

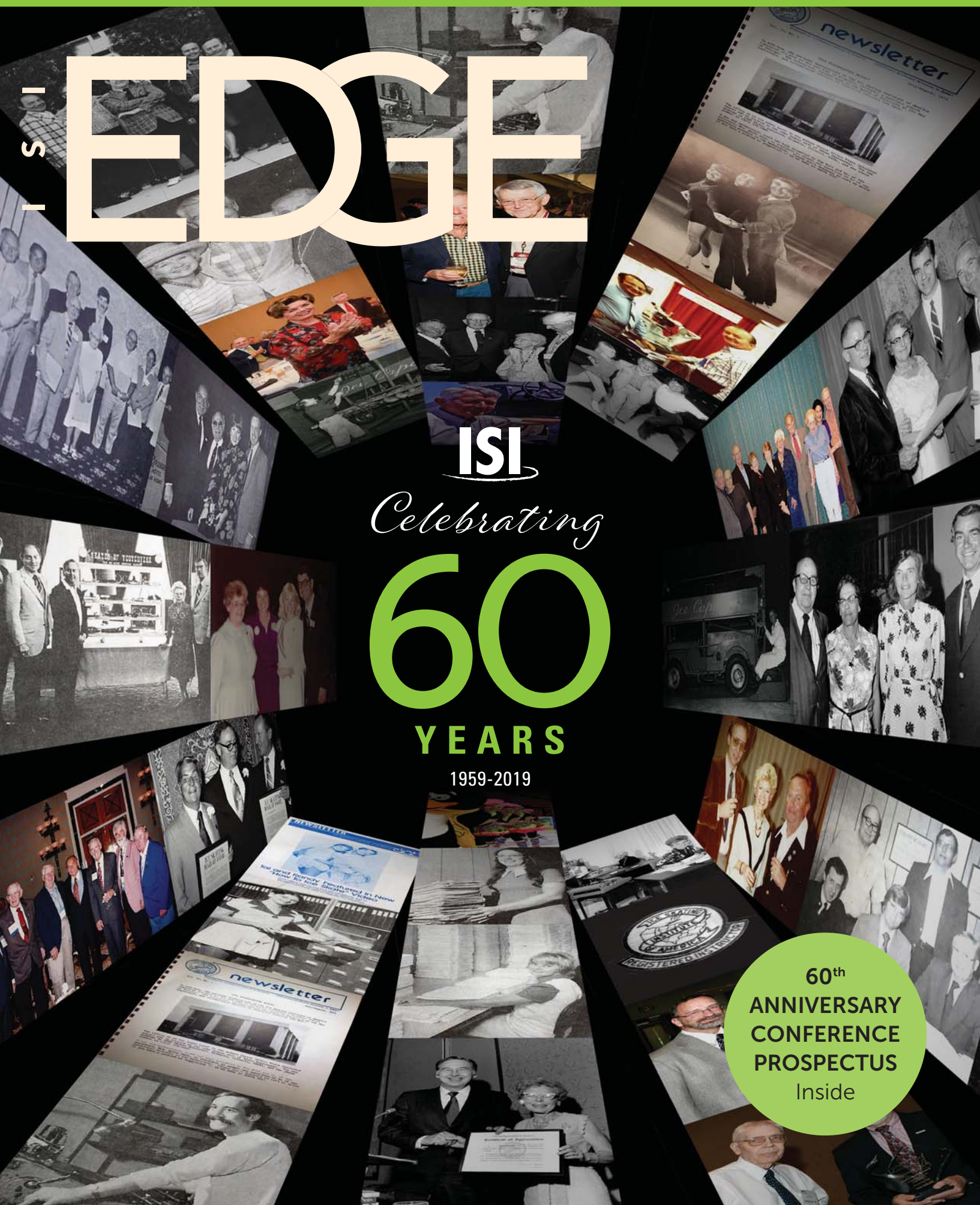
# ISI EDGE

ISI

*Celebrating*  
**60**  
**YEARS**

1959-2019

60<sup>th</sup>  
ANNIVERSARY  
CONFERENCE  
PROSPECTUS  
Inside





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

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# CrossCuts

## IN MEMORIAM



### Carola Dietl

Carola Dietl, 80, of Hillsdale, N.Y., owner of Fritz Dietl Ice Rink, passed away on Jan. 21.

Following the death of her husband, Fritz, in 2003, who opened Fritz Dietl Ice Rink in 1958, Carola's goal was to keep the ISI charter rink operating. And that is exactly what she has done for 16 years, with the help of her two sons, Gregory and Ernst. The brothers plan to keep the family business operating as long as they can.

Gregory gave a beautiful eulogy at her service last month. He shared that she was born in Berlin, Germany, just before World War II. She was raised by her grandfather outside of Berlin in what would become East Germany. Growing up, she only desired a warm place to sleep, shoes that would fit and enough food to eat. Following the war, she and her family chiseled mortar off of bricks to get coupons for food.

Carola's first love was rowing, which she used as an escape from the post war. She was also an avid traveler and especially enjoyed the mountains, deserts and rain forests. She took great pleasure in listening to the sounds of nature. Her last trip was a riverboat excursion in the Ecuadorian rain forest in November.

"Carola loved to travel with Fritz and the boys, and later, she always traveled with the boys to interesting places. I loved hearing about her trips," said Metropolitan Ice Rink Managers Association (MIRMA) President Judy Sniffen. "Whenever she was in Vegas for conference, she

always booked a side trip to Death Valley; she loved the scenery of the desert.

"Carola was the loving wife of skating legend Fritz Dietl, but Carola was much more than that. She exemplified great dignity, inner wisdom and outward beauty. When Fritz decided to join ISI District 3, we were fortunate enough to become a part of his and Carola's ice skating family."

"I always remember Carola as a fun person," said ISI Treasurer Kevin McCormack, vice president of arena operations at both Floyd Hall Arena in Little Fall, N.J., and Danbury Ice Arena in Danbury, Conn. "She was always happy and smiling, and she had a terrific sense of humor.

"When we heard that she had passed away, I was surprised by how many skaters, employees and coaches started skating at Fritz Dietl's skating rink. For a little tiny rink in a place that is tough to get to, it sure made its mark on the skating community in Northern New Jersey. That rink is really what skating should be all about. Carola will be missed by all of the rink owners, operators and skaters in New Jersey and New York. She was a lovely lady."

"I met and talked with Carola many times," added longtime ISI member Jean Albrightson. "Fritz was on the ISI board many of the years I was, and Carola was always with him at the social hours and dinners.

"I was impressed with how much she learned about arena management and the entire sports industry (which of course, was his world!). In a word, I would say Carola was totally devoted to Fritz."

"Carola missed Fritz," said Sniffen. "She carried on with the boys and stayed busy working at the arena, attending ISI conferences, etc., but she missed the love of her life. We all miss Fritz and now we will miss Carola. She was a dear friend to all. She would only want us to think happy thoughts now that she and Fritz are together again."

Carola's favorite number was 11, according to Gregory: "When you see a clock at 11:11, think of Carola and Fritz together and give them a toast and a smile."

### Kevin McCormack

#### HOW SERVING ON THE BOARD HAS BENEFITED HIS CAREER

"The networking and knowledge that I have been able to tap into—from other members of the board and from others in the industry—is priceless. It has helped me to learn about marketing, accounting and the mechanical side of the arena. It has helped me work better as part of a team (rather than individually), develop a team, and to listen and consider other points of view more than I have before. Most importantly, it has made me more confident and able to make better decisions, along with improving my leadership skills."



### Alane Swiderski

#### INTERESTS

"I love what I do, so I'm always working. But, there's always time for comedy. On occasion, I'll do something creative—painting, writing some sort of craft business. I played piano for 13 years as a kid and since my repertoire of pieces I can remember is dwindling, I keep meaning to take that up again. And even though I don't do it as much as I should, I do love yoga."





## Donald Klingbeil

Retired custom skate boot maker Donald Klingbeil of Lynbrook, N.Y., passed away from injuries sustained in a car accident on Nov. 13, 2018.

Don's father, the late Bill Klingbeil, started Klingbeil Shoe Labs in 1949 out of a cellar close to where he eventually set up the company on Jamaica Avenue in Queens, N.Y., where it flourished for more than 60 years.

Don began working at the shop sweeping floors when he was just 7 years old. The company specialized in custom handcrafted skating boots, and numerous top skaters and Olympians, including Dorothy Hamill, Elaine Zayak, Sarah Hughes and Sasha Cohen, swore by the brand. He continued to run the business until he sold it to an investor.

Don was an ISI member from 1998 through 2015. He is survived by his wife, Amor Mia; children: Megan Karwoski, Courtney Ciesla and Caitlin Klingbeil; grandchildren: Nicholas, Felicity and Ava; and sister, Janice Sgroi.

## ISI UNIVERSITY COURSES OFFERED AT NEISMA CONFERENCE

The following ISI University classes will be offered at the 2019 NEISMA Spring Conference & Trade Show, April 22-25 at the MGM Springfield in Springfield, Mass:

- Certified Arena Executive (CAE) and Certified Arena Manager (CAM) – Part 1.

Art Sutherland of Accent Refrigeration will lead the CAE class, "New Developments for Efficiency and Safety in the Refrigeration Industry."

For more information and to register, visit [neisma.com](http://neisma.com).



## SEEING DOUBLE!



Photo by Jessie Renee Photography

Ryan Schaffer and his wife, Jenn, are the proud parents of twin girls, Charlotte and Adelynn, born in January. Schaffer, recreation director at White Township Public Parks/S&T Bank Arena in Indiana, Pa., serves as the Pittsburgh Penguins Facilities Management Group (PPFMG) representative to the ISI Board of Directors.

## WORDSMITHS WANTED



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For more information, contact Eileen Viglione at [editor@skateisi.org](mailto:editor@skateisi.org).

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## LEADERSHIP MESSAGE

**Rob McBride**

*ISI President*

*ISIU Certified Arena Executive (CAE)*

*FMC Ice Sports President*

# ISI: Dedicated to Facilitating Industry Growth ... for Another 60+ Years!

**A**NNIVERSARIES ARE AN opportunity to look back and take stock of the past, but even more importantly to anticipate what the future may hold. It is in that spirit that we approach the 60<sup>th</sup> anniversary of the founding of ISI.

The conception of ISI (then to be known as the ISIA — Ice Skating Institute of America) came about almost spontaneously at a conference of the National Recreation Association (NRA) in the spring of 1959 in Chicago. During a panel discussion on the emerging U.S. artificial ice industry, attendees expressed the need for a new organization to provide information, education and guidance to the growing ice-skating and ice arena industry.

From that impetus, a team of industry pioneers developed what we now know as ISI. You will learn more about this remarkable founding group over the course of our anniversary year — suffice it to say they were leaders in every facet of the industry (ice arena owners and operators, builders and suppliers, programmers and instructors), all joining together for a common purpose: to grow, professionalize and support the ice arena industry and skating.

### ISI RECREATIONAL SKATER PROGRAM

The first priority of this new organization was to find ways to turn the impulse or casual skater into a loyal participant. They knew that for the industry to be successful and the sport to grow in the United States, they needed a way to bridge the gap between first time-skaters and competitive participation. That was the genesis for the ISI recreational skater program, the first nationally organized introductory and recreational skating program — a progressive skill development curriculum paired with incremental evaluation

and recognition that would promote continued participation and play a critical role in proliferating skating involvement across the country.

Not long after that, an inclusive and fun team competition program was created to encourage continued and lifelong participation as well as foster the development of a “skating community” as an alternative to highly competitive individual skating. Contrary to what some may believe, the ISI skating program was never intended to take away from competitive skating. Quite the contrary, it has always been a successful feeder system for competitive skaters while providing a fun and inclusive alternative to highly competitive skating. Simply put, the purpose was and is to grow and retain participation to support the industry and competitive skating.

### OTHER ACCOMPLISHMENTS

Over the years, ISI has positively impacted our industry in many ways aside from the skating program. It is credited with developing the ice rink insurance program in cooperation with Frank B. Hall, changing forever how our ice arenas are insured; creating the ISI University formal education and certification program to advance the knowledge and proficiency of thousands of industry professionals; organizing the longest-running national conference and trade show in the industry to promote information sharing and knowledge; publishing trade journals, manuals, surveys and other critical information to inform and support the industry; and advocating on behalf of the industry to legislative and regulatory bodies. This is but a sampling of the many accomplishments of ISI over the years in pursuit of its founding purpose.

**The first priority of this new organization was to find ways to turn the impulse or casual skater into a loyal participant. They knew that for the industry to be successful and the sport to grow in the United States, they needed a way to bridge the gap between first time-skaters and competitive participation. That was the genesis for the ISI recreational skater program ...**

But as I wrote in my introduction, this anniversary is an occasion for us to look to the future every bit as much as to take pride in ISI’s momentous history. Six decades after that fateful conference in Chicago, ISI is heading back to its birthplace for its 60<sup>th</sup> annual national conference and trade show, poised to continue playing a pivotal role in the future of the arena industry and ice sports.

Today, the organization is growing in membership, financially sound, headquartered in its own national office and managed by a dedicated and passionate team. We are expanding the ISI certification program and working toward delivering it digitally to every industry professional. We are also developing online tools and platforms to increase communication and real-time support for our members, as well as running enormously popular national recreational competitions across the country that promote participation and fun for our members as well as their friends and family. In addition, the ISIA Asia affiliate is growing dramatically as China experiences a massive ice arena building boom, spreading the ISI philosophy across the globe.

While I don’t possess the powers to predict the future with any degree of specificity, I can say unequivocally that ISI will continue to adapt to the challenges our industry faces with new programs and services designed to meet our members’ needs. The dynamic workforce norms, explosion of non-athletic entertainment options, everchanging environmental/safety regulations and the ongoing push for sustainable environmentally-friendly design and operation will all pose significant challenges for our industry in the near future. ISI stands ready to lead the industry to overcome those challenges and continue advancing our founding purpose: to educate, inform, grow and support the ice sports industry. **ISI**



## One Size Fits All??

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

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## 1960 ORGANIZING AND CONFERENCE COMMITTEE



As the 21st Conference approaches, it seems fitting to look back two decades to the planning of the first annual meeting of the Institute. Seated around this table in May of 1960 in New York City is the first Organizing and Conference Committee, which planned the 1960 Conference, held in July at the Conrad Hilton Hotel in Chicago. Shown left to right: Louise Hoggan, Salt Lake City, UT; Dr. S. K. Keiser, Lancaster, PA; Arthur Goodfellow, New York, NY; Michael Kirby, River Forest, IL; William W. Taff, Lynn, MA; George Sargisson, Wilmington, DE; Larz Anderson, Worcester, MA; and Russell Perry, Wilmette, IL.

## CHARTER MEMBERS TO BE HONORED AT MAY MEETING

Special recognition at the 21st Annual ISIA Conference is planned for those ISIA members who joined the Institute before January 1, 1962. These 58 members constitute the charter member honor roll and represent 20 states from coast to coast.

Illinois led all represented states with 13 members. The deep south was represented with two charter members, one from Georgia and the other from Alabama.

Four charter members - Michael Kirby, Larz Anderson, Ronald Priestley, and Frank Zamboni - served as president of the ISIA Board of Directors. Nine charter members were industry builders and suppliers, and five of them have maintained ISIA membership for twenty years.

Six charter members have been elected by the membership to Ice Skating's Hall of Fame. They are Frank Zamboni, Arthur Goodfellow, Michael Kirby, Russell Perry, Fritz Dietl, and Paul Riedell.

The complete charter member honor roll follows:

Larz Anderson  
Sam Basan  
Donald Bennett

Burge Ice Machine Co.,  
John Heinzelman, Jr.  
Jack C. Burlison  
Allan C. Carvell  
Chicopee Manufacturing Co.,  
Jack Jandon  
David Comb  
Jess P. Dart  
William E. Dernier  
John Dietel  
Fritz A. Dietl  
Peter Dunfield  
M.F. Dunne, Jr.  
Suzanne Dryer  
Lewis A. Elkin  
Harold B. Erdman  
J. Richard Gaw  
Arthur Goodfellow  
Phil Hayes  
Phil Henderson, Jr.  
R. Louise Hoggan  
Leonard Holland  
Margaret W. Johnson  
Nestor Johnson Manufacturing Co.,  
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Wayne W. Lalor  
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C. N. Minelli  
Forrest Murray  
Oberhamer Shoe Company,  
Roy R. Oberhamer

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Norman Walker  
Truman O. Welch  
B. H. Wilcoxon  
Zamboni Manufacturing Co.,  
Frank Zamboni

### REMINDER

The deadline for this year's nominations to the Ice Skating Hall of Fame is March 15.

### Editor's Note:

As we celebrate our 60<sup>th</sup> Anniversary this year, we are reminded of the hard work put forth by a group of dedicated industry professionals, who desired to grow the sport of ice skating at the recreational level and to establish a resource for the development, construction and operation of ice rinks.

Our organization's founders realized the need for a trade association that would serve all facets of the ice skating industry — ice arenas owners and

operators, builders and suppliers, programmers, instructors, and both amateur and professional skaters. Operating independently, it would be run by facility representatives themselves, not by or through the traditional organizations catering to elite skaters and objectives that were contrary to the new (at the time) recreational skating philosophy.

The article above, from the February 1980 *ISI Newsletter*, highlights the organizing and conference

committee responsible for planning ISI's first annual conference in 1960, held in Chicago. Also, our 58 charter members are listed as well.

In subsequent issues of *ISI EDGE*, we will explore and share more of our remarkable history. If you have anything you'd like to contribute about the early years of ISI, we'd love to hear from you! Please email Eileen Viglione at [editor@skateisi.org](mailto:editor@skateisi.org) or call 972-735-8800.

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## GRATEFUL FOR OUR Golden-Plus Members!

The following article highlights some of our ISI Administrative member rinks that have shared our journey for 50-plus years! We are grateful for their unwavering loyalty and commitment to our mission of growing the ice sports industry by providing industry-specific programs and services for the mutual benefit of all segments of this business.

**A**S WE STATED in the February 1966 edition of the *ISI Newsletter*, "... if all the segments of our industry join forces to make business in general better, they will be improving their individual stakes in ice skating ... success like a coin has two sides. On the one hand, the individual must work at his own task, and on the other, he must work with his fellow men to attain the goals they all have in common. For there are many degrees of success that cannot be reached by the individual, but only by the group.

"That is what the members of the Skating Institute are working toward: making the ice skating business bigger and better so that each member will enjoy a greater degree of success for his efforts."

Kudos to these golden-plus members who have championed us all along, recognizing the value of their ISI membership. In subsequent issues of *ISI EDGE*, we will continue to celebrate our longtime members, including Builders/Suppliers.



### Wonderland of Ice

The Wonderland of Ice was built in 1968 by the City of Bridgeport, Conn., as an outdoor skating venue, connected to the local ice house. As skating grew in popularity, first a roof was built and then two side walls, with the building being completely enclosed with ancillary areas

in 1975. In 2006, the facility was expanded and completely renovated to include a second NHL ice sheet and a dedicated curling facility.

**Why ISI?** "ISI means opportunity. The ISI provides a framework that can work for any arena, professional or skater. There is a complete tool chest, backed up with a support system of outstanding customer service. ISI provides opportunities for everyone and positive experiences and opportunities for personal growth and professional development. The ISI is like a treasure chest; there is always something new to discover."



### City of Owensboro's EDGE Ice Center

The original Owensboro Ice Arena opened in 1964 as an open-air structure, staying open six months of the year. In 1974, with the introduction of ice hockey, it became an enclosed facility. It served the community well for 46 years and introduced Owensboro, Kentucky, to the ISI recreational skating program. Due to aging mechanical systems, plans were put in place to replace the existing ice arena with a new year-round facility. The new facility opened in 2009, and the Owensboro Ice Arena became the City of Owensboro's Edge Ice Center.

**Why ISI?** "The ISI program offered the benefits of recreational learn-to-skate

classes, fitting the needs of the facility, its patrons, and our community. It was the first program of its kind to be offered, and the only program for recreational skaters when the Owensboro Ice Arena first opened. The structure of the ISI program enables us to be able to offer programming at a recreational level and also at a competitive level having hosted invitational competitions now for the past seven years. Our skaters transition easily from the learn-to-skate classes to the figure skating programs and also the local hockey programs. I always promote the classes by telling the community that it is more fun to skate when you know how to skate, and the ISI program has taught our community how to enjoy the fun of ice skating for over 50 years!"



### Fritz Dietl Ice Rink

Fritz Dietl Ice Rink was opened in 1958 by celebrated figure skating star and coach Fritz Dietl, an ISI charter member. He was Sonja Henie's skating partner for six years, and his unique skill was skating on stilts. Following his skating career, he coached and renovated a garage in Westwood, N.J., into the skating rink he owned and managed until his death in 2003. Since then, the family-owned rink has operated under the loving care of Fritz's wife, Carola (who, sadly, passed away on Jan. 21 just as this issue of *ISI EDGE* was heading into production) and sons, Ernst and Gregory. (Please see page 4.)



# Show Your ISI Spirit!

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Skaters of all ages flip for Flip — ISI's adorable, entertaining mascot. Show your ISI spirit by displaying Flip in your lobby, office or rink and by sharing these fun Flip treats as incentives and rewards in your classes.



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ICE SKATING PROGRAMS



## McFetridge Sports Center

Since the 1970s, McFetridge Sports Center (MSC) in Chicago has been providing the community with a unique sports experience for athletes of all ages and skill levels. Named in honor of William McFetridge, who served as the Chicago Park District president in 1967 and again as vice-president for the next 22 years, MSC features an NHL-size ice arena with seating for 1,200 spectators, six tournament-quality indoor tennis courts and a yoga studio.

**Why ISI?** “ISI has been an integral part of why the skating program at McFetridge Sports Center has been successful over so many years. The ISI program welcomes skaters from all walks of life and gives the skaters a solid foundation of skating

skills on which to build. ISI offers many opportunities for skaters to pursue their skating goals and dreams, whether they are passing through test levels, competing, skating synchro or performing in shows. ISI has allowed the coaching staff to become better instructors through seminars and other resources that are available to them. Most importantly, the ISI philosophy of making learning to skate a fun and positive experience, is one the McFetridge skating staff follows daily and keeps the skaters coming back.”



## Paramount Iceland

In 1939, Frank Zamboni, along with his cousins, built Iceland Skating Rink in Paramount, Calif. Almost 80 years later, the arena serves the surrounding

communities, just blocks from the Zamboni factory, a charter ISI member. Paramount Iceland is the home of the original Zamboni ice resurfer.

**Why ISI?** “Over the years, the ISI organization has provided fun and fitness opportunities for skaters of all ages. Additionally, ISI has provided ice arena managerial and operational education throughout the years, adapting education to meet demands within the industry.”



## Doug Woog Arena

The Doug Woog Arena has been at the forefront of legendary hockey in South St. Paul, Minn., since 1962. The historic single sheet arena, one of the first indoor rinks in Minnesota, was originally named the Cow Palace. Built by private investors,

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it was renamed Wakota Arena a year later and became the breeding ground for the state's premier hockey players. Following substantial renovations, it is considered a state-of-the-art facility.

**Why ISI?** "ISI offers programming for the first-time skater, hockey players and adults, plus those interested in competition in a fun and friendly environment. Aside from increasing our ice revenue, ISI brings new customers to our facility. ISI competitions and events keep the community economy in great shape."



### Lloyd Center Ice Rink

The Lloyd Center Ice Rink in Portland, Ore., opened in 1960 in the largest shopping center in the world at the time. The rink was enclosed in the late 80s and entirely remodeled in 2016. Today, the rink is a public skating oval inside an atrium.

**Why ISI?** "ISI has always helped us provide goals and competitions for skaters moving into competitive levels. The programs have allowed competitions to flourish."



### Ice Chalet Knoxville

The Ice Chalet in Knoxville, Tenn., was built in 1962 by a corporation named Ice Chalet Rinks, Inc., and was one of the first skating facilities in the South with regularly scheduled public skating hours. In 1962, professional skater and Holiday on Ice star Robert Unger established the Robert Unger School of Ice Skating and later became the rink's general manager. They held one of the first skating

competitions endorsed by the ISI, and Unger was instrumental in developing ISI's first learn-to-skate program.

**Why ISI?** "The ISI testing program is extremely important to our school's success — the progressive skill levels and embroidered patches are among incentives to our skaters to enroll from one term to the next. Membership in ISI also serves to give skaters and their parents a sense of involvement in the worldwide-skating community."



### Owens Recreation Center

Opened in October 1980, Owens Center in Peoria, Ill., is comprised of two NHL size rinks and caters to various college hockey and youth hockey tournaments, regional figure skating competitions, a speed skating club, and sled hockey. 2006 Olympic figure skater Matt Savoie grew up and trained at Owens Center prior to his performance in the Olympics in Torino, Italy.

**Why ISI?** "The ISI has provided the skaters at Owens Center a recreational test and competition structure. The broad range of events offered through ISI-endorsed competitions is what makes skating fun and yet challenging at the same time. Even the smallest skater at the rink can participate in ISI and feel the glory of receiving a badge once a test is passed!"



### Joliet Park District – Inwood Ice Arena

The original Inwood Ice Arena was built in 1959 in Joliet, Ill., and burned down in

August 1991. The facility was rebuilt on April 24, 1993.

**Why ISI?** "Most of the skaters that have skated at the Inwood Ice Arena have been recreational skaters, and the ISI programs fit their needs."



### Winter Lodge

Winter Lodge (originally Winter Club) was built in 1956 in Palo Alto, Calif., by Duncan Williams, an engineer from the Midwest who wanted to determine if outdoor ice could survive in California weather. Winter Lodge is still thriving 62 years later with a huge skating school and is a destination spot for recreational family skating.

**Why ISI?** "Winter Lodge uses the ISI program, because it is a recreational-based program and works well with our philosophy of teaching students in a relaxed, recreational atmosphere."



### South Suburban Ice Arena

South Suburban Ice Arena in Centennial, Colo., opened as a single-sheet, partially-enclosed ice rink in 1968. The management at that time joined ISI as soon as the building opened. In the early years, the facility was involved mostly in the management education side. In 1992, the arena began offering the recreational skating programming. Today, it runs three ISI-endorsed skating competitions annually and uses ISI programming to build one of the top 10 largest U.S. Figure Skating bases in the United States.

**Why ISI?** "We are rooted in parks and recreation and our mission is to provide a myriad of opportunities for skaters of all ages and skill levels to participate, achieve





» and recreate in our skating facilities. While ISI has been a successful feeder to our U.S.F.S. program, it also allows skaters who will never excel in the qualifying track of figure skating to compete and enjoy some success on a more recreational level.”



### Wilmette Park District – Centennial Ice Rinks

Following intense lobbying efforts by figure skating and hockey enthusiasts, Illinois’ Wilmette Park District, an ISI member since 1964, built the public, two-sheet facility, featuring the NHL-size surface and a studio rink, attached to the Centennial Recreation Complex.

**Why ISI?** “To us, the ISI Learn to Skate program makes the most sense in that it provides the stepping stones for successful skater development. Elements are taught in a sequential order that provide building blocks for a well-rounded skater. The provision of ‘something for everyone’ keeps our teens involved through their high school years, and skaters of all abilities are able to feel a sense of accomplishment and are rewarded for their progress.”



### Veterans Memorial Arena (Pekin Park District)

Since opening in 1964 in Pekin, Ill., Veterans Memorial Arena has been home to many generations of skaters.

**Why ISI?** “ISI is very supportive and keeps up to date with skating trends and events.”



### Kirk S. Nevin Arena – City of Greensburg Recreation Dept.

The Kirk S. Nevin Arena is currently owned by the City of Greensburg in Pennsylvania. When the arena was originally built in 1968, it was run by a recreation board with the ice rink open October through February. The facility underwent a renovation in 1998 and is open seasonally from mid-August through mid-April. It is home to three local high schools, 14 youth hockey teams, the Greensburg Figure Skating Team and the ISI Learn to Skate program.



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**Why ISI?** “The arena chose the ISI program 50 years ago due to its strong commitment of making learning to ice skate fun for all ages. Thousands of local residents have been through our Learn to Skate program and now bring their children and grandchildren to our facility. ISI has evolved over the years and has helped make our skating programs strong with their continued support. We are proud to be associated with this great institution.

### Pickwick Ice (LA Kings Ice at Pickwick Gardens)

Pickwick Ice has been part of a family-owned recreational and food service business for more than 60 years in Burbank, Calif. It’s home to the Los Angeles Figure Skating Club and the California Golden Bears youth hockey club. In addition to the ice facility, the campus has a bowling center, conference and banquet rooms and a two-and-one-half-acre garden. The Los Angeles Kings and American Sports Entertainment Company (ASEC) acquired Pickwick Ice facility operations in December 2018.

**Why ISI?** “As always, ISI is a great way to get those new skaters started in the sport. But it has been more than that at Pickwick... we have been delighted in hosting a number of ISI competitions over the years and happy to say that the Pickwick skaters, both beginners and advanced, have thoroughly enjoyed these competitions ... being able to enter a variety of events; no other organization but ISI can offer that to skaters.”



### E.J. Murray Memorial Skating Center

E.J. Murray Memorial Skating Center has been a landmark facility in Yonkers, N.Y., since its opening in 1960. Year after year, the skating center grows in popularity

with neighboring cities and towns, and the seasonal rink withstands the test of time, bringing in people of all ages to enjoy their programs.

**Why ISI?** “Our skating programs are always growing and flourishing with the help from ISI. Our recreational Learn to Skate programs are based on the Ice Sports Industry method. We keep the fun of skating alive with the recreational guidelines provided by ISI, while still maintaining the professionalism and discipline that comes along with the great sport of ice skating. The E.J. Murray Memorial Skating Center, having a 54-year old membership with ISI, has had the opportunity to watch skaters excel and achieve wonderful goals. Being a member of ISI is part of what makes our facility the ‘home away from home’ for all our skaters and staff. Thank you, ISI, for letting us be a part of a wonderful organization, and we look forward to many more years of bringing skating into the community.”

(Editor’s Note: While the following ISI Administrative members have shared this 50-plus milestone with us as well, they were unavailable for comment: Riverdale Ice; AZ Ice Arcadia; Iceland – Van Nuys; Highland Sports Center; Webster Groves Arena; and City of Shaker Heights.)

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THANKS TO NELSON BURBANK'S  
GENEROSITY & FORESIGHT

# Burbank Ice Arena Celebrates 25 Years!

by Ed Peduto  
Burbank Ice Arena  
General Manager

**B**URBANK ICE ARENA in Reading, Mass., celebrates their 25th anniversary this year. We kick-started our silver-anniversary festivities in December with a special evening honoring founder Nelson Burbank.

Since Mr. Burbank is 98 years old, we decided to celebrate at the start of our 25<sup>th</sup> season of high school hockey rather than wait until the facility's birthday in November.

We opened in November 1994 after Mr. Burbank persevered in getting a rink built for the Town of Reading residents. He overcame the "Not in My Back Yard" opponents as well as resistance from many on both the conservation and finance committees, and he made a large contribution to the 501 (c)(3) Reading Ice Arena Authority, Inc.

Since the bank financing the remainder of the construction could not take possession of the arena if it went into default — the land is town-owned — Mr. Burbank had to put up collateral for the balance needed to build the arena — approximately \$1 million in additional funds.

Born and raised in Reading, Mr. Burbank always believed that athletics could help teach the life skills of teamwork, discipline, performance under pressure and many other lessons not learned in the classroom.

## Early Years

After returning from flying planes in WWII, a young Mr. Burbank ran into a gentleman for whom he had sold flowers before the war. The floral business had been a casualty of the war and the older gentleman was now selling office supplies. When Mr. Burbank informed him that he was striking out finding a job, the gentleman directed him to a man at a growing company, who was buying a lot of office supplies.

After meeting with this man, Mr. Burbank was initially hesitant about selling a product that he had never heard of — mutual funds. After much deliberation, however, he accepted the sales position and knocked on every door in any community he thought might have a few extra dollars to invest. His integrity, great sense of humor and strong work ethic eventually led him to form Burbank & Company, which ultimately sold out to AG Edwards (now a division of Wells Fargo). He was involved in high-level industry associations along the way, even serving on a board with infamous fraudster Bernie Madoff. "I could never warm up to him," says Mr. Burbank, referring to Madoff.

When Mr. Burbank entered semi-retirement, he never forgot the athletes of Reading. Having skated on makeshift

outdoor ice rinks and ponds from morning 'til dark, Mr. Burbank wondered just how good a Reading team could be if only they had their own in-town rink to skate on rather than travel to other areas for all practices and "home" games.

He began studying the rink business diligently. He met with many arena managers throughout Greater Boston, sought profit and loss numbers from any that would give them up (many rinks are publicly owned and can do so freely), and attended multiple meetings of ISI District 1 and the North East Ice Skating Managers Association (NEISMA).

I was one of the managers he met during his research. As the manager of the Town of Watertown, Mass., Municipal Skating Arena, I thought my encounter with him was just another meeting with another wealthy individual who would decide NOT to build a rink.

The meetings to overcome the vocal opponents of the rink were both numerous and lengthy. When the town finance committee expressed reservations about approving a building that would be a costly "white elephant" to the town, Mr. Burbank pledged an additional \$50,000 to be placed in escrow to demolish the building if it failed. Even with that on the table, the gift of the rink was only approved by the finance committee by a margin of 3-2.

Mr. Burbank remembers the name of every person who cast a vote against him. At that point, they were only betting against his mindset that a rink could operate profitably if managed properly, as the money was already committed.

## Burbank Ice Rink Opens

In November 1994, the Burbank Ice Arena opened with a two-night ribbon cutting ceremony featuring town officials, Mite Youth Hockey players, skaters from the North Shore Skating Club and his hand-picked manager — me!

“No long-term contracts, Ed, we’ll operate 30 days at a time,” he said. “If you don’t like me, we part amicably; if I don’t like you, we may part not so amicably.” That’s how I remember being offered the job, and 24 years later the month-to-month deal is still in effect.

The Burbank Ice Arena joined ISI after the note was paid, in 2002, and Mr. Burbank got his collateral back (his gift of about \$2 million was just that, a gift).

Numerous notable events have taken place in the arena during its history, including Reading capturing the Division 1A Championship, the first public high school team to do so in 30 years; Bobby Orr filming a commercial; Nancy Kerrigan practicing for her Halloween special; and the creation of the Reading Special Skates program for developmentally delayed individuals.

Mr. Burbank’s philanthropy did not stop with the construction of the arena. He went on to rebuild the Reading YMCA, provide the Mattera Conservation Area for the Town of Reading and paid for the restoration of one of his childhood outdoor skating areas at Memorial Park.

He took great satisfaction when one individual who had opposed the arena on all fronts approached him, and said: “Nelson, I just had to take my grandchild to the next town over for practice because there is not enough time at Burbank Ice Arena. Would you build us another rink?” **ISI**



**Nelson Burbank, left, and retired Boston Bruin National Anthem Singer Rene Rancourt**

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*Note: The ISI Anniversary Celebration is included with your full conference registration. Otherwise, the cost to attend is \$90 per person and registration is required. To register, please visit [skateisi.org/conference](http://skateisi.org/conference).*



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# ISI 60<sup>th</sup> ANNIVERSARY

CONFERENCE & TRADE SHOW  
CHICAGO  
June 4-7

## Motivational Speaker

Johnny D 'The Motivational Cowboy'



John Dmytryszyn, who goes by the moniker "Johnny D, "The Motivational Cowboy," will take the stage at 1 p.m. Thursday. An inspirational speaker and author, he will challenge you to live "The Outstanding Life" that you were meant to live!

Following high school, Dmytryszyn's career path took him in many directions, from a small business owner to the marketing director of a Fortune 500 company. Throughout the years, he crossed paths with numerous people and many of them sent him letters, thanking him for inspiring them.

"As I looked back on the things people wrote, I realized that they were writing the same kind of sentiments, and finally it hit me," he says. "This was my gift back to the world! I reached the road sign that gave me the choice to go left or right. Two weeks before Christmas, I quit my job and decided to share my gift with the world."

## Featured Presenters



### Dr. Gloria Balague

Dr. Gloria Balague is a sports psychologist for the Chicago Bears and the USA Rhythmic Gymnastics program. She will be presenting two sessions on Wednesday: "Tools for Training the 5 Mental Muscles: Motivation, Confidence, Intensity, Focus and Mindset," 10-11 a.m., and "Creating the Environment for Excellence" — Principles and Tools to Create a Positive Climate that Encourages High Achievement in a Developmentally Appropriate Approach," 1-2 p.m.

A native of Barcelona, Spain, she is also a clinical associate professor emerita in psychology at the University of Illinois, Chicago. She has worked extensively with USA Track & Field, USA Gymnastics and USA Field Hockey. She served as the sports psychologist at the 1992 and 1996 Olympics. In 2010, she and Don Hellison started the Teaching Personal and Social Responsibility (TPSR) Alliance, a group aimed at using sport and physical activity as a tool to promote personal and social responsibility in youth.

Dr. Balague is past president of Division 47: Society for Sport, Exercise & Performance Psychology of the American Psychological Association (APA) and also of Division 12 (Sport Psychology) of the International Association of Applied Psychology. In 2016, she received the Outstanding Professional Practice Award from the Association of Applied Sport Psychology.



### Kelly Corcoran Smith

Kelly Corcoran Smith will lead on- and off-ice sessions for coaches and skating directors. The schedule is as follows: Off-Ice Exercises & Yoga, 8:30-9:30 a.m., Thursday; Off-Ice Choreography, 2:30-3:45 p.m., Thursday; and On-Ice Choreography on Friday at the rink.

He is a U.S. Figure Skating gold medalist in Moves in the Field, Freestyle and Dance, as well as a silver medalist in Pairs and International Ice Dances.

Corcoran Smith has an extensive background in dance, having trained in ballet, modern and jazz. He has been a professional ice skater for the past 14 years, performing worldwide for: Royal Caribbean Cruise Lines, "Broadway on Ice," Knott's Berry Farm, Dynamic Shows, Shipstad Entertainment, Advanced Entertainment Group, Beaver Creek Resorts, Ucha Atayde Entertainment and Showtime on Ice. He is the artistic director for Parade Ice Garden in Minneapolis, Minn. When not on tour, he works as a choreographer and stylist.



### Amy Berglund

Amy Berglund, a professional show skater from Minnesota who travels the world performing in professional ice skating shows, will present "Show Tricks" from 11-11:45 a.m. Thursday at the hotel and on Friday at the rink.

She is a quadruple U.S. Figure Skating gold medalist in Pairs, Freestyle and Moves in the Field and has a passion for coaching skaters of all levels and ages. She has been instructing skaters for more than 10 years and enjoys teaching various skating skills, choreography and her specialty act of hula hooping.



### Art Sutherland

Art Sutherland will be leading several ISI University classes. He is founder and president of Accent Refrigeration Systems, which specializes in the design, manufacturing and installation of high-efficiency mechanical systems for the ice rink industry.

His cutting-edge developments consistently improve the operation of recreational ice facilities around the globe. 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.

In 2018, ISI presented him with the Al Tyldesley Excellence in Safety Award, and in 2015 he received the leading technology award given by ASHRAE (American Society of Heating, Refrigerating, and Air Conditioning Engineers) for his energy efficient design of mechanical systems at the West Hills Arena in Victoria, B.C., as well as the Frank J. Zamboni award.



## SCHEDULE AT A GLANCE

### ► TUESDAY, JUNE 4

ISI University Classes (seven classes)

- Lunch Included for ISI University students
- Happy Hour and Study Session for ISI University Students

*Pre-registration is REQUIRED to be enrolled as an ISI University student. Full-week, registered attendees may audit the ISI University classes as part of their full registration.*

### ► WEDNESDAY, JUNE 5

- ISI University Classes (two morning classes followed by a study session and exam)
- ISI National Instructor Training Intermediate/High Combined Certification\*
- General Sessions
- Conference Welcome & Award Presentations
- Box Lunch (provided to all attendees)
- Trade Show & Reception (2-8 p.m.)
- ISIU Graduation Ceremony (4-5 p.m.)

*\*The ISI National Instructor Training Program is designed to educate and train instructors in consistent techniques, standards and professional requirements of teaching the ISI Ice Skating Program. The Intermediate/High combined certification will include Freestyle 1-10. The class will be held from 1-4 p.m. Pre-registration is REQUIRED.*

### ► THURSDAY, JUNE 6

- Certified Arena Executive (CAE) Course\*
- General Sessions (all day)
- Lunch Buffet (for all attendees)
- Section Meetings
- District Meetings
- 60<sup>th</sup> Anniversary Celebration (cocktail reception, dinner, awards ceremony & dancing — 6:30-11 p.m.)

*\*The CAE course will be held from 8-9:30 a.m. Pre-registration is REQUIRED.*

### ► FRIDAY, JUNE 7

Rink Day, 8:30 a.m.-2:30 p.m., Oakton Ice Arena, Park Ridge, Ill.

(On- and off-ice sessions for coaches, managers and operators)

- Bus Transportation (round-trip from hotel to rink)
- Continental Breakfast Provided
- Box Lunch Provided
- ISIU Certification Course for Operators/Managers: "Refrigeration, Equipment and Facility Maintenance (REFM)"

### Management and Operations Sessions

- Litigation and Depositions — What You Need to Know
- Active Shooter — Alert, Lockdown, Inform, Counter, Evacuate (ALICE) Training Session
- Managing Crisis Situations in Your Facility
- Don't Forget About the Outside — Your Building's Exterior Matters
- R22 Replacement Options & Dispelling the Myths
- Heave Ho, Uh Oh — The Importance of Proper Subfloor Heating Maintenance
- Technology Use in Your Facility — Thermostats, Websites, Overhead Scheduling & More
- Speed Learning **NEW**
  - Paint the Ice Event
  - Creative Programming in Your Facility — Ice Soccer, Broomball, Orb Soccer, Public Sessions that Allow Strollers and/or Wheelchairs on the Ice.
  - Finding the Balance Between In-House vs. Travel Leagues
- Creating a Personal Image
- Energy Efficiency in Your Facility — Savings Programs, LED Lighting, Low E Ceilings, Heat Recovery and More

### Skating Sessions for Coaches

- Off-Ice Stretching/Yoga — Learn About the Benefits for You and Your Skater
- Strength & Conditioning — Preparing Athletes' Bodies for Sport and Injury Prevention (Presented by JD Strength Performance)
- Being Hurt vs. Being Injured — How Coaches Can Tell the Difference and How to Handle Each Situation
- Liability Insurance — What Is It? Why Do You Need It? How to Use It?
- Creating the Environment for Excellence
- Show Tricks You Can Teach Your Skaters
- Speed Learning Panel Session **NEW**
  - Collegiate Teams
  - State Games Competitions
  - Synchronized Skating Teams
- Practice Judging Session — How to Judge Posture, Presentation, Artistic Impression, Correctness and More
- ISI Technology and What's New
- Tools for Training Using the 5 Mental Muscles
- Off-Ice Choreography (Interactive Class)

### On-Ice Sessions

- Compulsory Figures — Using Them to Teach Turns and Core Strength
- Uncaptured Moves and Show Tricks
- Choreography and Edge Class
- Power & Skating Drills
- Jump & Spin Technique

## STAY CONNECTED

"Like" the ISI Conference Facebook page (ISIConference2019) to keep up to date on conference happenings.



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## ISI UNIVERSITY COURSES

### Management Courses

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- Asset Management
- Cash & Inventory Management
- Event Crowd Management
- Food & Beverage Operations
- Front Desk Operations & Daily Cash Management

### Operations Courses

- Human Resources
- Refrigeration Maintenance Parts 1 & 2
- Refrigeration Theory Fundamentals
- Refrigeration Theory System Review
- Refrigeration Theory – Refrigerants & Systems Components
- Refrigeration Theory – Heat Reclaim & Controls
- Refrigeration Trouble Shooting
- Role of the Arena Operator

### Programming Courses

- Communication & Public Speaking
- Customer Service & Retention
- Financial Management – Budgeting
- Human Resources
- Program Marketing
- Risk Management
- Role of the Arena Programmer
- The Basics of Instruction
- Use of Computers & Technology

### Skating Director Courses

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



## Exploring the Local Scene

The charming Village of Oak Brook, nestled in the lush green county of DuPage — just 20 miles west of downtown Chicago — is home to numerous historical attractions and restaurants, high-end shopping and a multitude of options for “hitting the links.”

### Things to do in Oak Brook

*(Editor's Note: Distance refers to proximity to conference hotel)*

#### Oakbrook Center (.4 miles)

Upscale, outdoor shopping center, anchored by Nordstrom's, Macy's and Neiman Marcus, and featuring the District, a 14,000-square-foot dining destination serving up 10 eateries.

Visit [oakbrookcenter.com](http://oakbrookcenter.com)

#### Drury Lane Theatre (0.6 miles)

An elegant, 971-seat theater showcasing Broadway plays and local productions, plus dining. Roald Dahl's "Matilda The Musical" runs April 26 – June 23.

Visit [drurylanetheatre.com](http://drurylanetheatre.com)



#### Mayslake Peabody Estate (3 miles)

Listed on the National Register of Historic Places, Mayslake Peabody Estate serves as a venue for architectural tours, lectures, nature classes and performances. One of its notable features is the Portiuncula Chapel, a replica of Italy's St Francis chapel.

Visit [dupageforest.org](http://dupageforest.org)

#### Graue Mill & Museum (3 miles)

An operating waterwheel grist mill and homestead, Graue Mill & Museum depicts the way of life for area residents during 1850 through 1890 as well as the influence mills had on society.

Visit [grauemill.org](http://grauemill.org)



#### Morton Arboretum (9 miles)

Conceived in 1922 as a “great outdoor museum of trees,” the Morton Arboretum's 1,700 acres hold more than 222,000 live plants. Its mission is to inspire visitors to appreciate, learn about, plant and protect trees.

Visit [mortonarb.org](http://mortonarb.org)



#### Golf Courses

##### • Oak Brook Golf Club (2 miles)

Visit [golfoakbrook.org](http://golfoakbrook.org)

##### • Willow Crest Golf Course (3.8 miles)

Visit [oakbrookhillsresortchicago.com](http://oakbrookhillsresortchicago.com)

##### • The Preserve at Oak Meadows (8 miles)

Visit [dupagegolf.com](http://dupagegolf.com)

*For more information on area golf courses, visit [golfnow.com](http://golfnow.com)*

*Photos courtesy of Choose Chicago*



## Visiting the Windy City — Chicago

What's not to get excited about when visiting the third largest city in the United States? The Loop, Chicago's downtown, is a mesmerizing landscape of historic architecture and towering spires. Add to that a vibrant arts scene, leading cultural institutions, legendary blues bars and award-winning restaurants — Chicago was named 2017 "Restaurant City of the Year" by *Bon Appétit* magazine — and it's not surprising that the Windy City entices more than 52 million visitors annually.

### Top Attractions



#### Skydeck at Willis Tower (17.9 miles)

The highest observation deck in the United States, the Skydeck at Willis Tower attracts 1.7 million visitors annually. While standing on The Ledge, a glass balcony extending four feet outside the 103<sup>rd</sup> floor, you (if bold enough) can enjoy a panoramic view that spans nearly 50 miles on a clear day.

Visit [theskydeck.com](http://theskydeck.com)



#### Navy Pier (18.1 miles)

One of Chicago's top draws, Navy Pier is comprised of 50 acres of entertainment along the Lake Michigan shorefront. Take a spin on the iconic Centennial Wheel, a 200-foot Ferris wheel offering stunning views of Lake Michigan and the city skyline; hop on a boat tour to learn more about the Windy City's landmarks and marvel at the skyline; visit the picturesque Crystal Gardens, a one-acre indoor botanical garden; and discover endless options for savoring the local cuisine, including Chicago's signature deep-dish pizza!

Visit [navypier.org](http://navypier.org)



#### Millennium Park (19.7 miles)

Some of the world's most magnificent art pieces are on display at Millennium Park, the city's premier green space.

Visit [cityofchicago.org](http://cityofchicago.org)



#### Wrigley Field (24.1 miles)

Home of the Chicago Cubs, Wrigley Field houses more than 100 years of history. Don't miss a behind-the-scenes tour of this legendary ballpark!

Visit [mlb.com/cubs/ballpark/](http://mlb.com/cubs/ballpark/)

#### 875 North Michigan Avenue (20.1 miles)

The 100-story building at 875 North Michigan Avenue, officially known as the John Hancock Building prior to February, is home to the world's highest indoor swimming pool. Visitors can take a ride to the 360 Chicago observation deck on the 94th floor, which includes an open-air skywalk and TILT, a series of windows offering visitors the opportunity to "tilt" outward over 1,000 feet above the city streets.

Visit [360chicago.com](http://360chicago.com)

### AIRPORT TRANSPORTATION TIP

If traveling by taxi from the airport to the hotel and vice versa, be sure to request a suburban taxi from Discover DuPage's preferred partners list, below, and avoid Chicago licensed taxis — they will charge you time-and-a-half!

#### 303 Taxi

(630) 303-0303  
[taxiwithus.com](http://taxiwithus.com)

#### Aries Charter Transportation

(773) 826-2000  
[ariescharter.com](http://ariescharter.com)

#### Midwest Transit System

(708) 448-7822  
[midwesttransitsystem.com](http://midwesttransitsystem.com)

#### The Trolley Car & Bus Company

(630) 350-7433  
[trolleycar.net](http://trolleycar.net)

#### West Suburban Travelers Limousine, Inc.

(630) 668-9600  
[westsublimo.com](http://westsublimo.com)

#### Lyft (Lyft.com) and Uber (Uber.com)

Lyft (Lyft.com) and Uber (Uber.com) are also recommended. However, to avoid surge pricing, don't use them during Chicago's major events.

### GREAT TIP

Be sure to stop by the Chicago Visitor Center at 111 N. State Street for free brochures and tips on how to navigate the city and make the most of your visit. You can view the official Chicago Visitors Guide online at [ChooseChicago.com](http://ChooseChicago.com).



### CHICAGO WEATHER IN JUNE

Average  
High  
77

Average  
Low  
63

#### Helpful Websites

[choosechicago.com](http://choosechicago.com)  
[freetoursbyfoot.com/chicago](http://freetoursbyfoot.com/chicago)  
[enjoyillinois.com](http://enjoyillinois.com)

Photos courtesy of Choose Chicago

# CONFERENCE ATTENDEE REGISTRATION & FEES

## Register for Conference by April 1 to Save \$50

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

Note: Full registration includes all meals, presentations, trade show and anniversary celebration. Daily registration includes presentations and activities *for that day only*.

### Prof/Admin Member

#### Full Registration

<b>Advance Deadline: April 1*</b>	<b>\$500</b>
<b>Standard Deadline: After April 1</b>	<b>\$550</b>
<b>Friday Only (At Ice Rink)</b>	<b>\$149</b>

#### Daily Registration

<b>Wednesday/Thursday</b>	<b>\$225/day</b>
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#### ISI 60<sup>th</sup> Anniversary Celebration

Guest/not registered for full conference	<b>\$90</b>
Registered full-conference attendee	<b>included</b>

#### ISI 60<sup>th</sup> Anniversary Commemorative Book

Full-conference attendee	<b>\$35</b>
If not registered as a full-conference attendee	<b>\$45</b>

*(Payment due April 1)*

### Non-Member

#### Full Registration

<b>Advance Deadline: April 1*</b>	<b>\$600</b>
<b>Standard Deadline: After April 1</b>	<b>\$650</b>
<b>Friday Only (At Ice Rink)</b>	<b>\$249</b>

#### Daily Registration

<b>Wednesday/Thursday</b>	<b>\$325/day</b>
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#### ISI 60<sup>th</sup> Anniversary Celebration

Guest/not registered for full conference	<b>\$90</b>
--	-------------

#### ISI 60<sup>th</sup> Anniversary Commemorative Book

Full-conference attendee	<b>\$35</b>
If not registered as a full-conference attendee	<b>\$45</b>

*(Payment due April 1)*

\* Registration must be postmarked by the deadline date to receive Advance rate.





## ENHANCE YOUR PROFESSIONALISM AT ISI UNIVERSITY

The ISI University (ISIU) schedule enables students to complete course work prior to the conference opening, allowing them to benefit from the majority of general sessions.

### ► ISI University Courses & Fees

Certified Arena Manager Part 2	(CAM2)
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Certified Arena Programmer Part 3	(CAP3)
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Certified Arena Operator Part 3	(CA03)
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Certified Skating Director Part 1	(CSD1)
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\$35 each before April 1

\$60 each after April 1

### ► ISI University Certified Arena Executive (CAE) Class

\$50 before April 1

\$100 after April 1

### ► ISI National Instructor Training

Intermediate/High Level Combo	(FS1-10)
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\$35 before April 1

\$60 after April 1

## STAY CONNECTED



ISIconference2019



@SkatingISI



@SkateISI

Tag us: #ISIconference2019





## WAYS to IMPROVE YOUR BOTTOM LINE

**I**N HONOR OF ISI's 60<sup>th</sup> anniversary this year, we've compiled a list of 60 ways to help you increase revenue at your facility. While many of you have been in ice arena management for many years and most likely are familiar with most of the items on this list, how many of you are actually practicing these suggestions? For those who could use the occasional reminder as well as those who have not been exposed to all of these ideas, ISI members pooled their experience to come up with this list of ways to help you make and save money. Adding even a few of these to your best practices can help you make a positive, noticeable difference in your bottom line.

1. Conduct a program audit to determine potential areas where you can reduce expenses.
2. Sign up all of your skaters as ISI Individual members (required effective Sept. 1, 2017). Membership includes excess accident insurance (which reduces your premium) and eligibility to test and compete in events (also stimulates ongoing participation).
3. Train your staff to cross-promote all aspects of your business and give them incentive rewards for generating business. Front desk personnel and skate guards can suggest that skaters sign up for classes (provide them with personalized cards that they can give skaters to take to the front desk to enroll in classes); instructors can suggest that students use public sessions for practice; skate guards can send skaters to your pro shop to buy gloves; pro shop personnel can promote your birthday parties.
4. Utilize the waste heat off compressors for reheating dehumidified air, hot water heating, snow melt, etc.
5. Host ISI-endorsed competitions or shows at least four times a year to stimulate continued interest and excitement of local skaters. Competitions generate revenue from private lessons, ice time sales, entry fees, concessions, pro shop sales and vendor commissions.
6. Be sure to close all dasher gates at night to reduce refrigeration costs and install a programmable control device to put your ice to sleep at night.
7. Conduct your own in-house programs rather than leasing ice to independent organizations.
8. Require ISI professional liability insurance from all independent contractors to reduce your facility's exposure and premiums and sign independent contractor agreements.
9. Install an energy-efficient low-emissivity ceiling and replace original light fixtures with new, energy-efficient, T-5/LED bulbs; many utilities offer incentives.
10. Objectively evaluate the impression that your answering system projects. Most people prefer a human, but if you must use an automated system, make it simple for callers to reach their intended destination quickly and without frustration. Having callers hang up in frustration can be costly for you!
11. Install motion detector light sensors in all locker rooms, restrooms and other non-continuously used areas.
12. Use the ISI Ice Skating Program and generate as much as \$1,400 per hour in ice revenue. Skeptical? Call ISI for details. Also, don't forget to use your ISI Membership Rewards Bucks to save money in other areas — for example, use ISI Bucks to pay for your annual membership fee, conference registration, national competition registration, ISI banner and more.
13. Reduce water consumption through filtration and recycling of resurfacers water.
14. Offer continuous enrollment for new group lessons, making it easy for prospective students to sign up when they are motivated.
15. Schedule activities and link your programs so they complement and promote each other — for example, schedule learn-to-skate immediately prior to public skate, learn-to-play hockey classes just before a mite league game, advance freestyle classes following a freestyle session, etc.
16. Install sensors for automatic toilet and urinal flushing as well as faucet shut-off in sinks and showers.
17. Offer an "Introduction to Skates and Equipment" information session during all class times at least once every semester. Make the most of your captive audience by reminding them that they received a discount coupon in their welcome packet for skates in your pro shop. Buying skates helps "invest" them in the sport and encourages them to re-enroll in your classes.
18. Edge and resurface regularly and maintain ice at an optimal 2-inch level at all times.
19. Turn your existing students into your sales team. Run a bring-a-friend-to-class contest for several weeks, then give the student who brings the most guests a free semester of classes. Offer the guests a one-time opportunity to sign up for classes within the next week at a special discount.
20. Reduce insurance premiums by ensuring that you have waivers on file from all user groups and regular class/league participants. Make sure your waivers have been reviewed by the insurance company and have been recently updated.
21. Use games, caricature artists, balloon artists, face painters and magicians to entertain during a public session. Give patrons something unexpected and exceed their expectations so they will create "buzz" for your facility.
22. Maximize hourly ice productivity with cross-ice or simultaneous multi-program activities.





- 23.** Where possible, install a separate meter on the water to the cooling tower to avoid paying unnecessary sewer charges on evaporated moisture.
- 24.** Create session themes to add variety and stimulate interest, such as seasonal or holiday themes, or make up your own. In the past, several ISI member facilities offered free admission for mothers on Mother's Day and fathers on Father's Day to stimulate family business. Offer a Father's Day or Mother's Day hockey clinic. Remember, healthy public sessions drive repeat business in the form of lessons and future visits.
- 25.** Be sure that all independent contractors are paying rent or commission for use of the facility.
- 26.** Use the ISI recreational test and competition program to stimulate continued interest and participation from skaters of all ages and abilities.
- 27.** Provide incentives for class re-enrollment, such as an early re-enrollment discount, a bring-a-friend offer or a multi-family member discount.
- 28.** Make sure your website is current, functional and user-friendly. It should project a positive facility and staff image, promote your programs and services, announce schedules and events, and offer the convenience of online class registration. Be sure there is no old information on it!
- 29.** Have staff coaches available to provide free introductory classes and impulse private lessons during busy public sessions.
- 30.** Regulate lighting based on the programs under way on the ice and have parking lot lights on photo sensors.
- 31.** Use a costumed character during busy sessions to entertain on the ice. Colored and mirrored balls, artificial snow (in warm climates) and other fun props add to the entertainment value.
- 32.** No rink should still be without a computerized point-of-sale/inventory management system for tracking customer information.
- 33.** Schedule resurfacing every 45 minutes during busy public sessions to drive business throughout the facility. This also turns over the use of rental skates and lockers. (Most skaters will stay through one resurface; few will stay through two.)
- 34.** Be aware of peak electricity demand charges and use time-delay switches to stagger compressor motor starts accordingly.
- 35.** Schedule skating and hockey exhibitions after resurfacing during public sessions to spotlight students' achievements and promote your programs.
- 36.** Gain a better trained and educated management staff — and possibly even reduce insurance premiums — by enrolling key employees in ISI University certification classes offered online and at the annual ISI conference.
- 37.** Support other inter-rink competitions in your area so that yours will be supported in return.
- 38.** Take advantage of the free class management software program to help you more effectively and efficiently administer your learn-to-skate program.
- 39.** Develop an email list of ice rental customers and people who might rent ice. Send an email periodically with a list of open ice slots to sell.
- 40.** Utilize a marketing coordinator to increase group sales.
- 41.** Send your instructors to ISI Instructor Training seminars, which result in better and more productive teachers, boost the reputation of your skating school and help increase re-enrollment.
- 42.** Offer your own in-house ancillary services rather than contracting them to others: vending, concessions, lockers, arcade games, etc.
- 43.** Use the ISI recreational hockey program. Hockey membership allows rinks to use the program to run their own youth and adult house leagues with greater flexibility and more competitive fees and insurance coverage. What's more, rinks can register team jerseys, rather than individuals, allowing them the flexibility to add, remove or adjust players as needed during the season.
- 44.** Use a water treatment in the evaporative condenser to prevent scale buildup on tubes.
- 45.** Drive business to your concession stand with Family Four packages (admission, rental, popcorn, small drink). It will look like a great deal and customers will spend more money at the concessions — guaranteed!
- 46.** Give figure skaters the chance to participate in a team sport by using the ISI synchronized skating program.
- 47.** Utilize gas-powered radiant heaters over seating areas rather than attempting to heat the entire rink area.
- 48.** Use incentive compensation to reward program directors for productivity and efficient management practices.
- 49.** Explore the use of power conversion to reduce cost of electricity.
- 50.** Conduct a focus group to see what your arena is doing well and to find out what your customers want.
- 51.** Have solar panels installed on your roof and experience savings on your energy bills.
- 52.** When hosting tournaments, work with hotels to get a rebate on every hotel room booked.
- 53.** Take advantage of "free" marketing programs like Facebook, Twitter, Instagram and Pinterest to promote your business. Offer prizes to people who share your posts or "like you."
- 54.** Promote your programs and services on your dasher boards.
- 55.** Sell advertising on your website, dasher boards and ice resurfer.
- 56.** Hold birthday parties during your public skating sessions to increase revenue and introduce new people to your arena programs.
- 57.** Offer camp and hockey clinics during the holidays and slower seasons to increase revenue and fill unused ice.
- 58.** Find out how much you pay for credit card processing. Shop around and get better deals; the savings will surprise you.
- 59.** Evaluate your concession prices to make sure every item has a 100 percent mark-up over your cost of goods. When factoring in cost of goods, make sure you include delivery charges and soft charges, such as cups, stirrers, straws, milk and condiments.
- 60.** Maximize your ISI membership! Take full advantage of the full spectrum of ISI programs, materials, educational seminars and certifications, affordable insurance programs and staff resources. Not sure what's included in membership? Call the ISI office at 972-735-8800.

# SPANNING 6 DECADES!

1959-2019

## 1959

Ice Skating Institute of America (ISIA) — now referred to as the Ice Sports Industry (ISI) — founded by members of the Illinois Recreation Association National Recreation Congress: Michael Kirby, chairman of the rink section; Arthur Goodfellow, speaker; Russell Perry, secretary (also president of the Illinois Recreation Association). Perry became ISI's first executive director and served in that role for 16 years.

National office established in Fort Myers, Fla.

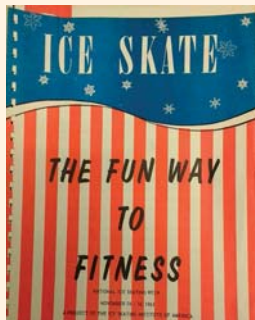
## 1960

First annual conference (Conrad Hilton, Chicago, Ill.)  
Bylaws adopted

## 1961



First ISI Newsletter published



ISIA Board designated second week of November as Ice Skating Week, then ultimately extended it into Ice Skating Month.

## 1962



Session on Recreational Skater Standards. Ron Priestley of Tarzana, Calif., center, presents The Standards Committee recommendations. From left, Edith Alspaugh, recorder; Michael Kirby, River Forest, Ill., president of the ISIA; Harris Legg, San Francisco, Calif., chairman of the meeting and James Waldo, Portland, Oregon, panel member.

Series of tests established for the recreational skater, designed to introduce people to "pleasures of ice skating."

On-Ice Sessions introduced at annual conference

## 1963



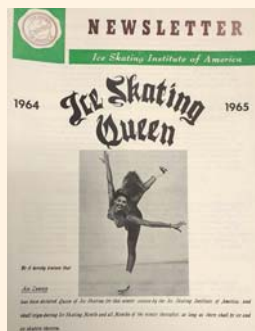
First Annual Ice Skating Trade Show – 20 exhibitors

First Rink Managers' Roundtable Meetings at conference

Recreational Skater Test program previewed at conference

Ice Skating Hall of Fame established. First award recipients were Norval Baptie and Sonja Henie

## 1964



Aja Zanova named ISI's first Ice Skating Queen during Ice Skating Month

Alpha-Beta-Gamma Recreational Skater Program launched

## 1965

First Builders and Suppliers Directory issued

Recreational Ice Skater Test Guide published

## 1966

Drill teams first introduced in exhibition by Robert Unger, Huntsville, Ala.

National Registration Program for recreational ice skaters (almost 1,200 tests registered with national office.)

## 1967



New ISI instructor badge created

Eighth annual conference held in North Hollywood, Calif. (first outside Chicago)

ISIA's first industry survey mailed to membership

## 1968

Announcement of recreational skating competitions to come



ISIA accepted as an allied member of Amateur Athletic Union (AAU)

New & expanded edition of the Recreational Skater Test Guide mailed to member rinks and includes new Pre-Alpha test

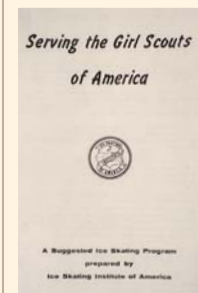
## 1969

First membership directory in booklet form

Endorsement procedure established for competitions and shows

ISIA affiliates with National Recreation and Park Association

## 1970



Girl Scout program developed

ISIA recreational ice skating competitions begin (Riverdale Ice Rink vs Grossinger Ice Rink)



» 1971

Man and Woman of the Year awards established

Man and Woman of the Year awards established



Arthur Goodfellow donates antique skating collection to ISIA

Arthur Goodfellow named ISIA's first Life Member of the ISIA

Instructor Certification Program in process of development

ISIA medals available for recreational skater competitions

Synchro skating made its debut at conference, promising to be a major interest in recreational skating programs

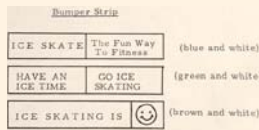


Due to growth, ISIA moves into larger office in Fort Myers, Fla.

1973

Joint statement of policy issued by ISIA and USFSA

Creation of *Ice Skating Marketplace News*, a publication for ISIA Builders/Suppliers



ISIA promotional Bumper "Strip" created

ISIA Represented at Canada's National School of Refereeing

1974

*216 Suggestions for Ice Rink Promotion* published

*Questions and Answers about Ice Rink Construction and Operation* published

*Recreational Ice Skater Competition Guide* published

1975



Thomas E. Hall named executive director



ISIA national office relocates to Wilmette, Ill.

1976

First issue of *Recreational Ice Skating* magazine published



First annual "Ice For Life" Skate-A-Thon in conjunction with St. Jude's Children's Research Hospital, founded by comedian Danny Thomas

Pre-Alpha badges replace pins

1977

Individual membership (skater) category established

New Delta skater test created

First computer installed for national test registration

1978

First Summit Conference — officers of ISIA, USFSA and PSGA

1979

First female skater passes Freestyle 10 test — Laurie Chemsak, Berkeley, Calif.

1980

Thomas J. Sullivan Jr. named executive director

1981

First annual ISIA Recreational Team Championships of the United States held in San Diego, Calif.

First male skater passes Freestyle 10 — Hank Green, Evanston, Ill.

Justine Townsend Smith named executive director



ISIA animated film, "The Magic of Ice Skating," debuted at conference

1982

Retail Merchant membership category for pro shops and sporting goods established

Justine Townsend Smith named executive director

First ISIA International Recreational Skating Team appears in Dubai, UAE

Associate membership required to judge ISIA tests and competitions

1983



Jon Robinson, Knoxville, Tenn., becomes first male to compete at Freestyle 10 and was invited by the International Youth Year

Commission (IYYC) to the White House in recognition of International Year of the Youth as designated by United Nations

ISIA recreational skaters and champions and USFS national and international champions perform with the Utah Symphony, marking first time major symphony orchestra accompanied skaters

Redesign of Alpha through Delta and Freestyle 1-10 patches

1984



ISIA 25<sup>th</sup> Anniversary Conference, Dallas

1985

First Figure 10 passed and competed by Sherry Dowlen, Denver



Lifetime Achievement Award established with Dorothy Hamill as first recipient

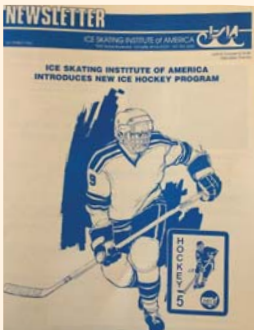
Panorama consumer show introduced at summer championships

# 1986



Cooperative agreement signed by ISIA and Boy Scouts of America (BSA)

First ISIA/AAU Winter Games held in Chicago, later renamed ISIA Winter Classic



Introduction of ISIA Hockey Program: "An Introductory Hockey and Testing Program for Beginners"

First "Train the Trainers" seminar held

# 1987

Red Wing Shoes makes first donation to new ISIA Education Foundation in memory of Paul Riedell

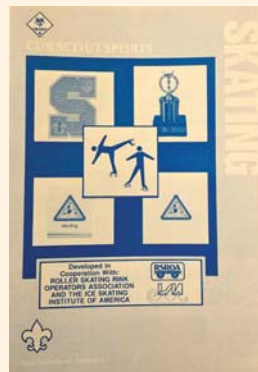


First joint event implemented between ISIA, USFSA,

PSGA — NutraSweet National Ice Skating Week

Instructors section created

Skating Schools section created



Development of Cub Scout Sports Program for Ice Skating in conjunction with Boy Scouts of America

# 1988

First management seminars begin in Chicago, Los Angeles and Newark, Del.

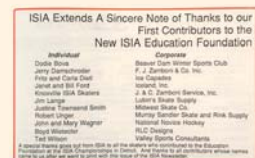
October is NutraSweet National Ice Skating Month, with Christopher Brown and Dorothy Hamill as spokespersons

New ISIA Publications created: *ISIA Group Lesson Teaching Aids, Skating Director's Manual, ISIA Games Book and Judges Manual*

U.S., Hong Kong and Chinese media print articles about ISIA programs

ISI office gets first fax machine

# 1989



ISIA Education Foundation established as public charity 501 (c) (3)

Evaline Card Smith skating art collection donated to ISIA Education Foundation

First ISIA Judges Workshop (Highland Park, Ill.)



First regional competition held in Los Angeles (ISIA West Coast Championships)



ISIA Skate Asia, first international recreational competition (Hong Kong)

First Couple 10 is passed and competed — Jon Robinson and Lori Anderson

First ISI skater outside United States passes Freestyle 10 — Sunny Mann (Hong Kong)

New publications created:

*An Introduction to Ice Skating (school curriculum)*

*Recreational Team Championships Sponsorship*

*Quick Reference Guide for ISIA Competitions*

*ISIA Special Skater Test Standards*

*Precision Team Manual*

*Case Studies for Ice Rink Staff*

*In-House Competitions*



First annual ISIA Broomball Championships, Dallas

First annual ISIA Judges Workshop

# 1990



First ISIA Education Foundation scholarships awarded (3 at \$1,000 each)



ISIA headquarters moved to Buffalo Grove, Ill.



First Annual

ISIAI College Challenge, Ohio State University in Columbus, Ohio

First annual ISIA Special Skater Championships, Carol Stream, Ill.

# 1991

Judges workshops held across the country

First Management Certificate Program offered at conference

First Referee Training Workshop held at conference

New publications developed: *Rink Guard Training Manual, Ice Facility Operations Manual and Group Skating*

# 1992

First Skating Director Certificate Program offered at conference

ISIA joins American Society for Testing and Materials (ASTM)

ISIA receives Illinois Parks & Recreation Association (IRPA) Community Service Award

First Dance 10 passed — Jessica Dolven, Ohio State University

# 1993

Judges Certification introduced at annual conference

Summer Championships renamed ISIA World Recreational Team Championships

# 1994



First annual ISIA Education Foundation Skating Spectacular fundraiser held during ISIA World Championships in Chicago

ISIA Good Sport Award created



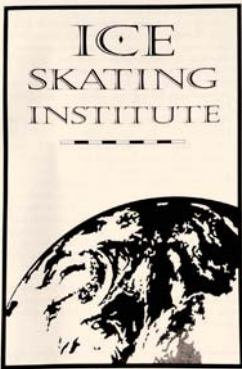
Shuttle Astronaut Dr. Jan Davis, a former ISI skater under Robert Unger, gives keynote address at conference

ISI national office installs new phone system with voicemail





» 1995



ISIA's new name (ISI – Ice Skating Institute) announced at conference

Management and operations seminars introduced in several districts

First skating competition endorsed by ISI (held in Phillippines)

Judith Caulfield named executive director

1996

Sarah Devereaux became first skater to pass the ISI Freestyle 10 and Figure 10 tests in the same year.

1997

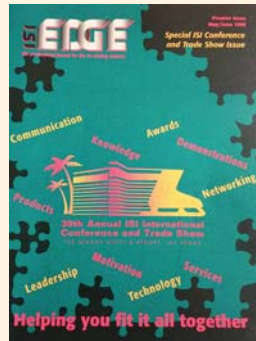
First ISI Precision Classic (Woodridge, Ill.)

Peter Martell named executive director

ISI website established

1998

ISI headquarters moved to Dallas



ISI Newsletter redesigned with a new name (ISI EDGE), look and focus.



New ISI logo introduced

Benton Wilcoxon Award for Excellence in Management established

Great Skate Award established

1999



First annual ISI Adult Championships (Las Vegas)

District Merit Award established

2000



ISI Recreational Hockey membership introduced

ISIAsia created to provide ISI programs and services throughout Asia

2001



Inaugural Ice Arena Institute of Management (iAIM) School established

ISI National Merit Award established

Erika Amundsen Award created

Frank J. Zamboni Award established

# Reap the Rewards!

## ISI MEMBERSHIP REWARDS PROGRAM

Administrative Members Receive  
**\$1 IN ISI BUCKS FOR EVERY SKATER REGISTERED**  
 Under Their Home Rink



### ISI BUCKS GOOD FOR:

- ISI Programs
- ISI Services
- ISI Materials
- All ISI Membership Types (Administrative, Professional, Individual & Hockey)
- ISI National Competitions

*ISI Bucks are not valid for Professional Liability Insurance*



Visit [skateisi.org/membershiprewards](http://skateisi.org/membershiprewards)



## 2002

ISI International Merit Award established

Scott Hamilton named spokesperson for ISI Special Skater Program

Signed national partnership agreement with the Positive Coaching Alliance (PCA)

## 2003

Completed Installation of new membership database at ISI headquarters



Launched IAIM Online-Distance Learning Program

Added *ISI Online, Updates* and *Forums* to ISI electronic communications

## 2004

Changed name of Associate membership to Professional membership

Added Affiliate class of membership

Signed affiliation agreement with IAIM

Revised ISI Hockey Badge Testing Program

ISI Recreational Skater Program introduced free skater award certificates to member facilities registering tests with ISI

## 2005



Introduced the *weSKATE* kit  
First annual Artistic Challenge competition (Orlando, Fla.)

## 2006

Launched *weSKATE* National Instructors Training program

Developed online Judges Certification Test

Introduced Arthur Goodfellow Award



Created *weSKATE* Club

## 2007

Introduced Pioneer Award

Introduced Outstanding Participation Awards



Purchased ISI headquarters building in Plano, Texas

## 2008

Produced ISI Ice Skating Program Test Standards DVD

Purchased new association management software program

Changed universal membership term for Individual and Professional members

## 2009



Celebrated 50<sup>th</sup> ISI Anniversary at annual conference & trade show



PROMOTE YOUR ISI SKATING PROGRAMS WITH

Eye-Catching Banners for Your Lobby, Rink and Dashers!

### SIZES

Lobby:	60"W x 24"H
Rink:	120"W x 36"H
Dasher:	120" W x 30"H

ORDER AT [SKATEISI.ORG/BANNERS](http://SKATEISI.ORG/BANNERS)



» and special 50<sup>th</sup> Anniversary Competition, Orlando, Fla.

Signed joint agreement with Professional Skaters Association (PSA) for coaches education, training and certification

Introduced new Open Freestyle tests and competition events

Published new *ISI Handbook* combining the previous *Skaters and Coaches Handbook and Judges Manual*

Instituted new Membership Rewards Program

Launched bi-monthly eNewsletter and ISI Facebook page and Twitter account

## 2010

Celebrated 25<sup>th</sup> annual ISI Winter Classic competition (Anaheim, Calif.)



Celebrated the 30<sup>th</sup> annual ISI World Team Championships (Marlborough, Mass.)

First "Synchro Showcase" exhibition at Synchronized Championships

## 2011

Introduced Erika Amundsen ISI Adult Team Championship Trophy

Created new collegiate division and champion trophy at ISI Adult Championships

Released ISI Ice Skating Program with ISILink software

Entered into agreement with National Recreation and Park Association and National Training Center at Oglebay to host iAIM School at Oglebay

Introduced interactive, digital versions of *ISI EDGE* and *Recreational Ice Skating* magazines

## 2012



First annual Holiday Challenge (Danbury, CT)

Upgraded membership software

## 2013

iAIM Certified Skating Director (CSD) introduced at conference

ISI Referee Certification Exam introduced online

## 2014

Introduced tablet judging system (JOT)



Introduced new ISI mascot, "Flip"

## 2015

Partnered with EntryEeze to develop online registration for ISI events



Launched *Recreational Ice Skating Online (RIS Online)* digital magazine

Established ISI Instagram account

Celebrated 30<sup>th</sup> annual Winter Classic (Orlando, Fla.)

Celebrated 35<sup>th</sup> annual ISI World Recreational Team Championships (Bensenville, Ill.)

## 2016

iAIM Certified Advanced Skating Director (CASD) course introduced at conference

Executive Director Peter Martell Retires

Celebrated 20<sup>th</sup> annual ISI Synchronized Championships (St. Peters, Mo.)

Celebrated 5<sup>th</sup> annual Holiday Challenge (San Jose, Calif.)

## 2017



Introduced new name (Ice Sports Industry) and logo and coordinating program names — ISI Ice Skating Program replaced *weSKATE*, ISI University replaced iAIM

Revised Test Registration process and Online Judge Certification Platform

Individual membership required



Redesigned website and *ISI EDGE* magazine

Began offering free EDGE competition software with Administrative membership

Reorganization of staff — Liz Mangelsdorf appointed managing director

ISI logo apparel available for online purchase

Enhanced ISI Membership Rewards Program

New and revised marketing materials and communications: *Lifelong Skaters*, *Group Class Skater Curriculum*, *Group Lesson Curriculum*, Flip Box, Thank You Box and electronic newsletters: *On the Flip Side*, *Breaking Ice*, *Coach Connection* and *ISI Informer*

Redesigned skating patches  
Restructured conference format

## 2018



Creation of ISI Flip products — 6-inch plush, key chain and lanyard



Introduction of Flip Kit and Thank You Boxes

ISI field representatives hired to serve as resources for members and to educate potential members on ISI membership benefits

Certified Skating Director (CSD) Part 3 introduced at conference

New ISI University (ISIU) course schedule debuted at conference

## 2019



ISI Celebrates 60<sup>th</sup> Anniversary!

### ISI PRESIDENTS

1961-63  
Michael Kirby\*

1963-65  
Frank Zamboni\*

1965-67  
Larz J. Anderson\*

1967-71  
Ron Priestley\*

1971-73  
Michael Kirby\*

1973-75  
Robert Kelton\*

1975-77  
J. Richard Gaw\*

1977-79  
Bryan Vinson Jr.\*

1979-85  
Michael R. Booker

1985-93  
Murray Sandler\*

1993-97  
Boyd Wietecter\*

1997-2005  
Jim Lange

2005-13  
Jim Hartnett

2013-Present  
Rob McBride

\*deceased



# ISIA EDUCATION FOUNDATION

ROBYN L. BENTLEY-GRAHAM, CAE *ISIA Education Foundation Secretary*

## What's NEW with the ISIA Education Foundation (ISIAEF)?

**New look, new trustees, new scholarship dollar amounts, new ways to donate, new online application and more!**

**R**INK PROFESSIONALS, YOU might ask: What's in it for me, or what can I do to add value to my skaters' experience as an ISI member without spending additional money? Check out our new website at [isiafoundation.org](http://isiafoundation.org) to learn more, and interact with us on Facebook and Instagram. We want to hear from you! Your feedback will help us continue to improve our offerings moving forward.

While the deadline for ISIAEF academic scholarships for the 2019-20 school year was Feb. 1 (winners will be announced at the ISI annual conference in June), high school-age skaters can start preparing now for upcoming scholarship deadlines. Tell your skaters to review the criteria on our website. Encourage them to not only take a look and apply but also to get their volunteer work completed. Skaters have the opportunity to do their volunteer service hours at ISI national events and they can check with their home rinks as well. Volunteering not only benefits the skater but also the facilities and programs that they support. Please direct any scholarship questions to us at [scholarships@isiafoundation.org](mailto:scholarships@isiafoundation.org)

The scholarship committee recommended to the trustees to increase the amount of the scholarships this year and in the future, but we can only do that if we have funding. Here's how you can help:



### Amazon Smile:

Anyone with an Amazon account can support the foundation by visiting [smile.amazon.com](http://smile.amazon.com) and selecting the ISIA Education Foundation as their charity of choice when ordering. Amazon will donate .05 percent of the price of eligible purchases to the foundation. This site operates exactly the same as Amazon.com; there are no differences in pricing, Prime shipping, etc. Customers are able to support the foundation with their everyday purchases and without extra effort. Thanks to those who kicked us off during the 2018 holiday shopping season. Please help us spread the word!

### 2019 FUNdraisers:

Our annual FUNdraisers continue to fund scholarships too. We will be sponsoring a photo booth at the ISI 60<sup>th</sup> Anniversary Celebration on Thursday, June 6, during the annual ISI conference & trade show, June 4-7 in Chicago. Our trade show silent auction will feature some great items, and they are not all skating related. We will also have silent auction items available for bid at the ISIA Education Foundation Booth at the 2019 ISI Conference Championships.

The foundation board of trustees welcomed three new members in 2018: Art Sutherland, Samantha Bentley and Robb Olexin. All three have been

supporters of the foundation in the past, and we are excited to have them on board as trustees and members of the FUNdraising committee.

Stay tuned for announcements on additional 2019 FUNdraisers. Please note that tax-deductible donations to the foundation are welcome at any time. You can donate quickly on our new website and through our Facebook page ([facebook.com/isiaeducationfoundation](https://facebook.com/isiaeducationfoundation)).

Donations and pledges make meaningful honorary or memorial gifts and at the same time support the scholarship program for outstanding ISI members. Without your continued support, the scholarship program would not be possible.

The fundraising/auction committee is currently soliciting donations for items for the auction. If you or your company wish to make a monetary or goods/services donation, please contact the committee via email at [fundraising@isiafoundation.org](mailto:fundraising@isiafoundation.org) or contact Samantha Bentley at [s.bentley825@gmail.com](mailto:s.bentley825@gmail.com). Thank you in advance for your support!

**Have a question, or maybe you want to get involved and not sure whom to contact? Please email us at [info@isiafoundation.org](mailto:info@isiafoundation.org).**



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

**GET SOCIAL WITH US**

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[@isiaeducationfoundation](https://instagram.com/isiaeducationfoundation)

[isiafoundation.org](http://isiafoundation.org)





**Kim Hansen**  
ISI Skating Programs &  
National Events Director

**COACHES' CORNER**

## ISI Update Test – Commonly Misunderstood Questions

I'd like to take this opportunity to go over some commonly misunderstood questions on the ISI Update Test in an effort to clear up any confusion that may exist. Before I do, however, I want to clarify the purpose of the update test.

The test is released every two years to coincide with the rule changes and revisions released by the ISI Skating Programs and Judging Committee. It is an open-book test designed to ensure that judges are current on the rule changes and know where to find them in their *ISI Handbook*.

In August, the 2018 Update Test was released. At that time, it was announced that the test would cost \$10 before Sept. 1 and \$20 after that date. Unfortunately, several coaches misunderstood and thought that the test had to be taken by Sept. 1. It appears that some took the test in haste, believing that they had to meet this deadline. This was not and will never be the case. To be clear, ISI requires that any coaches that have an existing judge certification passed prior to any new rules changes must take and pass the update test *before sitting on a judge panel*. Coaches will accomplish this at varying times of the year since some may not take skaters to their first events until January.

### JUDGING SOLO COMPULSORIES

In reviewing 50-75 tests, it is apparent that there is confusion surrounding the judging of Solo Compulsories. To clarify, let me begin with some background. As we all know, the Solo Compulsory event is very easy to judge until it's not — for instance, when a skater performs a maneuver twice, performs the wrong maneuver or adds something extra that is not allowed. Judge panels have struggled with knowing how to best reflect the scores when facing these types of situations.

In 2014, when a skater did a maneuver twice, the judge panels were directed to judge the first one, take the second one to be the offering for the next maneuver, which, of course, would be the wrong maneuver and subsequently receive a zero. This was not only confusing but also created unnecessary penalties.

Therefore, in 2016, the committee created a rule that helped rectify this situation. The rule still stands today. When a skater does a maneuver twice, the first one is judged and the second one is ignored. The only time a score of zero is given is when a skater does not do a required maneuver, period. In that case, all three judges mark a zero in the column of the missing maneuver.

Another issue that the committee worked to solve entailed how to judge a skater performing an illegal maneuver, such as a

tap toe. In 2014, a rule was created, mandating that the referee/judge 1 would give the skater a 2.0 in the newly created criterion called General Overall. The referee/judge 1 was instructed to keep all other skaters in the group at a 7.0 down the column in that criterion if they did not make that mistake, thus making that criterion not impactful on the outcome of the event but only for the skater who performed the extra illegal maneuver.

While in theory this worked, it really didn't make a lot of sense to coaches serving as referees/judges because of the "General Overall" verbiage. Therefore, in 2016, the committee revised the verbiage in the last column for the referee only and called it "Penalty." This criterion is unique to this event; there is no other penalty column in the ISI program. It must be used correctly by judges serving as referees, however, and that is why it was included as a question on the 2018 update test even though it was not a new rule. Unfortunately, the question was missed on more than 75 percent of the tests. Hopefully, this article clarifies it.

In the following scenario, judging should look like this if one skater performed two Salchows, another did an illegal tap toe and a third left out an element altogether:

JUDGE 1/REFEREE				
Name	Salchow	Toe loop	Change Foot Spin	Penalty
Skater A	7.4	7.2	7.3	7.0
Skater B	7.6	7.3	7.5	2.0* <i>skater did tap toe</i>
Skater C	7.0	7.6	0 <i>skater did not do spin</i>	7.0
Skater D	7.2	7.1	7.2	7.0

You can see clearly who did what, except for the skater that did two Salchows. As instructed, the panel ignored it and no penalty was taken.

**Kim Hansen is ISI's skating programs and national events director. Please contact her at [Khansen@skateisi.org](mailto:Khansen@skateisi.org) or 972-735-8800 if you have additional questions regarding the ISI Update Test.**

# Come One, Come All to ISI World Recreational Team Championships



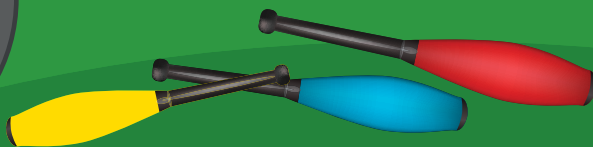
July 22-27

St. Peters Rec-Plex

St. Peters, MO

Test & Entry Deadline: May 1

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



# ISI JUDGE CERTIFICATION TESTS

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



Amanda Barton Aker  
 Carissa Anderson  
 Katrina Bjorkstrand  
 Kimberly Cagnassola  
 Kayla Calhoun  
 Melissa Danitic  
 Zoey Davis  
 Caitlyn Durham  
 Roger Estey  
 Lauren Evarts  
 Yana Krasimirova Hanes  
 Hannah Hughes  
 Stanley Mackey  
 Pam McDonald  
 Alex Nacsa  
 Allison Nacsa  
 Anna Nykiel  
 Kathy Parkin  
 Mandy Polisky  
 Elizabeth Pozos  
 Amanda Ransom  
 Vicki Heasley Ringle

Justin Ross  
 Tylar Anne Suckau  
 Jacqueline Stemmer  
 Walter Stevenson  
 Connie Turner  
 Sydney Ullman  
 Sarah Varian  
 Francesca Verna  
 Karen Wiegmann  
 Ally Ye



Sarah Belair  
 Tricia Burton  
 Kimberly Cagnassola  
 Kayla Calhoun  
 Christian Cavalluzzi  
 Melissa Dantic  
 Janelle Davis  
 Zoey Davis  
 Caitlyn Durham  
 Roger Estey  
 Hannah Hughes  
 Rylie Kever

Jennifer Kilmer  
 Kylie King  
 Eleanor Kolb  
 Sarah Symphonie Martin  
 Alex Nacsa  
 Carly Potts  
 Vicki Heasley Ringle  
 Justin Ross  
 Amanda Ransom  
 Cindy Rowan  
 Walter Stevenson  
 Michelle Strepka  
 Connie Turner  
 Lily Schaefer  
 Wendy Sylvia  
 Janice Wallace  
 Joseph Walsh  
 Sydney Ullman  
 Francesca Verna



Amanda Barton Aker  
 Hannah Brasier  
 Molly Burmeister

Kimberly Cagnassola  
 Kayla Calhoun  
 Alexis Cinotti  
 Jeanette Dall  
 Melissa Dantic  
 Janelle Davis  
 Allison Dolkiewicz  
 Caitlyn Durham  
 Kasey Erickson  
 Roger Estey  
 Kirk Forbes  
 Lauren Goodnight  
 Brittney Green  
 Brittney Hogie  
 Jennifer Kilmer  
 Kylie King  
 Chloe Klein  
 Madison Loker  
 Laura Lynch  
 Diana Marie Liley  
 Georgia Morrison  
 Shannon Mullins  
 Megan Muzy  
 Alex Nacsa  
 Marin Naya  
 Carly Potts  
 Amanda Ramson

Emily Restivo  
 Vicki Heasley Ringle  
 Gabrielle Rolloff  
 Piper Schulz  
 Ariana Schumacher  
 Alyssa Smerud  
 Chelsey Stanley  
 Christi Steiner  
 Brooke Thompson  
 Rory Tressel  
 Nicole Tutak  
 Christi Ussey Anderson  
 Abby Voss  
 Joseph Walsh  
 Jessica Weafer  
 Elizabeth Weaver  
 Aleigha Williams



Zoey Davis  
 Emily Fluckiger  
 Rylie Kever  
 Elizabeth Midey  
 Carly Potts

## Join us in Palm Springs this May!

Until then, stream past conference sessions on the *new* PSA TV. Subscriptions and rentals available to all at [skatepsa.com](http://skatepsa.com).





# Palm Springs

2019 PSA Conference & Trade Show

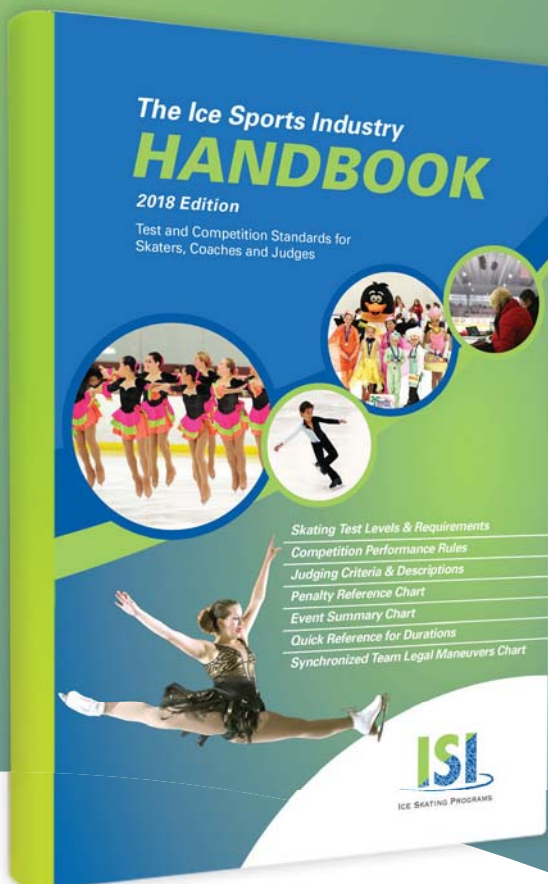


# Get the LATEST ISI Handbook

**2018 Edition**

Includes the latest rule revisions and new competition events, and provides a wealth of information, standards and resources for learning, teaching and judging the ISI Recreational Ice Skating Program.

Handbook valid for all test sessions and competitions through Aug. 31, 2020



The 2018 ISI Handbook is the only comprehensive source for:

- ISI test-level requirements
- ISI program information
- Competition events and performance rules
- Judging (including penalty reference chart and quick reference for duration)

**\$25 EACH**  
(plus shipping)

To order, visit [skateisi.org/handbook](http://skateisi.org/handbook).

# Calendar

ISI-Endorsed Competitions and Shows & Exhibitions

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

## COMPETITIONS

### FEBRUARY

**9-10..... Williamstown MA**  
FMC Ice Sports William Chase Arena  
2019 Bay State Winter Games

**9-10..... Niles IL**  
Niles Park District IceLand  
Sweetheart Open

**15-17..... St. Louis MO**  
Wayne C Kennedy Recreation Complex  
Sweetheart Open

**16-17..... McKinney TX**  
StarCenter McKinney  
ISI Love To Skate 2019

**16-17..... Bowie MD**  
Bowie Ice Arena  
Bowie Ice Arena's Valentine's Invitational

**17..... Vacaville CA**  
Vacaville Ice Sports  
Ice Sports Champs

**17..... Youngstown OH**  
Covelli Center  
All American Challenge Cup



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

**23-24..... Southgate MI**  
Southgate Civic Arena  
Southgate ISI Winter Competition

LIKE US:



### MARCH

**1-3..... Minneapolis MN**  
SportQuest Skating Academy – Parade  
Skate Parade 2019

**2-3..... El Paso TX**  
El Paso Figure Skating  
Second Annual Sun City Competition

**2-3..... San Diego CA**  
San Diego Ice Arena  
2019 California State Games

**2-3..... College Park MD**  
Herbert Wells Ice Rink  
Herbert Wells Ice Rink Spring Invitational

**2..... Roseville CA**  
Skatetown  
Be A Star

**9-10..... Wasilla AK**  
Brett Memorial Ice Arena  
Skatefest

**9-10..... Park Ridge IL**  
Oakton Ice Arena  
Ice Breaker Classic

**9-10..... Natick MA**  
FMC Ice Sports William Chase Arena  
48<sup>th</sup> Annual ISI Competition

**9-10..... Webster Groves MO**  
Webster Groves Ice Arena  
Meet Me In St. Louis

**9..... Johnstown PA**  
The Skating Club of Johnstown  
WinterFest Invitational

**15-17..... Bensenville IL**  
The Edge Ice Arena  
ISI District 8 Championships

**15-17..... Jefferson City MO**  
Washington Park Ice Arena  
26<sup>th</sup> Annual Capital City Classic

**16-17..... San Francisco CA**  
Yerba Buena Ice Skating Center  
Shamrock Skate

**16-17..... Van Nuys CA**  
Van Nuys Iceland  
16<sup>th</sup> Annual ISI Open

**16-7..... Easton MD**  
Talbot Figure Skating Team  
2019 Talbot Classic

**17..... Valencia CA**  
Ice Station Valencia  
2019 ISI In-House Competition

**17..... West Windsor NJ**  
Mercer County Skating Center  
Mercer Skating School In-House  
Competition

**22-24..... Sioux Falls SD**  
Sioux Falls FSC – SCHEELS Ice Plex  
2019 Sioux Falls Ice Classic

**22-24..... Owensboro KY**  
City of Owensboro Edge Ice Center  
8<sup>th</sup> Annual Living on the Edge

**22-24..... Oldsmar FL**  
Tampa Bay Skating Academy - Oldsmar  
Annual Spring Fling ISI Skating Competition

**24..... Arlington TX**  
ICE at The Parks  
ISI Spring In-House Competition

**30..... Virginia Beach VA**  
Iceland of Hampton Roads  
26<sup>th</sup> Annual Azalea Open

### APRIL

**6..... Pittsburgh PA**  
Ice & Blades Figure Skating Team  
Golden Blades Championship of  
Pittsburgh



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



April 13

**13..... Lakewood CA**  
The Rinks – Lakewood ICE  
23<sup>rd</sup> Annual ISI In-House Competition

**13-14**..... **Franklin Park IL**  
Franklin Park Ice Arena  
Spring Fever Competition

**13**..... **Plymouth MA**  
FMC Armstrong Arena  
The Spring Sparkle

**26-28**..... **Pasadena CA**  
Pasadena Ice Skating Center  
35<sup>th</sup> Annual Pasadena ISI Open Competition

**27**..... **Boxborough MA**  
Nashoba Valley Olympia  
38<sup>th</sup> Annual ISI Team Competition

**MAY**

**3-5**..... **Knoxville TN**  
Ice Chalet  
The 50<sup>th</sup> Annual Robert Unger ISI  
Competition

**3-5**..... **North Richland Hills TX**  
Nytex Sports Centre  
ISI District 11 Championships

**4-5**..... **Yorba Linda CA**  
The Rinks – Yorba Linda ICE  
The Rinks – Yorba Linda ICE 16<sup>th</sup> Annual ISI  
Open Competition

**4-5**..... **Fairfax VA**  
Fairfax Ice Arena  
Fairfax Ice Arena’s 2019 Annual ISI  
Competition

**5**..... **Norwich CT**  
RoseGarden Ice Arena  
2019 Tournament of Roses

**17-19**..... **Concord MA**  
Valley Sports Arena  
17<sup>th</sup> Annual Sharper Edge Skater’s Cup



**May 31-June 2**  
**Centennial Ice Rinks**  
**Wilmette, IL**

**JUNE**

**9**..... **Centennial CO**  
South Suburban Ice Arena  
Yvonne Dowlen Memorial ISI Competition

**14-16**..... **South Lake Tahoe CA**  
Tahoe Sports and Entertainment  
Skate @ The Lake

**JULY**



**July 22-27**  
**St. Peters Rec-Plex**  
**St. Peters, MO**

**31-Aug 4**..... **Lynchburg VA**  
LaHaye Ice Center – Liberty University  
State Games of America

**SEPTEMBER**

**14-15**..... **Arlington TX**  
ICE at The Parks  
ICE at The Parks 16<sup>th</sup> Annual ISI Open  
Competition

**SHOWS & EXHIBITIONS**

**FEBRUARY**

**16**..... **Hastings MN**  
Hastings Civic Arena  
River Blades Travel Adventure

**23-24**..... **New Ulm MN**  
New Ulm Civic Center  
Blades on Broadway

**MARCH**

**1-3**..... **Jefferson City MO**  
Washington Park Ice Arena  
Strolling Through the Stars

**2-3**..... **Hutchinson MN**  
Burich Arena  
Once Upon a Time

**3**..... **Salem MA**  
Viking Skating Club  
Viking Skates Over The Rainbow

**3**..... **Norwich CT**  
RoseGarden Ice Arena  
Competition Prep Exhibition

**9**..... **West Windsor NJ**  
Mercer County Skating Center  
Mercer County’s Annual Ice Skating  
Exhibition

**16**..... **Tacoma WA**  
Sprinker Recreation Center  
ISI Camp Show Time

**23-24**..... **Red Wing MN**  
Red Wing School District #256 – Prairie  
Island Arena  
Starstruck!

**23**..... **Peoria IL**  
Owens Recreation Center  
Amore

**30-31**..... **Stevens Point WI**  
KB Willett Ice Arena  
“Heroes”

**APRIL**

**12-13**..... **Joliet IL**  
Joliet Park District  
So You Think You Can Skate

**13-14**..... **College Park MD**  
Herbert Wells Ice Rink  
Toy Story

**MAY**

**3-5**..... **Chicago IL**  
McFetridge Sports Center  
90s Rewind

**3-5**..... **Park Ridge IL**  
Oakton Ice Arena  
“ \_\_\_ And the Winner is \_\_\_ ”

**3-5**..... **Niles IL**  
Niles Park District IceLand  
Animal Antics of the Air, Land, Sea, & ICE

**5**..... **Escondido CA**  
Ice-Plex Escondido  
2019 Ice-Plex Escondido Spring Hop

**10-11**..... **Birmingham MI**  
City of Birmingham Ice Sports Arena  
Elements on Ice 2019

**17-19**..... **Franklin Park IL**  
Franklin Park Ice Arena  
Spring Ice Show

**17-19**..... **Wilmette IL**  
Centennial Ice Rinks  
La Dolce Vita

**JUNE**

**15-16**..... **Boxborough MA**  
Nashoba Valley Olympia  
Magical Movie Memories Ice Magic 2019

**DECEMBER**

**7-8**..... **Franklin Park IL**  
Franklin Park Ice Arena  
Holiday Recital 2019





## CONNIE TURNER

Senior Coach, Coach and Founder of the Ice Diamonds Theater on Ice Team, Ice-Plex, Escondido, Calif.

### Years in Current Position

Two

### Education

Bachelor of Arts degree in Political Science  
Certified Master Trainer through the National Academy of Sports Medicine.

Completed ISI Core/Intermediate Instructor Training and working on completion of the ISI Certified Skating Director (CSD) course.

### Industry Start

"Figure skating played a massive part in my life from the time I was a little girl. I now have the pleasure of seeing my little ones grow through the sport. I began junior coaching when I was just 14 years old at the Ray and Joan Kroc Center. I fell in love with coaching immediately and wanted to turn it into my career. I then transferred to San Diego Ice Arena, where I was mentored by Skating Director Ms. Wendy Smith. Wendy helped me learn the technical side of coaching as well as the importance of having fun while coaching."

### Benefit of ISI Membership

"ISI has changed my coaching career for the best. It gives skaters an outlet to show off their skills in a fun atmosphere. My skaters compete in 8 to 15 ISI competitions a year. We love having the opportunity to travel for competitions, and no matter where we go we are welcomed. ISI does a wonderful job making every skater and coach feel valued."

### ISI Loves

"The thing I love most about ISI is having my production and theater on ice teams.

ISI best accommodates my teams since they skate for the fun of it! The Ice Diamonds love going to ISI competitions, because they are always appreciated. ISI referees, coaches, judges, directors and skaters always value the time spent on props and costumes for these extravagant performances."

### Funniest Moment While on the Job

"One of my youngest competitors, Grace, always has something hilarious to say! After winning her first ISI competition at just 3 years old, she accepted her award and gave an entire speech using her trophy as the microphone. She had to thank 'the academy.' I live for the moments like that."

### Words of Wisdom on Life and Skating

"I believe that all skaters come from different backgrounds and all learn differently. I work to build relationships with my students that go beyond the ice, so I can understand how to best help them navigate not only their skating career but also whatever they choose to do in life.

"I believe in a positive and fun learning environment. Skaters who are happy to be on the ice progress faster than skaters who are not. A lot of success stems from the coach/skater dynamic. I treat all of my students like they are adults and with respect. I pride myself on the relationships I have with my students both on and off the ice. I promote an environment where all of my students are friends. When they go to the rink, they always have someone to practice with. Since skating is a high-pressure/individual sport, it is imperative to me that my students support one another and cheer each other on!"

### Favorite Activities

"I like to spend my free time traveling with my boyfriend, Tanner. We love going to Lake Havasu to enjoy boating, jet skiing, wake boarding and occasionally doing some Acroyoga. I also enjoy riding my quad in the desert with my family. On the daily, I enjoy working out and boxing. I

was a Master Trainer at UFC gym and loved being able to train every day. Lastly, I love Food Network and base traveling upon food. Tanner and I love exploring new restaurants in new cities."

### Family Life

"My family is my everything. My mom and dad have been married for 44 years and are the best role models anyone could ever ask for. Garret, my younger brother, has always been my best friend. I feel very fortunate that my family supports my students and my career. My mom and dad built four massive pirate ships for my theater on ice team last year. They also watched multiple competitions and cheered on my team throughout the season."

### Little Known Fact About Connie

"I am a published print model, promotional model and spokesperson. I have worked for and represented a variety of companies as a spokesperson and fashion and lifestyle model. Some recent examples include working with major beverage companies, electronic companies and sports teams in venues, including the Consumer Electronics Show, Coachella and others."

### And Another Thing ...

"I have spent years understanding what a critical role fitness and health play in my life. Between figure skating, dancing and modeling, a healthy lifestyle was always necessary to achieve my goals. I have worked though it all to overcome the stereotype of what size a skater or model should be. There is no perfect weight, size or height for an athlete. I strive to help my students grow, find self-love and achieve their skating, health and fitness goals." **ISI**



# 2019 ISI National Events

Come one, Come all! Step right up and join the fun at the following ISI national competitions in 2019.



## 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 Adult Championships

Oct. 11-13  
ICE at the Parks  
Arlington, TX  
Test & Entry Deadline: Aug. 15



## ISI World Recreational Team Championships

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



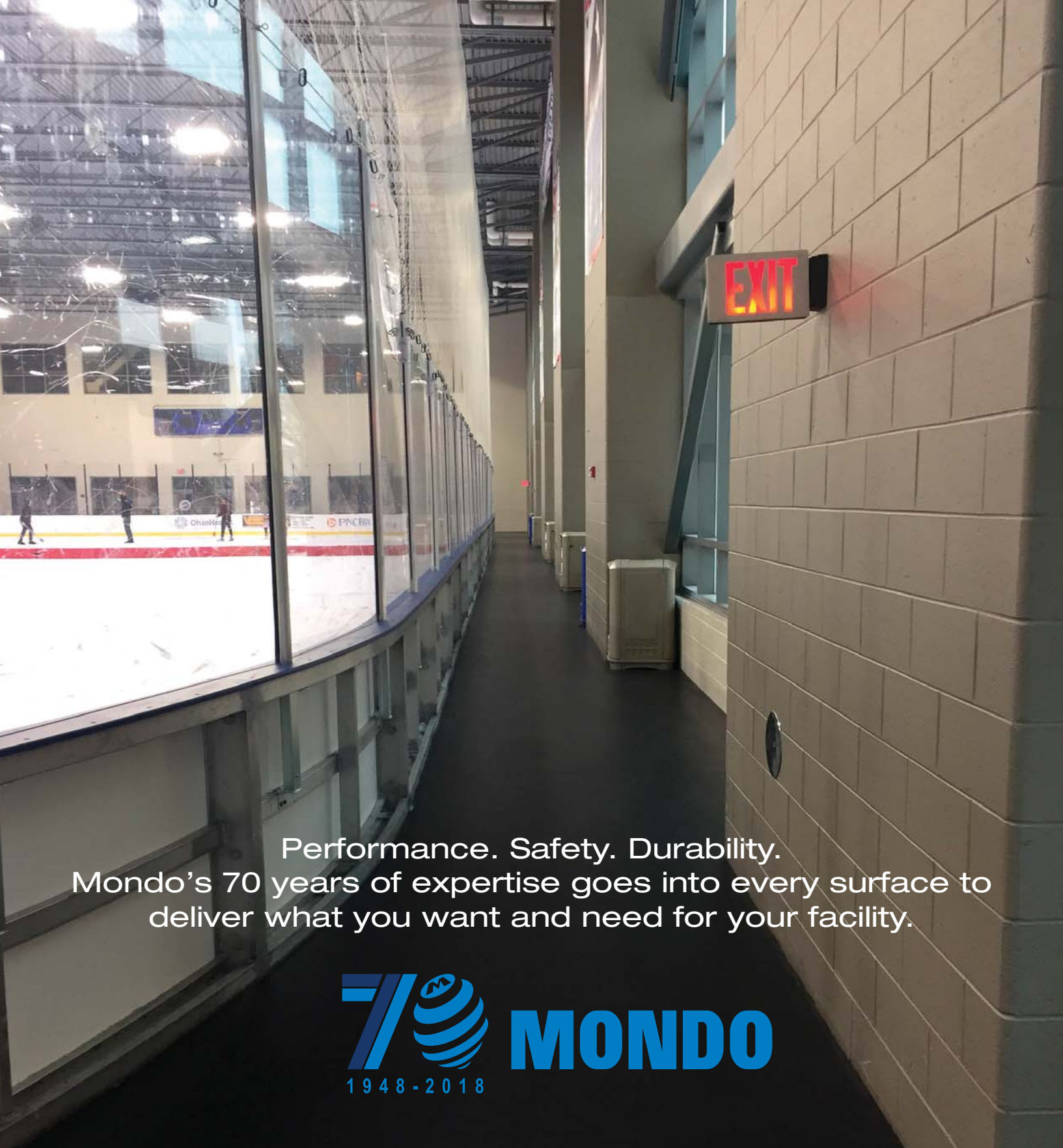
## ISI Holiday Challenge

Oct. 25-27  
RoseGarden Ice Arena  
Norwich, CT  
Test & Entry Deadline: Sept. 1



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





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