facility, we spend \$5,000 every five years for about 50 pairs of rental skates – we are grossing sales of nearly \$10,000 a year in skate/helmet/aid rentals!

Merchandise sales is one area in which I recommend caution on investment. I'm not implying to not offer merchandise but watch inventory levels, shipping prices and loss due to theft. Product does need to be offered to be part of your service equation but think bigger — try to get some bulk sales from teams at the beginning of the season or offer specials to move some products quickly. It's important to have storage space and shelving for display.

CLUB SK8



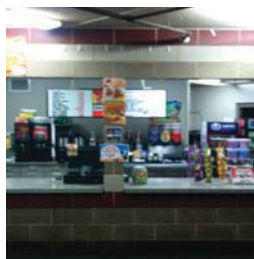
The Club Sk8 concept brings the roller skating atmosphere to your rink.

Ice skating is our product, so why not capitalize on the experience? Fellow industry member Rob Lopez introduced the Club Sk8 concept to Eagan Civic Arena, and I believe more arenas should offer it. The best way to describe it? It brings the roller skating atmosphere — disco lighting and energetic, dance music — to ice rinks. With social media, it's easy to promote this concept to kids and once you get them to the rink, the atmosphere will sell it. Try offering it on

Friday and Saturday nights when kids, especially pre-teens, are looking for something social to do with friends.

Once you create the roller skating atmosphere for your ice skaters, the parties and other revenue will follow. Do not take the easy way out — cake and "no clean-up for the patron" sells. Also, offer the full package with food. Part of taking the risk is putting in the work (offering full service) to receive the reward.

CONCESSIONS



Concessions can be a great revenue source.

Concession stands can be difficult to operate for profit, but the more events, parties and services you offer, the more revenue you generate for your building. While you need to watch inventory, hours of operations, staffing and handling outside food and beverage brought into your building, this can be a great revenue source. If you are in the concession



» business, you need to be in the vending business as well. It offers a nice solution to a closed concession stand, and vending sells itself if displayed correctly. Just watch your inventory levels and service calls; it can dramatically reduce your profits.

ADVERTISING

Advertising is the most missed opportunity by arenas for added revenue. Tracking attendance each year has been the most successful sales advantage that Eagan Civic Arena has implemented.

If you understand your users and how to reach them with the most effective advertising channel, you will reap the rewards. Do your homework before you advertise and identify the target audience for each of your sales promotions.

SKATE SCHOOL

Going back to skate rentals and ice skating — every arena should have a skate school, period. All participants need to know how to skate before they try figure skating, hockey or any other skating sports. Your job is to advise kids and adults on how to get involved in the sport of ice skating. Be sure that your staff is prepared to first upsell the skate school then pass on information about your hockey and figure skating club. Always conclude a skating season with an ice show — guaranteed ROI on the time and talent of staff and volunteers.

OTHER

Other revenue opportunities include adult leagues, private lessons, capitalizing on large events and utilizing other arena spaces for activities (i.e.: dry-land training, weight rooms,



Installing indoor turf and renting the space for other sports and activities, such as karate, can be profitable.



Offer the full-party package — cake and “no clean-up for the patron” sells.

meeting rooms and gathering spaces if your facility offers). Lastly, do your homework and justify having ice installed year-round or in the off-season. We have had great success with installing indoor turf and offering other sports rentals, show space and large events.

What does the future hold for our industry? Watch for automation of tasks, be prepared to protect your users and data, and streamline your operations. The challenge is there; our industry can learn from other industries and we can grow together.



Mark Vaughan manages the Eagan Civic Arena and Cascade Bay water park for the City of Eagan, Minn. He also owns Arena Concepts, which assists arenas in planning and operations. For assistance with your audit, contact him at 651-331-8939 or mvaughan@arenaconcepts.com.

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POSITIVE LEADERSHIP

In Action

THE AVERAGE MODERN-DAY workplace is far from positive. Everybody's already tense and on edge due to work demands, life stressors and the economy. Add in a pessimistic, angry leader, and there's a bigger problem. In fact, a recent Gallup poll estimates that negativity costs the economy \$250-\$300 billion a year and affects the morale, performance and productivity of teams.

If you're a leader, best-selling author Jon Gordon wants you to take this message to heart: Spreading negative energy solves nothing — in fact, it causes people to shut down. Morale suffers, employees disengage, productivity takes a hit and profits fall.

"It's easy to get upset and derailed by anger when things go wrong, but then the issue gets lost because you mismanaged the situation," says Gordon, author of "The Power of Positive Leadership: How and Why Positive Leaders Transform Teams and Organizations and Change the World."

"Leading a team is really a lot like parenting. If you yell at your kids, they miss the message. Instead you have to use love and accountability to help them perform their best at all times."

Gordon strongly believes in positive leadership, which means sharing optimism, hope and inspiration with your

"Leading a team is really a lot like parenting. If you yell at your kids, they miss the message. Instead you have to use love and accountability to help them perform their best at all times."

Jon Gordon



team. Yes, even when— *especially* when — things go wrong.

It also means *not* ignoring negativity within your organization. (He says this is one of the biggest mistakes leaders make.) You must address the negativity, confront it, transform it, or remove it before it has a chance to breed and grow. This is the role of a positive leader.

"A lot of people roll their eyes when they hear about positive leadership," says Gordon. "They think positive leaders are nice, undisciplined, happy-go-lucky people who smile all the time and believe that results are not important. On the contrary, positive leadership consistently helps organizations thrive and inspires teams to get results."

But here's the question: What does positive leadership look like in action? Gordon answers this question by presenting five common business scenarios that many leaders face. Keep reading to learn and understand the different approaches taken by negative versus positive leaders — and why your leadership style matters so greatly to the success of your company.

SCENARIO 1: Your team member doesn't deliver their part of the project (again!).

NEGATIVE LEADERS attack the person and focus on the past.

POSITIVE LEADERS attack the problem and focus on the future.

"Positive leaders should identify why the underperforming employee has not delivered and coach them to solve the problem and achieve success," says Gordon. "They have to be demanding without being demeaning. They both challenge and encourage their teams and organizations to continue to improve and get better."

"The difference between a positive leader and other leaders is that many leaders focus on accountability first and love comes later or not at all," he adds. "Many talk about tough love and I believe in it, but I have found that love must come first. If your team knows you love them, they will allow you to challenge and push them. Instead of tough love, it needs to be *love tough*."



“It’s important to help your team remember that there’s always an opportunity for improvement. Positive communicators encourage and inspire others to do more and become more than they ever thought possible ... ”

Jon Gordon

» **SCENARIO 2: A salesman consistently misses goals and makes excuses.**

NEGATIVE LEADERS complain and blame.

POSITIVE LEADERS identify opportunities.

“It’s important to help your team remember that there’s always an opportunity for improvement,” says Gordon. “Positive communicators encourage and inspire others to do more and become more than they ever thought possible. Positive leaders are great encouragers, and it’s something the world needs more of. With so many people telling us we can’t succeed, we need to hear people telling us we can.

“Anyone pursuing anything worthwhile will fail and fail often,” he adds. “I certainly have failed many times, but when I look back, I realize I wasn’t failing; I was growing. I learned that you can dwell on the past or look forward to making the next opportunity great. You can see life as a game of failure or opportunity. It’s all in how you see it.”

SCENARIO 3: Your employee has a history of being rude to customers.

NEGATIVE LEADERS fire offending employees right away.

POSITIVE LEADERS first seek to transform them.

Martin, a leader with the company Seventh Generation, told me that he put a sign on his door that read, “Energy vampires welcome. Expect to be transformed.” Employees who act out on the job are energy vampires. The first step in dealing with an energy vampire on your team is not to remove but to transform. No one really wants to be an energy vampire. These people are likely negative for a reason. The first steps should always be to listen with empathy and love, and try to understand and transform.

“I have found that the best way to deal with energy vampires in your organization is at the culture level, where you set the expectation that people who drain the energy of others will not be tolerated,” says Gordon. “You talk about the negative impact of negativity. You explain that one person can’t make a team but one person can break a team. You talk about what a great culture looks like and how you want everyone to be a positive contributor to it.”

SCENARIO 4: An employee shows values inconsistent with company culture (shows a lack of transparency, overpromises on deliveries, stirs up drama with colleagues, etc.).

NEGATIVE LEADERS overlook inconsistencies and move on to other problems.

POSITIVE LEADERS show love and accountability companywide.

Former CEO Alan Mulally turned around Ford with both love and accountability. He believed you should love your people, but you must make sure you hold your team accountable to the plan, the process, the principles and the values of the culture.

“Mulally had a zero-tolerance policy for violating the process,” says Gordon. “This is how positive leaders should approach dealing with inconsistencies in organizations. If someone violates the process and you don’t address it, then everyone knows you aren’t committed to it. But when you love people and hold them accountable, it’s amazing how fast things can move in the right direction. And if you’re failing in some way, you won’t be ostracized, but rather you will find the support you need to succeed.”

SCENARIO 5: Your company is falling on hard times, and everyone is worried about their job.

NEGATIVE LEADERS become even more negative and turn volatile and hopeless.

POSITIVE LEADERS lead with faith instead of fear.

During the Great Recession, as the rest of the country was going through the downturn, the people who led and worked for the companies in Silicon Valley refused to participate in the recession. They were too busy trying to change the world. They were surrounded by a bubble of optimism.

“Ultimately, being a positive leader is all about leading with faith in a world filled with cynicism, negativity and fear,” says Gordon. “The ultimate battle we face every day is the battle between faith and fear. As a leader, you must realize that your people are facing this battle daily. They are filled with fear, doubt and uncertainty, and it’s your job to inspire them with faith. Leading with optimism, positivity and belief comes down to leading with faith instead of fear.”

“Negativity routinely drains energy and sabotages talented teams,” concludes Gordon. “But leaders are optimally positioned to combat negativity and pessimism at every level of their company. As quickly as systemic pessimism poisons a group of people, relentless optimism is guaranteed to change the destructive negative dynamics and transform your culture. It’s truly up to you. Focus on the positive in all situations and see the remarkable difference it makes.”

Jon Gordon’s best-selling books and talks have inspired readers and audiences around the world. His principles have been put to the test by numerous NFL, NBA and MLB coaches and teams, Fortune 500 companies, school districts, hospitals and non-profits. He and his tips have been featured on “TODAY,” CNN, CNBC, The Golf Channel, “Fox and Friends,” and in numerous magazines and newspapers. His clients include the Los Angeles Dodgers, Atlanta Falcons, Campbell’s Soup, Dell, Publix, Southwest Airlines and more. For information, visit jongordon.com.

COACHES' CORNER

by Amanda Truax

WHEN A CHOREOGRAPHY and style coach is not at your fingertips, it's your role as a coach to develop a style and presentation training plan for your skater.

Ask yourself the following questions:

- What are some secret ingredients for developing my skaters' signature style on the ice?
- How can I help my skaters feel more comfortable with movement and choreography?

There are many building blocks to helping your skaters become more comfortable with movement on the ice. First, they need to understand body alignment and awareness, spacial awareness, and energy.

You can start building the foundation of movement in your skaters by following the concepts and exercises below. As you begin to experiment with these exercises, introduce them with excitement to your skaters, be encouraging, have fun and add a splash of your own creativity.

Music Choice

Right off the bat, you'll want to choose different styles of music for each of these exercises. Creating the movements to match the tempo of the music you choose is important.

Choose different styles of music from an array of eras for your warm ups, edge class exercises and step sequences, incorporating stage dance steps. Some of the artists I like to use for slower warm-up exercises include "Diamonds" by Rhianna, "Journey to the Past" by Liz Callaway, "Try" by Natasha Bedingfield and "No Filter" by Britt Nicole. I like to use more upbeat music for faster tempo footwork steps and choreography — "Stompa" by Serena Ryder, "Hit Me Up" by Gia Farrell, "Sunshine, Lollipops and Rainbows" by Lesley Gore, "Razzle Dazzle" by Fosse and "Mr. Pinstripe Suit" by Big Bad Voodoo Daddy.

Always give your skaters a lead-in count before they start any exercise. I like to have the kids present themselves with both arms port de bras (ballet terminology) with a bright smile on "5, 6, 7, 8."

Exercises

STEP 1

To create movement and body awareness, use warm-up exercises that focus on posture, energy, expression, use of levels, focal point and isolations. Have your skaters try these exercises in a standstill position and then add basic skating skills, such as swizzles, forward stroking and deep alternating outside edges with both feet on the ice, right and left.

Alignment: While skating forward doing swizzles and stroking, skaters should focus on looking slightly above the Plexiglas window with spine & neck long, shoulders pressed down, arms extended, belly button pressed toward spine, lower back lengthened and tail bone slightly tucked (creating space between the bottom ribs & top of the hip). Have them skate across

the ice keeping in time with the music and focusing on the alignment only.

Energy: Remember, all parts of the body have energy. Tell your skaters to think of an electrical current running through their body that runs out through the top of their head, down the back through their tail bone and out through their eyes, mouth and fingers; instruct them to propel the energy at the walls beside them. Inspire them to be creative and work on different types of energy that match the music you select, whether it be upbeat, soft, slow or lethargic energy. Then, have them try the same exercise with the alignment drill and add different energy.

Expression: How do you help your skaters express more with their face? It takes practice; one way is to have them add different facial expressions to the exercises they are doing. Use descriptive words to inspire facial expressions that match the music; for example, have your skaters create a hopeful or a sad facial expression that they must maintain the entire exercise. (A few more descriptive

The following skaters demonstrated during Amanda Truax's choreography session at the ISI/MIAMA conference in the spring. From left: Julia Enright, a figure skater in the Minneapolis-St. Paul area; Darina Korn, an ISI professional instructor at the River Blades Skating School and the Cottage Grove Ice Arena; Steven Grant, a professional skater with Disney on Ice; and Savanna Gray and Allison Blatter, both competitive figure skaters in the Minneapolis-St. Paul area.



Photo by Peter Slapnicher

» words to choose are happy, excited, evil and bashful.) Once they understand the facial expressions you desire and are comfortable with them, add two or three facial expressions to the warm-up exercise.

Add Levels: To keep it simple, let's focus on three levels: high, medium and low. High level is as high as your skater can reach toward the ceiling; medium level is the space in front, on either side, and behind them; low level is as low as your skater can go down with bent knees toward the floor. Have your skaters try the stroking exercise using high, medium and low levels with arms following the level and then extend into an arabesque. 1, 2, 3, 4 (stroke onto left foot using levels low, medium, high on left leg), 5, 6, 7, 8, (stroke onto right foot using levels). Reverse the exercise (stroke onto left foot arabesque to high level, then move through the medium level, then to the lowest level). Notice how adding levels makes the movement more interesting.

Isolations: Isolations warm up specific body parts and improve coordination. Try some of these basic exercises with your skaters standing stationary. Have them move their heads side to side, or in a circle; move their shoulders one at a time while swizzling; and draw the letter S with one wrist and then the other wrist.

Here is an isolation that is worth its weight in gold: the contract & release. This isolation improves expression and helps your skaters move through space once it is added to levels and focal point. Contract — skaters drop their chins to their chests, round their shoulders forward, tuck their belly buttons in; upper and lower body should be in the shape of a C — then release.

Have skaters arch their backs, pull shoulders back, tilt heads toward the ceiling and push their ribs forward. Now they can add these exercises to their basic swizzle, stroking and edges. This adds dimension to the skating.

Focal Point: Where is their focus on each part of the exercise. The easiest focal point is looking straight; have skaters try to look at the ceiling then look straight down at their skates on the ice. On the swizzle exercise, have them work on looking straight down at the floor as they draw their arms up to a high level; arms in the shape of an O, have them look straight up at the ceiling as they open those arms; repeat.

Have skaters try the forward outside edges looking at a point on one side wall, keeping that focus until their next step forces them to look at the other wall as they go side to side. Next, have them try forward outside edges looking where they came from, rather than looking where they are going, again keeping their gaze behind them as long as they can before moving it.

This next move can be challenging. When stepping forward into a spiral, skaters keep arms overhead in the shape of an O, trying to look over their free leg behind them, as they open up their arms and lean forward into the full spiral; have them change their focus to forward as they arch their backs.

Adding focal point to your skaters' training will make for a more interesting look on the ice.

STEP 2

Choreography concepts: These are the elements to help your skater become more comfortable with moving creatively. There are many choreography ingredients that are added to a flavorful skating routine. I touched on several of those above but here are a few more to try in an off-ice class and then add them to a "performance and presentation" class on the ice.

Add shapes, levels, facings, energy and ice patterns to create more dimension into a program:

Shapes: I use shapes and letters to create inspiration. I ask my skaters to form their arms and legs into a specific shape or letter (specifically W, M, O, I and L). We then add levels; I tell them to try putting

their arms in the shape of a letter W at a high, medium, then low level. Next, they try the letter M at different levels. Then it's time to add facings.

Facings: There are 10 different directions you can face in a room for simplicity at a beginner stage. I use four: downstage (toward audience), stage right (facing right), upstage (back to the audience) and stage left (facing left). Have your skaters face downstage in the W shape, then upstage in an O shape. Add levels, having them repeat the same shapes and facings but add low level for the W and high level for the O.

Energy: Add energy to the shapes and facial expressions. Have your skaters try the shapes using excited energy with a happy facial expression, then add slow soft movement in and out of the shape using a sad facial expression. Notice the feeling and energy in the room; notice how changing the facial expression and energy can change the look of the movement. Next, try the shapes using the basic facings in the room.

Pattern or Ice Pattern: Try the movement across the floor. Here are some creative ice pattern shapes you can draw with a marker on the ice or with tape if you are on the floor. Draw several zig zags, a large circle and a large S on the ice or floor. Have your skaters move on the floor in the patterns, adding their shape with a specific energy. For example: Letter W shape with the arms, exciting happy energy moving on the Zig Zag pattern — they can change their facing from downstage to upstage; it's up to them. Next try the letter O with a sad face; have your skaters move that letter O using levels high, medium and low in the circle pattern you have drawn on the ice; keep in mind that they should change direction to make their movement more interesting.

These are just a few ingredients and off-ice exercises you can incorporate into your skaters' training.

STEP 3:

Counts: One way to really make a program pop is to set all the choreography to counts (for example, “5, 6, 7, 8”). In a class setting, it’s best to come up with a dance combination on the floor. Choose music that is current and has a great beat! If the kids are jumping up and down over the song you chose, you’ve done a good job! If you’re not familiar with current, popular dance moves, check out YouTube. You can find fun pop song videos to watch to learn the dance moves and teach them to your skaters.

All steps should be taught to counts. When steps match the music, the choreography can really speak to the audience. Plus, your skaters learn rhythm, syncopation, counting and so much more. You may even see the kids dancing to and

from the ice with their friends after your class; this exercise creates friendships and camaraderie. Don’t forget, you should be counting their freestyle program music, all choreography should have phrasing and movement should match the nuances of the music.

“Tah-Dah” & Innovative Moves: Every skater should have a dash of “tah-dah” that really spices up their program. A few of those “tah-dah” moves are toe steps, chaineé turns, illusions, fan kicks, hitch kicks, a Charlotte spiral, a “Y” Spiral, a Biellman spiral, a spider lunge, a turning lunge with both legs bent, the check mark lunge, star kicks before a camel spin, spread eagles, bauers, heel spins, toe stands and a tango stop before a hitch kick — the possibilities are endless!



Amanda Truax, figure skating professional, choreographer and owner of River Blades Skating School in Hastings, Minn., led a choreography session

at the ISI/MIAMA Ice Arena Conference & Trade Show in the spring. She skated professionally with Disney on Ice for eight years and worked closely with the industry’s top choreographers, producers and performance directors. She mentors coaches and skating directors on how to run a successful skating business. She is available for mentoring via phone or live chat. For more information, visit RiverBladesSkating.com/pro or call 763-232-5195.

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WE'RE HEADED TO TEXAS!**

2018
DALLAS
ISI WINTER CLASSIC

Feb. 16-19
Dr Pepper StarCenter
McKinney at Craig Ranch
McKinney, TX
Test deadline: Dec. 1
Entry deadline: Dec. 10
skateisi.org

DISTRICT UPDATES

ISI DISTRICT 3

(CONNECTICUT, NEW JERSEY, NEW YORK)

by Tiesha DiMaggio, District Director



The District 3 Fall Seminar has been moved back one week to Sept 17. It will be held from 8:30 am. to 1:30 p.m. at Danbury Ice Arena.

The last competition to be held in our district was the Tournament of Roses on July 9 at RoseGarden Ice Arena in Norwich, Conn. Five teams competed in the event, and it was a great way to finish off Sailfest weekend in Southeast, Conn., a three-day festival complete with Tall ships, fireworks, entertainment and more.

Danbury Ice Arena participated in ISI World Recreational Team Championships July 17-22 at The RINKS – Anaheim ICE and Lakewood ICE. Out of 73 teams, they placed 36th, with 87.5 points.

To have your ISI District 3 rink featured in the next ISI EDGE, please send your news to tieshask8@gmail.com.



Tournament of Roses, RoseGarden Ice Arena, Norwich, Conn.

ISI DISTRICT 6

(MICHIGAN)

by Julie Goddard, District Director



We are excited here in “the Mitten” for the upcoming fall season! We are in the process of finalizing our competition schedule and plan on heading over to Districts 7 and 8 for a competition or two this season for a change of pace.



The State Games of America took place in Grand Rapids, Michigan in August.



Skaters enjoyed summer skate camp hosted by Southgate Figure Skating Club.

We can't thank all the districts enough for their support in sending skaters and coaches to the State Games of America in Grand Rapids, Mich. It has been our pleasure as a district to work with everyone on this amazing opportunity for our ISI skaters.

The summer season was busy here in District 6. We wrapped up all our fantastic ice shows, prepared new programs, hosted tryouts for fall and had a great skate camp hosted by the Southgate Figure Skating Club. We look forward to a new season and all the new exciting things coming from ISI.

To have your ISI District 6 rink featured in the next ISI EDGE, please send your news to jgoddard@ci.southgate.mi.us.

ISI DISTRICT 8

(CHICAGO/MILWAUKEE METROPOLITAN AREA)

by Vicky Klinko-Osseland, District Director



District 8 has had a productive summer, with two great competitions at McFetridge Sports Center in Chicago and Centennial Ice Rinks in Wilmette, Ill. Thank you to these rinks for hosting these summer events. Both events will return next year with McFetridge taking its usual weekend and Wilmette moving one week later to July 14.

The following events took place over the summer: School's Out Competition, July 17, McFetridge Sports Center; Mid-Summer Classic, July 8, Centennial Ice Rinks; Freestyle 7-9 test session, July 26, Centennial Ice Rinks; District 8 General Meeting, Aug. 3, Nelson Sports Complex in Rolling Meadows, Ill.

The Northbrook Sports Center hosted Olympian Jason Brown, a former ISI skater, for a day of training, which included an inspirational visit to participants of their skating and dance camp.



Olympian and former ISI skater Jason Brown visits with participants of the skating and dance camp at Northbrook Sports Center.

We are excited for our fall seminars, which will be held Sept. 24-25. The coaching seminar, a joint ISI and PSA event, will take place Sept. 24 at Niles Iceland In Niles, Ill. Special guests will include international figure skating coach and Olympian Doug Ladret, ISI Managing Director Liz Mangelsdorf and ISI President Rob McBride.

A management and operations-focused seminar will take place Sept. 25 at Centennial Ice Rinks in Wilmette. Speakers will include Chris Geatrakas, president of Davis Mechanical Services, Inc.; ISI 2nd Vice President Lisa Fedick as well as Rob McBride and Liz Mangelsdorf. We look forward to hosting both these events!

To have your ISI District 8 rink featured in the next ISI EDGE, please send your news to vrklanko@yahoo.com.

ISI DISTRICT 10

(IOWA, MINNESOTA, NEBRASKA, NORTH DAKOTA, SOUTH DAKOTA, WISCONSIN)

by Jane Schaber, District Director



It has been a busy season in District 10 with 10 competitions and 12 district test sessions. Participation continues to be strong and is growing, with more interest in ISI programs resulting with some new Administrative and Professional members. Thank you to all the competition directors that continue to work so hard on their events so that we have such

great opportunities to offer skaters in our area, which helps keep ISI membership and participation strong!

It was great having the annual ISI conference and trade show in our backyard. It brought in some new attendees from our area and showed them what ISI has to offer to their existing programs. It was also great to see so many of the districts' arena managers and staff in attendance. It always helps to build stronger rink relationships when coaches, management and operations staff have the opportunity to meet one another and learn together, giving everyone involved in the rink industry a better grasp of the big picture and how to truly make the facilities successful!

We are preparing for our Fall District 10 Seminar to be held Sept. 10 at Doug Woog Arena in South St. Paul, Minn. The seminar will run in conjunction with the PSA seminar. The free ISI seminar will take place from 8 a.m. to 1 p.m. followed by the PSA seminar from 1 to 6 p.m. (There will be a fee for the PSA seminar.)

We hope that coaches will take advantage of a great day of learning! We are also working on a skater seminar to be held on Sept 9. with the guest presenters — more details will be available shortly.

To have your ISI District 10 rink featured in the next ISI EDGE, please send your news to Jschaaber@superrink.org.

ISI DISTRICT 11

(ARKANSAS, LOUISIANA, OKLAHOMA, TEXAS)

by Caroline Baker, District Director



The District 11 Championships was held May 20-21 at the NYTEX Sports Centre in North Richland Hills, Texas, with teams from Texas competing. Jennifer Anderson and her professional team and outstanding volunteers did an amazing job hosting the event.

Team placements are as follows: ICE at The Parks – Arlington, first; Dr Pepper Star Center – McKinney, second; Galleria Ice Skating Center, Dallas, third; El Paso Skating Club, El Paso, fourth; Stars of Austin FSC, Austin; fifth; Dr Pepper Star Center – Farmers Branch, sixth; NYTEX Sports Centre, North Richland Hills, seventh; Allen Community Ice Rink, Allen, eighth, Dr Pepper Star Centre – Plano, ninth; Dr Pepper Star Center – Euless, 10th; Dr Pepper Star Center – Frisco, 11th.

ICE at The Parks will host their 14th Annual Open Competition, Sept. 16-17. Entry forms are due Aug. 10. Competition information and forms may be found on the District 11 Facebook page as well as the rink website: iceattheparks.com

ICE at The Parks held their Annual Learn to Skate Summer Show on June 10, with over 200-plus skaters participating.

ICE at The Parks has hosted ice skating camps for the last 14 summers. The 2017 Summer Camps ran for five weeks and included select levels for different camp weeks: Low & Medium, High and Synchro. The camp package includes: stroking, level classes, freestyle sessions, off-ice jumps, ballet for skaters and classroom (healthy eating for an athlete, creating and reading written programs/maps, history of ice skating and more).

The District 11 Seminar will take place Nov. 9 at Dr Pepper StarCenter – Farmers Branch. Check the District 11 Facebook page for more information.

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



DISTRICT UPDATES



Some of the skaters who participated in the ICE at the Parks Annual Learn to Skate Show.



ICE at the Parks Synchro Camp skaters, flanked by coaches Olivia Langston, left, and Julie Stahl, right.

Tot skaters "camping" with their coaches at the ICE at the Parks Annual Learn to Skate Show.

FREE DISTRICT SEMINARS

Free district seminars, offering essential networking and career enhancement tools, are scheduled annually across the country for current ISI Professional members and arena staff.

Instructor seminars provide a venue for skating instructors and skating directors to discuss the latest in teaching techniques, industry trends and rule revisions.

Instructors participate in video judging exercises while sharing tips and helpful hints. A wealth of industry updates and educational information is included in each

year's seminar manual, distributed at no charge to all attendees.

Some districts also incorporate ISI Ice Skating Instructor Training

sessions into their seminar schedule, allowing coaches to maximize their educational opportunity (separate registration fee required).

Following are seminar dates available at press time. For more details or if your district seminar is not listed below, please watch skateisi.org/seminars for updates or contact your ISI district director.

DISTRICT 1

Instructor Seminar

Nov. 4-5
Location: (To be determined)
Host: District 1 Director
Alane Swiderski
aswiderski@fmcicesports.com

DISTRICT 3

Sept. 17, 8:30 a.m.-1:30 p.m.
Danbury Ice Arena
Danbury, Conn.
Host: District 3 Director
Tiesha DiMaggio
Tiesha@rosegarden.com

DISTRICT 5

Oct. 8
Point Mallard Ice Skating Complex
Decatur, AL
Host: District 5 Director
Larry LaBorde
llaborde@bellsouth.net
Guest Presenter:
ISI 1st Vice President Janice Forbes

DISTRICT 8

Instructor Seminar

Sept. 24
Niles Iceland
Niles, Ill
Host: Skating Director Amy Forbes
and ISI District Director Vicky
Klinko-Osseland
icelandssdirector@yahoo.com

Guest Presenters:
ISI Managing Director
Liz Mangelsdorf and
ISI President Rob McBride.

Management/ Operations Seminar

Sept. 25, 8:30 a.m.-12:30 p.m.
Centennial Ice Rinks
Wilmette, Ill
Host: General Manager
Sean Flynn
sfflynn@wilpark.org

Guest Presenters:
Davis Mechanical Services

President Chris Geatrakas,
ISI President Rob McBride,
ISI 2nd Vice President Lisa Fedick
and ISI Managing Director
Liz Mangelsdorf

DISTRICT 10

Sept. 10
Doug Woog Arena
South St. Paul, Minn.
Host: District 10 Director
Jane Schaber
jschaber@superrink.org
The free ISI seminar will take
place from 8 a.m. to 1 p.m.
followed by the PSA seminar
from 1 to 6 p.m.

(There will be a fee for the
PSA seminar.)

DISTRICT 11

Instructor and Management/ Operations Seminar

Nov. 9
Dr Pepper StarCenter

Farmers Branch, Texas
Host: District 11 Director
Caroline Baker
caroline-theice@sbcglobal.net

DISTRICT 15

Instructor and Management/Operations Seminar

Sept. 19, 8 a.m.-2 p.m.
Pasadena Ice Skating Center
Pasadena, Calif.
Host: General Manager
Randy Winship
Randywin2@gmail.com

Guest Presenters:
District 16 Director Cindy
Solberg, Art Sutherland of Accent
Refrigeration Systems, ISI 2nd Vice
President Lisa Fedick, ISI President
Rob McBride, ISI Managing
Director Liz Mangelsdorf

ISI JUDGE CERTIFICATION TESTS

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



Marissa Beachell
 Meredith Boes
 Jennifer DeCicco
 Brenda Denny
 Jessica Goble
 Brittany Gray
 Sandy Gray
 Alexa-Jane Hoidahl
 Elizabeth Pipko
 Rebecca Valadez
 Conor Wagar



Meredith Boes
 Jessica Goble
 Alyson Hansen
 Necia Krueger
 Elizabeth Pipko
 Alana Resnick
 Sylvia Shaeffer
 Rebecca Valadez
 Conor Wagar

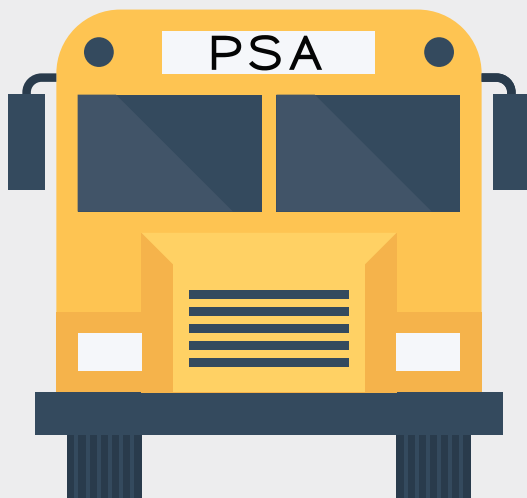


Sunshine Dela O
 Bernadette Driver
 Jessica Goble
 Kayla Grayson
 Aimee Kravette
 Elizabeth McCain
 Deborah Perro
 Jennifer Piacquadio
 Elizabeth Pipko
 Jessica Shaw
 Jacqueline Stemmer

Jesca Melle Taylor
 Danielle Tirocchi
 Kevin Trindl
 Rebecca Valadez
 Conor Wagar
 Kristen Wisniewski



Brittany Gray
 Sandy Gray



Back to school for
 coaches too!



SEMINAR

September 10 | 1:00–6:00pm
 South St. Paul, Minnesota

SEMINAR

September 24 | 1:00–6:00pm
 Niles, Illinois

FOUNDATIONS OF COACHING COURSE

September 24 | 8:00am–5:00pm
 Louisville, Kentucky

SEMINAR

October 1 | 8:00am–5:00pm
 Brighton, Massachusetts



Check the PSA Calendar of Events for a full list of PSA education opportunities.

Register online at www.skatepsa.com

Calendar

ISI-Endorsed Competitions and Shows & Exhibitions

Deadline for the next EDGE calendar: Oct. 3.

For updates, see skateisi.org (Events).

COMPETITIONS

SEPTEMBER

9-10.....Valencia CA

Ice Station Valencia
12th Annual Autumn Classic

15-17.....Arlington TX

ICE at The Parks
ICE at The Parks 14th Annual ISI Open Competition

22.....Peoria IL

Owens Recreation Center
Fall Spectacular

22-24.....Tampa FL

Ice Sports Forum
ISI Fall Challenge

OCTOBER



Oct. 26-29
RDV Sportsplex Ice Den
Orlando FL
ISI Holiday Challenge



Oct. 27-29
RDV Sportsplex Ice Den
Orlando FL
ISI Adult Championships

6-7.....Simi Valley CA

Iceoplex Simi Valley
Iceoplex Simi Valley 15th Annual ISI Open Competition

6-8.....Decatur AL

Point Mallard Ice Complex
14th Wind, Rain, or Shine ISI Team Competition

7-8.....Escondido CA

Ice-Plex Escondido
Haunted Halloween Spooktacular ISI Open Championships

21-22.....Aliso Viejo CA

Aliso Viejo Ice Palace
22nd Annual ISI Open Competition

22.....Redwood City CA

Nazareth Ice Oasis
October Challenge

27-28.....Woodbury MN

HealthEast (Bielenberg) Sports Center
Skate Woodbury ISI Classic

28.....Rockland MA

Winterland Skating School
31st Annual Halloween Classic

NOVEMBER

4.....Yonkers NY

E.J. Murray Memorial Skating Center
The 29th Annual Holiday Classic

DECEMBER

1-3.....White Bear Lake MN

White Bear Lake Sports Center
White Bear Holiday Open

2-3.....Panorama City CA

LA Kings Valley Ice Center
2nd Annual Holiday Showdown

SHOWS & EXHIBITIONS

SEPTEMBER

16.....Panorama City CA

LA Kings Valley Ice Center
2nd Annual Show

DECEMBER

4-9.....Knoxville TN

Ice Chalet – Knoxville
The 30th Annual Nutcracker On Ice

13-14.....Honolulu HI

Ice Palace Hawaii
Winter Show – The Nutcracker

16.....Arlington TX

ICE at The Parks
Holiday at The Parks

1-17.....Redwood City CA

Nazareth Ice Oasis
Holiday Show

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Magic Ice USA is looking for energetic general managers to supervise all day-to-day operational aspects of ice skating rink venues located throughout the United States. The rinks are in operation from the beginning of November through the end of January. Prior ice experience and/or credentials in ISI/ ISI University, STAR/NARCE, ORFA or Zamboni driving are helpful. All candidates must successfully pass pre-employment screening and be able to work evenings/weekends/holidays as required. All travel/lodging expenses paid for. Please fax or email resumes to schedule an interview. wayne@magiciceusa.com or fax to (305) 253-3973

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cjackson@skateisi.org.**



Ice Sports Industry Conference & Trade Show

Washington D.C.

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June 5-8



ICE SPORTS INDUSTRY



Sarah Devereaux McCormick

Skating Director
Harry J McDonald Memorial Center
Eagle River, Alaska

EDUCATION

Bachelor of Arts Degree, Psychology
 ISI University-Certified Skating Director

THE BEGINNING

At age 5, Sarah began taking ISI Learn-to-Skate lessons at Fire Lake Recreation Center, now called the Harry J McDonald Memorial Center. Her family had just moved to Alaska from Illinois, due to her father's work as an oil engineer in Prudhoe Bay. At the time, the skating program was under the direction and guidance of Cindy Solberg, ISI's District 16 representative. Following a competitive skating career in both ISI and U.S. Figure Skating (*including 5 U.S. National Championships; 3 U.S. National medals; Gold medal standing in Figures, Freestyle, Ice Dance and Moves in the Field; and ISI Figure 10 and Freestyle 10 designations*), completion of her college education and teaching skating, she took over as skating director in 2011.

HOW DO YOU BENEFIT FROM YOUR ISI MEMBERSHIP?

"I am so grateful to ISI for providing me with such a welcoming platform for our sport. As director of our learn-to-skate

program and a coach, I can provide something for skaters of all ages, levels and financial situations. As a choreographer, the ISI program allows me to do what I love most on the ice — to create and to have the freedom to develop new pieces of work for skaters of all different backgrounds. Encouraging programs that focus on the artistic aspect of figure skating is something that ISI truly does best.

ISI "LOVES"

"There is a mile-long list of what I love about ISI. I love what it stands for — the vast opportunities for skaters of all levels and disciplines, the program/level structure itself, the incredible ISI staff and the organization's love of skating ... For as long as I can remember, ISI has been an organization that provides skaters with opportunities galore. As a young skater, the ISI events, both local and national, were not only a place to test and demonstrate my skills on the ice but also a place of comfort, support and great fun.

"As a focused U.S. Figure Skating competitor, there was and is such pressure to advance to the next qualification level each season. Even though I loved this 'pressure,' once my season ended, that was IT until the next year. Simply put, I was 'done' in a matter of minutes, sometimes



with a broken heart and spirit. Regardless of whether each USFS competitive season was a great success or not, I always knew that there was the opportunity to switch focus to ISI and my goals there."

OTHER FAVORITE ACTIVITIES

Running, listening to music, going to the movies, studying dance and choreography, road trips.

"More than anything, I love spending time with family. My husband, Ryan, works as a firefighter on the Alyeska pipeline in Valdez, Alaska, for about two weeks each month, so we have limited time together. When not working, I can be found soaking in every moment with our beautiful baby boy, Broderick; Ryan; and our beloved chocolate lab, Turkish.

FAMILY LIFE

"I am fortunate enough to have my incredible parents; both of my sisters, who are my best friends, and their husbands; my five beautiful nieces and nephews; and my wonderful in-laws all living here in Alaska. We are an incredibly close-knit family, and holiday gatherings are loud, crazy, and full of chaos, laughter, ridiculous antics and love." **ISI**



SKATE WITH FLIP ACROSS THE UNITED STATES!

Being a part of ISI means that you have the opportunity to travel across the country to perform and compete, meet new friends, see new places, and most importantly, have fun!
Grab your skates and follow Flip to some fantastic destinations in 2017 and 2018.

ISI Holiday Challenge

Oct. 26-29
RDV Sportsplex Ice Den
Orlando, FL
Test/entry deadline: Sept. 5



ISI Adult Championships

Oct. 27-29
RDV Sportsplex Ice Den
Orlando, FL
Test/entry deadline: Sept. 5



ISI Winter Classic

Feb. 16-19
Dr Pepper StarCenter
McKinney at Craig Ranch
McKinney, TX
Test deadline: Dec. 1
Entry deadline: Dec. 10



ISI Synchronized Championships

April 6-8
Edge Ice Arena
Bensenville, IL
Entry deadline: Feb. 1



ISI World Recreational Team Championships

July 23-28
New England Sports Center
Marlborough, MA
Test/entry deadline: May 1





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Effective Sept. 1, all ISI Administrative members are required to register all members of their ISI program as Individual ISI members. Rinks may register the skaters in bulk, or skaters can register individually through the ISI national office.

Administrative Membership Benefits of Having Skaters Registered as ISI Members:

- You receive potential insurance discounts for your facility.
- ISI provides you with a database of your skaters.
- You receive \$1 in ISI Bucks for every skater registered under your rink/club.

Individual Skater Membership Benefits:

- Skaters receive excess accident medical insurance coverage.
- Skaters have the unique opportunity to be a part of an exciting nationwide organization that enables them to forge friendships not only with teammates but also with skaters across the country and world.
- Skaters can progress through the ISI test levels, earning achievement patches.
- Skaters may participate in numerous local and national competitions.
- Skaters can pursue their individual skating goals while also contributing to their home rink team.
- Skaters have access to *Recreational Ice Skating Online* magazine, written exclusively for ISI skaters.
- FUN! The ISI program is all-inclusive, with events for all ages and skill levels, truly offering something for every individual desiring to skate for the FUN of it.

Individual membership costs \$15 per skater and runs Sept. 1 through Aug. 31.

Including this membership fee on your class registration form is typically the most efficient way to handle the process for your customers. Since new students join your skating school year-round, the fee should be collected annually and tracked in the same manner that you track class registrations. Some facilities refer to it as an annual registration fee or new participant fee.

If you need assistance with this process, please contact ISI Managing Director Liz Mangelsdorf at 972-735-8800 or liz@skateisi.org.



ICE SKATING PROGRAMS