

MARCH/APRIL 2007

# ISENEDGE

The professional journal for the ice skating industry

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iACT 2007  
in Minneapolis!  
*May 29 - June 1*

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# CONTENTS

**OPERATIONS**

**The Virtues of Vinyl:  
Innovations in Ice Marking. . . . . 6**  
*by Robb Olexin*

**MANAGEMENT**

**Getting Out of the Phone Loop . . . 8**  
*by Laurie Brown*

**PROGRAMMING**

**Group Classes:  
Games + Props = Progress . . . 12**  
*by Randy Winship*

**ISI Profile: Katy Hayden . . . 16**  
*by Lori Fairchild*

**ISI & MIAMA  
Team Up for iACT  
in Minneapolis . . . . . 20**

**Roundtable:  
Professional Development  
& Continuing Education — Who Needs It? . . . . . 22**

**Coaching Your Own Children . . . . . 32**  
*by Jim Thompson*



COVER: ISI & MIAMA Team Up for iACT in Minneapolis, page 20

**SPECIAL INSERT:  
iACT 2007**

**D E P A R T M E N T S**

**CrossCuts Announcements . . . . . 4**

**Power Ice with Wendy Marco . . . . . 18**

**Coaches' Corner . . . . . 28**

**ISIA Education Foundation Report . . . . . 30**

**Ice Arena Association News . . . . . 36**

**Calendar ISI-Endorsed Competitions & Shows/Exhibitions . . . . . 40**

**And Another Thing . . . . . 42**

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# CROSSCUTS

## announcements

### ISI announces RinkGuard partnership

DALLAS — ISI and Willis of New Hampshire have signed an agreement making Willis' RinkGuard the preferred insurance program of the Ice Skating Institute. The three-year agreement provides ISI members with comprehensive coverage at discounted rates and special enhancements at no additional cost. Insurance for the RinkGuard program will be underwritten by member companies of American International Group Inc. (AIG). In 1960, Willis created the first insurance program for the Ski Operators Association, which it continues to offer today. ISI is pleased to offer this new value-added benefit to its facility members in an effort to provide better coverage, help stabilize the market and reduce claims through improved risk management techniques. For more information, contact Tim Sullivan at (602) 334-3078.

### Carrie Clarke joins ISI staff

DALLAS — The Ice Skating Institute has named Carrie Clarke director of skating programs and services. Her responsibilities will include the development, promotion and administration of all skating-related membership, programs and services in addition to assisting the executive director as needed. Clarke has been involved in the ice skating industry for more than 25 years as a coach, a skating school director and a rink owner. Most recently, she served as the skating director for Skatetown in Roseville, Calif., where she built enrollment to as many as 1,200 students per semester. She has been actively involved in the ISI program since childhood and is also a USFSA gold medalist.

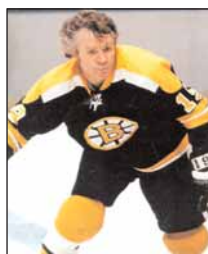


Carrie Clarke

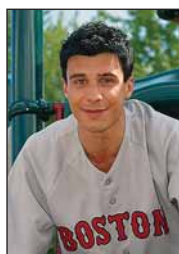
"Carrie's dedication to the ice skating industry and passion for the ISI and its mission of promoting recreational skating will serve her well as she assumes her new position and carries on the legacy of her predecessor, Patti Feeney," said ISI Executive Director Peter Martell.

### FMC welcomes McKenzie, Lucash

NORWELL, Mass. – Former Boston Bruin and two-time Stanley Cup winner John McKenzie has joined Facility Management Corp. as director of hockey development. His role will focus on promoting the sport across Massachusetts to players of all ages and abilities through on-ice clinics, special events and public appearances.



John McKenzie

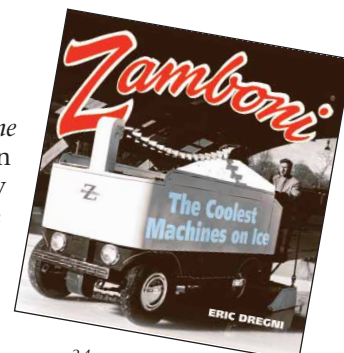


Garrett Lucash

FMC also has announced the addition of Garrett Lucash as director of program development for in-house skating programs. He will direct an elite training program for figure skaters at the newly constructed Cronin Arena in Revere, Mass., slated to open Dec. 1. A professional coach of 10 years, Lucash is a four-time national medalist and three-time World Championships competitor.

### Zamboni book's first printing sells out in first month

PARAMOUNT, Calif. — The first printing of *Zamboni: The Coolest Machines on Ice* (Voyageur Press; \$19.95) sold out in just one month. The popular 128-page hardcover book by Eric Dregni from Voyageur Press features the history of the Zamboni Co., fun facts, driver tips, rare interviews and 150 photos from the company's archives. The book is available at bookstores, through [www.voyageurpress.com](http://www.voyageurpress.com) or in the online pro shop at [www.zamboni.com](http://www.zamboni.com).



Continued on page 34



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# The Virtues of Vinyl Innovations in Ice Marking

by Robb Olexin

Ice rinks have been placing hockey lines in ice sheets since the early days of the sport. These markings are essential to the game, and their placement has evolved over the years with a variety of applications.

Over the past 30 years, the demand for corporate advertising visibility has transformed the look of ice sheets and given arenas the ability to significantly boost revenues. Team logos accompanied these advertising logos, and it is now unusual to see an ice sheet without logos. Today's ice sheet can be considered a work of art in the industry.

In early 2000, an innovative alternative to line marking — vinyl mesh lines — hit the market. Vinyl mesh lines are applied similarly to the tissue paper line product that has been used in the past, but the newer product offers a number of improvements, including reusability and ease and speed of application.

Because of the vinyl's toughness, there are no worries of rips or tear repairs as with tissue paper. Tiny holes allow the water to seep through before freezing, eliminating unsightly areas of air entrapment. A mistake, even after it is frozen in the ice, is easily repaired simply by lifting the frozen line and repositioning. Colors stay bright under the thick layer of ice and never lose their pigment.

Using vinyl line kits, the entire rink layout can be com-

pleted by two or three people with little experience in about two hours. Once the rink layout is measured, the material is placed and the sealing process begins. Sealing vinyl lines is far less tedious than other products because it does not run like paint or trap air like paper.

Vinyl mesh logos are also widely used in ice rink marking. Printed digitally, they are unlimited in color, graphic display and size. A vinyl mesh logo is applied by measuring its location, laying it on the ice and sealing. A 25' x 25' logo can be placed by two people in 15 minutes. A 10' x 10' color logo can be done with just one person in five minutes. This is not an exaggeration of installation time.

The vinyl product, because of its removable/reusable attribute, is less of a financial burden on facilities that replace their ice annually or more frequently.

If stored properly, vinyl mesh kits can be rolled out and reused year after year. An estimated 250 facilities in the United States are reusing their kits.

Marking an ice rink truly has evolved over the years, and vinyl mesh lines and logos are the newest innovation in the art of ice marking.

*Robb Olexin is the sales/project manager for Becker Arena Products.*



Vinyl mesh lines and logos offer the advantages of reusability and ease of application.



## 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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# Getting Out of the Phone Loop

by Laurie Brown

**Does your phone system make it easy for customers to do business with you — or leave them frustrated and even drive them away? Regardless of the season, ice arenas are in the people business and need to avoid feeding customers' No. 1 pet peeve: the automated phone system maze.**

Barbara was thrilled. She finally got a brand new automated phone system for the ice arena she managed. She purchased the system because it seemed to her that too much of her employees' time was taken up transferring calls to the "right" person and repeatedly giving out information about their hours or location. The automated system would allow them to become truly productive.

Sounds great, doesn't it? Wrong. It was a nightmare. Her customers, who were used to speaking to a human, now had to maneuver a difficult, confusing and sometimes truly impossible system.



Some of her customers dealt with the new system, but silently hated it. Some of them complained. Others just gave up and went elsewhere. The real problem was that Barbara lost track of what really mattered. She forgot that her customers were not in the way of her business — they *were* her business. In her effort to make it easier for her employees, she inadvertently made it more difficult for her customers to do business with her.

In a marketplace with so many choices, it is essential for you to do everything possible to make it easy for your customers to do business with you; any difficulty or obstacle that hinders or frustrates them may cause them to go elsewhere without your ever having a chance to "make things right." So what can you do to prevent such a scenario?

## Make it easy to contact your facility

Have your phone number clearly displayed on everything: all printed and electronic media, receipts, your e-mail signature line, magnets, notepads and anything else your customers may keep. List your phone information in online directories, Yellow Pages, etc.

Some other things that make contacting your company easy are a toll-free number to make it affordable for your customers to contact you at any time and an easy-to-remember

*Continued on page 10*

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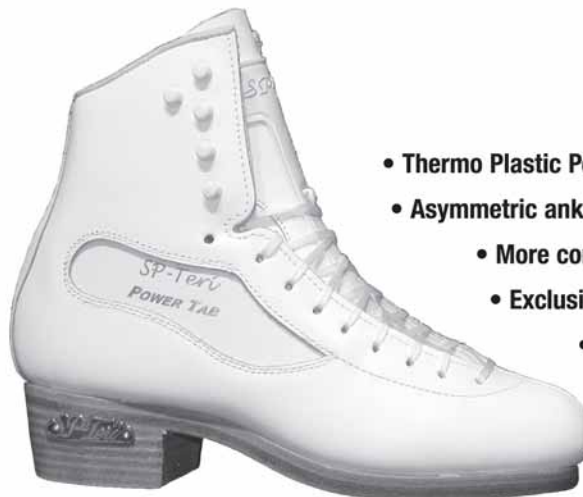
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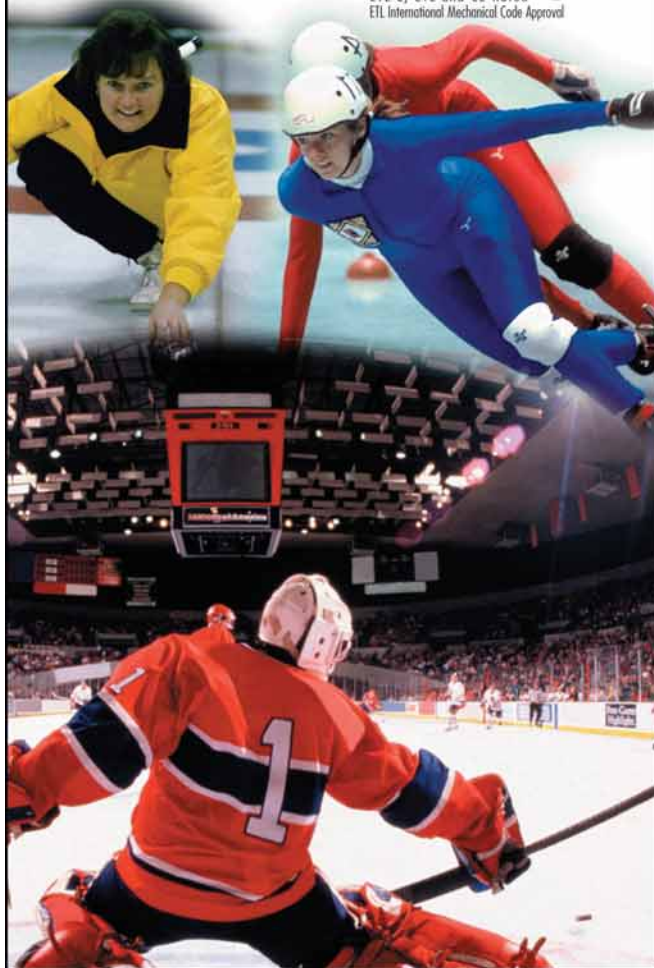
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Continued from page 8

number. (Note: If you use words or letters to communicate your number, include both the spelling and the numeric equivalent.)

## Make it easy to talk to a human

Don't make your customers search for a method to talk to a living, breathing person. If you have an automated phone system, it can be extremely frustrating and impossible to get in touch with a human. Consider reducing the number of prompts in your system. One set of prompts is the limit for most people's patience and goodwill. If you absolutely must have more than one set of prompts, make sure to offer your customers the option of speaking to an operator in the first and subsequent series of prompts.

## Make it easy for your customers to reach the person they need

Have employees take ownership of every call. If they can answer a question without transferring, have them go ahead and answer. If the caller needs to talk to someone else in the facility, have the person who has answered the call tell the customer that they are going to be transferred, making sure they have given the caller the correct number in the event the caller gets disconnected or "lost" in the system. If at all possible, try to use a system that allows your employees to stay on the phone with the customer until the transfer is made.

## Make it easy to be on hold

Thirty seconds doesn't sound so bad, does it? Phone time is different than regular time. When you are waiting for someone to help you, 30 seconds can seem like an eternity. If your people have to place a caller on hold, make sure that they check back every 30 seconds to update the customer and/or give them the option of being called back. Don't ask the customer to call back; instead offer to call them back. Calling back your customer is a way of acknowledging that you know their time is important and you appreciate their patience.

If you utilize music for the on-hold time, make sure that it is consistent with the image of your business. A better idea is to play information tapes that tell your customer about your facility or ice sports.

## Make it easy to have voice mail returned

If a customer leaves a voice mail message, they expect to get a call back quickly. Have your employees change their voice mail message each day. If they need to be out of the office, or if they are unable to return messages that day, their message should not only indicate that, but should also have the number or extension of a person who could be contacted immediately.

We often are unaware of just how difficult and frustrating it can be to talk to a human at our own business. If you think you have an easy system, try it out yourself. Have friends and family members try it. Ask your employees to give it a try. Have them tell you what the easiest part of their experience was, as well as which parts were frustrating. Then fix the problems immediately. Make it as easy as possible for your customers to do business with you.

*Laurie Brown is an international trainer and consultant who works to help people improve their sales, service and presentation skills. She is the author of *The Teleprompter Manual for Executives, Politicians, Broadcasters and Speakers*. She can be contacted through [www.thedifference.net](http://www.thedifference.net), or at (877) 999-3433 or [lauriebrown@thedifference.net](mailto:lauriebrown@thedifference.net).*

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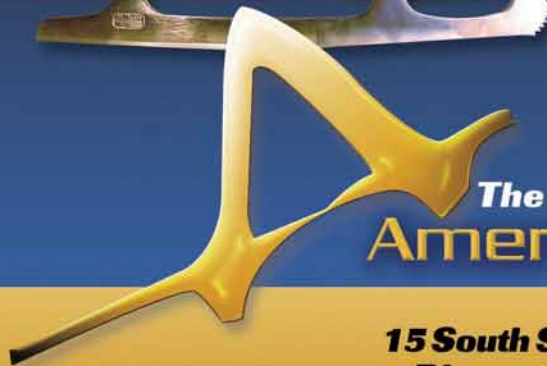
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# Group Classes: Games + Props = Progress

by Randy Winship

Games and props can make learning more fun for group classes. They can be used at all class levels, but they're particularly helpful with beginning tot classes and first-time skaters.

While younger skaters can easily be distracted by the props and not even realize they are learning, it's up to the instructor to make sure that learning is still happening and not use games and props merely as entertainment or purely as a "babysitting" effort to waste class time.

Here are some specific game and prop ideas that can be useful for different class levels:

## Tots

- Use small stuffed animals or colorful "squishy balls" for each student to throw and then go pick up. You can also place them in a row to practice beginning swizzles.
- Use "mommy" and "baby" animals and have the kids skate to match the babies with their mommy that is pre-set on the circle or line.
- Use soap bubbles for skaters to pop while they practice marching and glides.
- Use washable colored markers and make a skating "road" for kids to follow. On the road, add a stop sign (to stop), a bunny or water (to hop), a sun (to spin), a bridge (to dip), etc. This also teaches combining skating skills into your first skating "routine."
- Give weSKATE stickers as rewards and incentives.
- While all the skaters have their eyes closed at the boards, hide the toy animal or squishy ball under one of the class cones. The skaters must skate to the cones and check to find the toy or ball inside.
- To start backward glides or wiggles for beginning skaters, practice by

having them push off the wall with two hands, then bend to touch their hands to their knees. After a little practice, do "The Wave," in which the instructor starts a "wave" at one side of the class as they skate slowly and close to the wall. The students must push back away from the wall before the "wave" (instructor) gets to them. (*Caution:* Be prepared to stop if a student doesn't push on time!)

- Some other traditional games that can be easily done on ice include Red Light/Green Light, Simon Says, Mother May I, London Bridge and Follow the Leader.

## Pre-Alpha

- Draw "fish" or "footballs" on the ice for each skater to practice swizzles.
- After individual practice, connect five or six together into a "fishy line" or "football line" for practicing swizzle progression.
- After both forward and backward swizzles are learned, have skaters partner up and hold both hands. One skater does forward swizzles and the other backward swizzles at

the same time. Change and repeat so both skaters go both directions.

- To make partner swizzles more fun, balance a skate guard on the partners' hands while they swizzle.

*Continued on page 14*



An instructor helps a skater with her forward crossover by using a flexible skate guard to help her learn balance.

Richard Wise



Tots have fun with colorful "squishy" balls while learning their beginning swizzle.

Richard Wise



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### Alpha/Beta

- Start teaching forward crossovers on a line at the wall to get correct body positions before moving to a line away from the wall.
- When starting crossovers on a circle, the instructor can hold a skate guard in their front hand (so the skater can grasp the guard with their front hand) and hold the back hand (hand-to-hand) of the skater while skating on a circle. By using a flexible skate guard instead of two more stable coach hands, it makes the skater learn how to balance faster independently.
- After a bit more practice with stroking and crossovers, put quarter coins to balance on both hands of the skaters while doing forward/backward stroking and crossovers. (Note: This should only be done during a closed-off class session in one area of the ice — like a class strip — and not during any public skating session.)
- To practice stops, use the game “I Stop/You Go, You Stop/I Go.” The

instructor does one or two strokes and stops. After the instructor stops, the students skate and stop in line where the instructor stops. After the skaters stop in line, the instructor repeats, then skaters repeat again as they continue across the ice. It might sound funny, but the skaters like it — and it works!

### Adults & Freestyle

- Use some of the same games and props mentioned above for beginning adult classes.
- When teaching the beginning two-foot spin, hold a skate guard in one hand and grab the guard with two hands before pulling into the chest to get more rotations.
- Use the rink wall to practice waltz jumps on a line before moving onto a circle.



Richard Wise

Concentration and teamwork are a winning combination, as skaters partner up to practice both forward and backward swizzles.

### The bottom line

Use anything you can think of to safely make learning more fun. By using visuals along with props and games, all skaters at any class level can participate while they continue to improve their individual skating skills. ▀

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# Katy Hayden's Secret to Success

*"Be prepared, don't worry — and always have a Plan B."*

by Lori Fairchild

The skating coaches at Winterland Skating School marvel at their director's unflappability.

"We all laugh about it because nothing ever gets Katy flustered," says skating instructor Mary Sullivan, who has worked with Katy Hayden for nearly 15 years. "She never raises her voice, and she's very calm and fair. I've never seen her out of control."

As a mother of four, grandmother of six, skating school owner and director, perpetual committee chair, ISI board representative, seminar leader, speaker and event organizer extraordinaire, Hayden has a secret for keeping her composure under all kinds of pressure, and she's willing to share it.

"I just prepare as much as possible and don't worry about the little bumps," she notes. "When organizing big events, I expect some problems. I always have a Plan B. It's called 'making do.' It all works in the end, and most people don't even realize there was ever a problem."

So, being in control, Katy-style, does not require being a control freak. That's good news for those she manages and serves.

create a nice environment here. It starts from the top, and her way trickles down to everyone. I think any coach, parent or skater from this rink would say the same thing."

Winterland Skating School is based at the Rockland Rink in Rockland, Mass. The school's highly regarded year-round learn-to-skate program draws skaters from miles around, from age 3 through adults. Learn-to-play-hockey, advanced figure skating, synchronized ice skating, competitions and ice shows complete Winterland's extensive offerings. The school is well known throughout the skating community for producing top skaters, high-level ISI testers, scholarship winners and professional coaches.

Hayden has been instrumental in the development and promotion of ISI recreational skating programs in New England. She founded and chairs the New England District 1 ISI Champs, now in its 18th year. In the last decade, she has co-chaired three of ISI's largest annual World Recreational Team Skating Championships events and served five terms as the District 1 representative on the ISI board of directors. As district leader, she hosts an annual semi-



Katy and Bob Hayden David Sadleir Photography

Her considerable efforts on behalf of the Ice Skating Institute have been recognized with the Great Skate Award in 1998 and ISI Woman of the Year honors in 2004.

Hayden's unmistakable accent and no-nonsense delivery leave no doubt about her Boston roots. After graduating from a Catholic high school, she studied business at a junior college. "That background has been invaluable to me as a small-business owner," she says. "I'm on the ice five days a week, but when I'm not, I'm in the office on the computer. I do all of my own ads, flyers, booklets, Web site pages, spreadsheets and rosters."

Hayden and her husband, Bob, have been married for 41 years and typically attend the ISI annual conference and tradeshow together. After 10 years on the ISI board, Hayden has announced that she will step down this year, and District 1 will get a new representative during the conference in Minneapolis. But she will remain a familiar face in the organization, as a prominent coach, an ISI gold-level judge and referee and a conference speaker.

"My goal will always be to motivate skaters to set goals, to work hard, to stay focused, to train for their personal best, to achieve — and to have fun," says Hayden. Spoken like a true ISI leader. ▀

**"Katy makes you feel like part of a team; you never feel like you're working *for* her; you're working *with* her."**

—Mary Sullivan, skating instructor, Winterland Skating School

"Katy runs a great program," Sullivan continues. "She treats people with a lot of respect and makes you feel like an equal and part of a team; you never feel like you're working *for* her; you're working *with* her. Her leadership skills

nar for some 130 skating directors, coaches and rink managers.

In addition, she has headed up the ISI awards committee and represents ISI in the Bay State Games and State Games of America.



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# From Figure Skater to Hockey Skating Instructor

Like most figure skaters, I spent much of my childhood on what seemed like endless hours of silent cold patch sessions trying to line up my serpentine loops and per-



Beth Lenz

fect clean brackets. I was intimately aware of the color spectrum of healing bruises as I worked my way from waltz jumps to triples.

I was on the ice so much that I felt more comfortable with my skates on than off, so when I came back to the sport as a coach, I was quite confident that I had the skating background needed to be an effective instructor — right up until the day the rink manager asked me to give a private lesson to a hockey player.

A hockey player?! What on earth could I possibly teach a hockey player? There was no formal curriculum for power skating in the early '90s. Hockey skating as a legitimate genre was really in its infancy. That was a career changing moment for me, and the first step in learning that I didn't know all I thought I knew about skating.

Flash forward 15 years ... power skating has grown exponentially, with classes offered across the country and loads of hockey players seeking private instruction to improve what is widely

accepted as the foundational skill in the game. But what hasn't changed is the fact that most of the instructors being called on to teach this important skill are former figure skaters. Figure skaters have excellent edges, balance, turns, alignment and timing, but none of us had to train for being smashed into a wall at full speed, digging a puck out of a corner or getting hooked from behind as we fly down the ice. There are no style points in hockey; it's a game that requires stability, tremendous speed and lightning-quick reactions.

Here are a few tips I wish I had known when I first traded in my Harlicks for Bauers:

• **Remember, there's a difference between a forward stride and forward stroking.** A good hockey stride is efficient, powerful and quick. The first challenge for the figure-skater-turned-hockey-skating-instructor is getting rid of the "pretty"! In hockey, any effort put into looking good takes energy away from getting the job done. Efficiency is key. Extensions should finish on the ice, not in the air. In fact, at no time should the players' feet be more than a couple of inches off the ice. The upper body should press with a strong forward lean to keep the player up on his toes; the alignment should not be through the heels. The arms should move when a player skates to give the lower body more pushing power.

• **Mohawks and hockey stops are different in the game of hockey.** As figure skaters, we are taught to replace the feet under the body as we execute Mohawks and hockey stops. However, if a hockey player gets hit with his feet inside shoulder width, he will almost certainly go down. It is for this reason that the feet should be at a distance just wider than shoulder-width while executing both of these skills.

• **Take a crash course in the game of hockey.** If you are accepting payment as a hockey skating instructor, you owe it to your students to educate yourself on their game. Fortunately, there are some excellent resources out there. Check out [www.OneGoal.com](http://www.OneGoal.com). Its Hockey 101 section covers all the basic information about the game of hockey, from equipment to rules to lingo. It's also a great resource for new hockey parents and players, with online games, downloads and inspirational posters. For more in-depth information, go to The Science of Hockey at [www.exploratorium.edu/hockey](http://www.exploratorium.edu/hockey) to learn everything from why the ice is slippery to the science behind speed. You can also learn about the game and get drill ideas by watching youth teams practice or sitting in the stands during a clinic or camp.

• **Attending an NHL game is a MUST-DO item on your list!** There's nothing like experiencing the speed and force of a live pro hockey game. You will see things that the average fan cannot, and you'll gain an appreciation for the extraordinary athleticism required in the game of hockey, the fastest team sport on earth.

*Wendy Marco is a two-time International Hockey Skating Symposium speaker, USA Hockey CEP Level 4 presenter and a professional hockey skating coach in Washington, D.C. Her instructional DVD, "Breaking Out of the Ice Age," and more skating tools can be found at [www.ColdRushHockey.com](http://www.ColdRushHockey.com).*

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# Meet Us in Minneapolis!

There's only one iACT — the Ice Arena Conference & Tradeshow — and this year marks its 48th consecutive year as the industry's only comprehensive conference and leading tradeshow. iACT 2007 will be co-hosted by ISI and MIAMA May 29-June 1 in beautiful, friendly Minnesota.

The event will be held at the Sheraton Bloomington Hotel, conveniently located midway between Minneapolis and St. Paul, and just a few minutes from the Minneapolis/St. Paul International Airport. Be sure to request the ISI/MIAMA group rate by May 5. Call (866) 837-4278 or visit [www.starwoodmeeting.com/Book/ISIMIAMA](http://www.starwoodmeeting.com/Book/ISIMIAMA).

The week's well-rounded iACT program is packed with informative sessions covering every facet of the ice arena industry as well as unique activities and plenty of social and networking opportunities.

Tours to the Xcel Energy Center and the Riedell Skate Factory will precede Tuesday's keynote address on "The Power of Change." Public and private operators from across the country will bring a variety of perspectives to the management seminar lineup.

Thursday's on- and off-ice sessions at Bloomington Ice Garden will feature a presentation on a floor remediation project in progress as well as technical presentations on jumps and spins from former U.S. Olympian David Santee.

MIAMA will host a "Minnesota n'ICE Curling Social" on Wednesday, where guests will enjoy a combination curling experience and cocktail party. The rustic Old Log Theater near the shores of Lake Minnetonka will

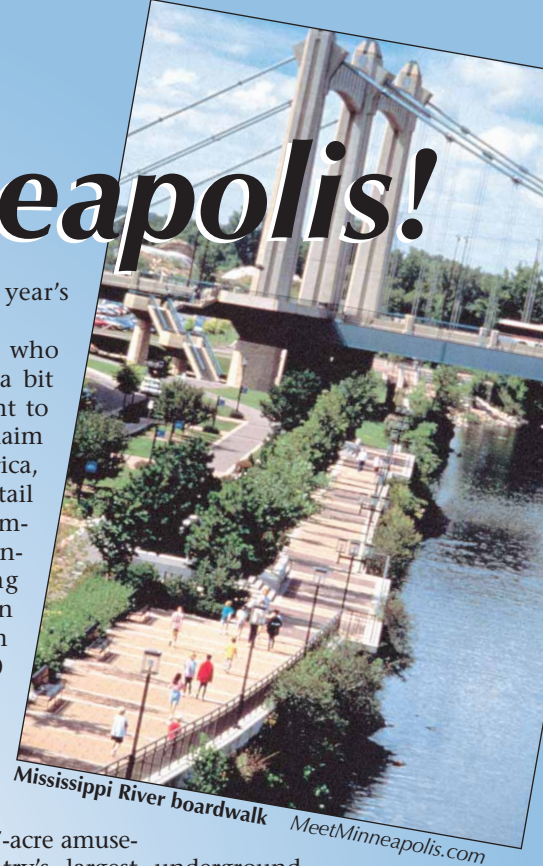
be the site of this year's closing party.

Conference goers who find themselves with a bit of free time won't want to miss Bloomington's claim to fame: Mall of America, the nation's largest retail and entertainment complex. This isn't your run-of-the-mill shopping mall. Sure, you can shop 'til you drop in its more than 500 stores — and there's no sales tax on clothing in Minnesota. But you can also enjoy activities not found in other malls, such as a 7-acre amusement park, the country's largest underground aquarium, the Dinosaur Walk Museum and the four-story LEGO exhibit and activity center.

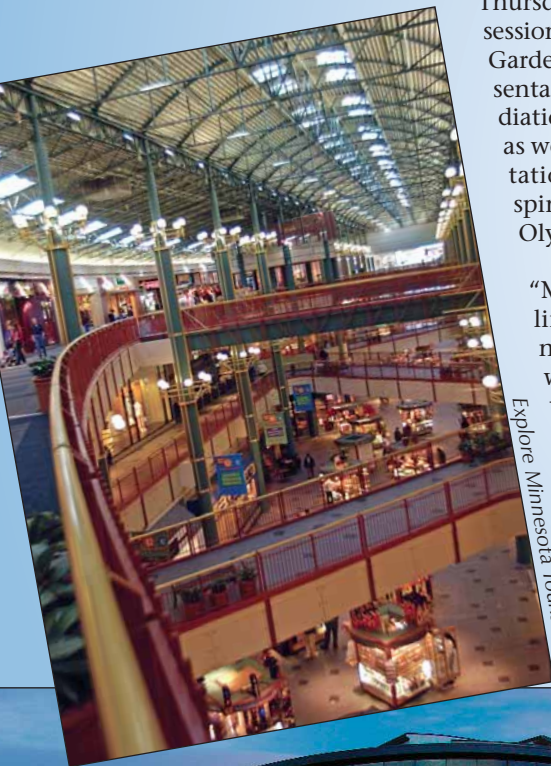
Not the mall type? Not a problem! If you've heard Minnesota described as "The Land of 10,000 Lakes," you should know that figure is not accurate. That's because this scenic state actually is home to 12,034 lakes larger than 10 acres. It's definitely the place to be if you're the outdoors type. The 12-acre Minnesota Valley National Wildlife Refuge, one of only four urban wildlife refuges in the country, borders the Minnesota River in Bloomington.

Want more information on the area? Visit these Web sites: [bloomingtonmn.org](http://bloomingtonmn.org), [mallofamerica.com](http://mallofamerica.com), [minneapolis.org](http://minneapolis.org) or [stpaulcvb.org](http://stpaulcvb.org).

Only a few weeks remain to take advantage of the iACT 2007 early bird registration discount. See the pull-out event prospectus inserted in this issue or go to [skateisi.org](http://skateisi.org) and register today!



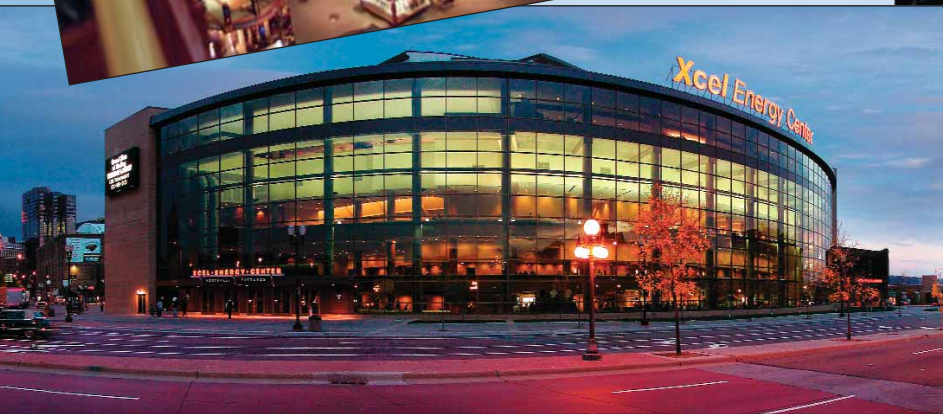
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Right: Minnehaha Falls

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# Professional Development & Continuing Education: *Who Needs It?*

Ice arena and skating professionals share their experiences  
and voice their opinions in an ISI roundtable

by Lori Fairchild

## Why is continuing education and professional development important for members of the ice skating industry?

**DELIO-JONES:** The industry is always changing and it is important to keep up with those changes. When you are competing against many other forms of entertainment, you can't afford to stay stagnant.

**HLEBINSKY:** As managers, we not only have to keep up with current trends in recreation but with the latest in technology. This modern environment also brings a different type of clientele and we must adapt how we interact and handle our patrons. Examples include crowd control, safety, security, marketing and entertainment both on and off the ice. It helps to know how our colleagues and other arenas deal with similar situations.

**HUGLI:** I think it goes without saying that the only way to keep up in this busy world is to get as much input as you can. I find that every facet of this business is constantly evolving. Continued education and professional development has increased my efficiency in all aspects of my life and developed my ability to expand my position.

**LABORDE:** Our younger generation is getting smarter all the time, so we old folks must keep up with the new developments.

**MORARITY:** If the individuals responsible for operating the

ice arenas don't stay on top of trends and keep things fresh, we will lose our customers to new facilities and activities.

**TAYLOR:** Every coach, no matter what level they teach, can benefit from these sessions. Those coaches who share their knowledge are playing an important part in strengthening not only younger coaches, but the skating industry itself, which is constantly implementing new maneuvers and techniques. One of the greatest benefits from continuing your education as a skating professional is learning new teaching techniques.

## How have you benefited from opportunities such as the iACT event and the iAIM program?

**HLEBINSKY:** I have come away with many new ideas for our rink as well as ways to improve existing operations, equipment and programs. The iACT tradeshow has provided insight into new advances in technology and the opportunity to meet company representatives. The iAIM program is a must for those who are new to the ice industry. It provides a well-rounded background for operations, programming and maintenance. It also is beneficial for existing arena personnel who may have specialized in one area and now find themselves running the entire operation.

**PIETIG:** As a rookie in the business, I attended my first ISI conference in New Orleans. I attended every meeting trying to soak up as much information possible. I recall the veterans in the industry generously sharing information on what

## The Participants



Karla Delio-Jones,  
CAP, CAM  
Skating Director  
Danbury Ice Arena  
Danbury, Conn.



Bob Hlebinsky  
Facilities Manager  
Mt. Lebanon Ice  
Center  
Pittsburgh, Pa.



Sheree Hugli  
Program Facilitator  
Brett Memorial Ice  
Arena  
Wasilla, Alaska



Larry LaBorde  
Vice President &  
General Manager  
Ice Chalet  
Knoxville, Tenn.



Missy Morarity,  
CAP, CAM  
Manager  
Washington Park  
Ice Arena  
Jefferson City, Mo.



Gary Pietig  
Manager  
Apple Valley  
Sports Arena  
Apple Valley,  
Minn.



Dena Taylor  
Asst. Director  
Sharper Edge  
Skating School  
West Concord,  
Mass.



Bert Blanchette

worked and didn't work in their operations. At the tradeshow I became aware of the latest trends in skating equipment and technologies. I listened to guest professional speakers sharing their advice on how to treat employees and customers. ISI and MIAMA have been instrumental in my professional development as a manager. I can't image being successful in our business without having the opportunity to trade information with colleagues.

**HUGLI:** Just when I think I can't teach one more tot class or I haven't got a single fresh idea for summer programming and seemingly no tactful way to glean it out of my instructor staff, I go off to the ISI conference and come back completely renewed. After my first conference, I was hooked. I came home with enough notes, how to's and ideas to fill an entire season. After over 21 years in business, we have two new facilities within a seven-mile radius. These facilities have come in shiny, new and spacious, and offering services that a facility built over 20 years ago cannot hope to offer, so it is more important than ever that we stay abreast of innovation in the ice business.

**DELIO-JONES:** I like the fact that I have several managerial topics from which to choose at iACT. I always come back from the annual conference rejuvenated, inspired and ready to take on the upcoming season. iAIM is a well-rounded and all-encompassing program that has allowed me to develop my managerial skills. I am a big believer in certification as a good way to highlight a person's qualifications and dedication to career and to be more marketable. Participation in *iAIMonline* has afforded me a convenient and economical avenue to certification.

**What has your employer or your facility gained from your participation in such programs? Do your customers benefit as well?**

**HUGLI:** My employer has benefited because of my increased knowledge and ability to be effective in office procedures, programming, customer service, safety awareness, successful program direction and quality instruction, just to name a few. I have been able to influence the purchase of products such as rental skates and scheduling software because of the networking available at the tradeshow. But the customers

*Continued on page 24*

## iACT or iAIM™ Which is Right for You?

by Rob McBride

With both iACT (Ice Arena Conference & Tradeshow) and the iAIM (Ice Arena Institute of Management) certification school in May, many industry professionals are facing a difficult choice. If you have the time and budget to attend both, I urge you to take advantage of the unique benefits that each offers. If you must choose just one, the following information may help you make the best choice for your particular needs.

First, it is important to understand that, although both iACT and iAIM offer tremendous opportunities, each provides a different type of content with its own distinct advantages.

iACT's seminars, roundtables and tradeshow present the latest *information* on industry trends and technology. The keynote address and breakout sessions energize you and give you a fresh perspective on your daily challenges. The networking and social opportunities keep you abreast of what is successful at other arenas across the country. In short, iACT provides a broad overview of our industry along with new ideas and philosophies to take home and implement.

While iACT imparts wide-ranging *information* on what is happening in our industry, iAIM *educates* participants on the most effective ways to do things in your facility. The practical, in-depth curriculum offers the essential tools needed to achieve the objectives of your arena and advance your career.

iAIM is conducting two schools this year, both May 5-10 at Adrian College in southwest Michigan. The first is a newly developed School of Arena Planning, Design, Construction and Renovation. It is a "must-attend" course if you are considering an expansion or renovation in the next few years.

The second iAIM program is the Certificate of Arena Operation (CAO) School, which includes theory and operation of refrigeration systems, equipment and building maintenance, development of a maintenance plan and budget, and much more. This course is essential for anyone involved in the operation and maintenance of an ice arena.

Still having a difficult time deciding which to attend? Consider the possibility of one person from your arena attending iACT while another attends iAIM. This would allow you to take full advantage of iACT's *informational* benefits and iAIM's *educational* opportunities.

Think you don't have the budget available for both? When you consider the premium credits for iAIM certification offered by many arena insurance programs, the annual savings can more than cover the schools' cost.

Whatever your choice, the most important thing is that you participate to expand your knowledge and advance our industry.

receive the ultimate benefits. We are providing a clean, safe, comfortable and well-organized recreational opportunity for our community.

**MORARITY:** I've become more knowledgeable in all aspects of the rink, including the operations side. This allows me to have a voice in the decision-making process when dealing with things such as the ice-making equipment, HVAC and dehumidification systems and ice resurfacers. Our customers benefit from having a good, consistent product.

**TAYLOR:** My employer has gained a more experienced and educated employee, and my customers have gained a well-trained coach. It gives them both "more bang for their buck."

**DELIO-JONES:** My employer/facility has gained an employee who is not only knowledgeable in the area in which I was hired, but other areas as well. My willingness to participate in continuing education shows my dedication to the company and to running a high-quality and profitable program. Our customers benefit because I have introduced a number of things and made changes in my skating program based on things I have learned at the conference and through iAIM, which have made my program better.

**HLEBINSKY:** We have found solutions for problems that we were facing with an aging arena. We have discovered new technology and products that have vastly improved the operation and efficiency of our equipment. This has saved on operating and maintenance costs. We have also found products that have improved the appearance and modernized the facility. The customers benefit from better programs, an exciting atmosphere, lower admission prices and modern amenities.



Michael Harris

**LABORDE:** We sell ice, and at last year's tradeshow, I learned a better way to paint it and to prepare the floor. I have been in this business for 40 years, and we've been doing an OK job, but this year's ice is better, thanks to help from people I met at the tradeshow.

**PIETIG:** While attending the New Orleans conference, I chose to participate in a breakout meeting featuring engineering advances in the ice industry, including heat reclaim. I brought this new technology home and had it installed in our facility. Since 1978, this system has been providing "free heat" by taking waste heat from our compressors and channeling it to our heating ducts. This technology has saved our facility many thousands of dollars over the years. I have shared this story with my bosses during lean budget years when conference attendance is debated and is an easy target to save money. By attending this one meeting, I was able to more than pay for my conference fees each year.



Christopher Stockman

### What do you continue to gain from repeated attendance at the annual ISI conference and tradeshow?

**LABORDE:** Ideas abound at these meetings for easier, better and cheaper ways to run our rinks — this is like gold to us. I take home some new ideas from every tradeshow that either someone passed along directly to me or were byproducts of discussions with other rink managers or staff members. I'm certain that if you interact with others openly and listen carefully, you will learn something that you can eventually apply to the benefit of your facility.

**DELIO-JONES:** I think it is important to attend year after year because it is the best way to keep up with the ever-changing industry and with your contacts in the industry.

**MORARITY:** The networking possibilities are unparalleled. Where else could you find that many people in one place who do what we do? The tradeshow is always packed with new products to improve the services we offer. Not to mention that ISI reserves this time to roll out new programs, such as *weSKATE*, that benefit our customers greatly.



Christopher Stockman

Continued on page 26





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**PIETIG:** There has been an ongoing joke around the arena from my employees that they could always tell when I attended a conference because I would always come back with all these new ideas. I still make it a goal to find at least one new idea to implement after each conference. For me, changes are energizing. It makes the workplace fun and creative.

**Have you benefited from networking with contacts you've established through iACT or iAIM?**

**TAYLOR:** I have established personal and professional relationships with people from all over the country as well as in my district. These relationships have provided me with a wealth of knowledge and experience as well as friends.

**HUGLI:** Yes, both personally and professionally. There is so much useful information at conference. When I attend with co-workers, we coordinate time and share information. I attend everything, down to the last social event. I always enjoy the group participation as it provides a great opportunity to get to know people from different geographic locations and share experiences and ideas. I have used my contacts in a number of ways, most recently on a very serious and controversial issue concerning private lesson instruction. I am happy to say that the results were favorable.

**MORARITY:** Absolutely! The closest rink to Washington Park is two hours away in any direction. I don't have a managers association with whom to meet and discuss issues our rink may be facing. So it definitely has been beneficial for me to



David Sadleir Photography

get to know so many experienced professionals all across the country that I can call on for help and advice.

**HLEBINSKY:** It is a tremendous advantage to be able to communicate with peers and colleagues who are in a similar environment. Additionally, you get to meet and interact with professionals in the industry. Your contacts with manufacturers' representatives, product designers, management experts and concessionaires enables you to find new ways to improve operations, solve problems and utilize new equipment and technologies. ▀

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In 2005, ISI introduced the *weSKATE Kit* as a complete, comprehensive tool for running learn-to-skate program and it has proven to be beneficial to many skating directors old and new. This kit contains all of the materials to help you organize, market and run a successful skating school.

### The kit includes:

- Marketing materials such as customizable posters, flyers, handouts and more
- Tips on how to structure class schedules and semesters
- Complete curriculum and testing forms
- ISI exclusive class management software
- Quarterly updates

This kit is absolutely FREE and can be requested through our order department or e-mail [wes skate@skateisi.org](mailto:weskate@skateisi.org).

## B weSKATE Club

ISI is constantly looking for ways to help our members save money, insure skaters and stimulate continued participation. This is why we created the *weSKATE Club*, the most cost-effective way to make sure all beginner skaters have excess accident insurance which can also mean big savings on the arena's liability costs.

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To begin this simple program, please send your request to [wes skate@skateisi.org](mailto:weskate@skateisi.org).

## C weSKATE National Instructor Training Program

The *weSKATE National Instructor Training Program* is designed to educate and train instructors in consistent techniques, standards and professional requirements of teaching the *weSKATE* learn-to-skate program. The *weSKATE National Instructor Training Program* certifies your staff in the skills needed to be outstanding coaches and assets to your facility.

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# COACHES' CORNER

by Randy Winship

ISI National Events & Skating Program Coordinator

Whoever said "Change is constant" sure knew how to describe my life! Some changes can be for good, — changing years, changing seasons, changing our clocks or even changing to a new job in a new city. Some changes don't have to be for better or worse — just different. Remember, it's also been said that "variety is the spice of life."

I have lived and worked in 20 countries over the past 26 years. Most of this time has been spent promoting and developing new ISI skating programs in the United States, Mexico, the Middle East and throughout Asia. I guess it's only natural that I should eventually end up working here in Dallas at the ISI international headquarters as the new national events and skating program coordinator.

As a referee, assistant chief referee and chief referee for many ISI national events and through our ongoing committee work over the years, I've had the opportunity to work very closely with all the people who have previously held this position. I am proud to join that list of talented individuals who have been responsible for the development of our ISI national events and programs.

For those of you whom I already know from attending the annual ISI conference and World Team Championships for the past 24 years, I look forward to working even more

closely with you throughout the year in my new position. For those of you I haven't met yet, I look forward to meeting and assisting you soon.

I will appreciate your help and support as we strive to further upgrade and improve the standards, quality and consistency of our ISI national events and programs. This consistent approach is sure to have a positive effect and will also help your own local ISI skating programs and events reach their highest potential.


Speaking of programs and events:

• **Conference Update** — iACT, the annual ice arena conference and tradeshow, co-hosted this year by ISI and MIAMA, is just around the corner. Join us in the Twin Cities to expand your knowledge and meet colleagues from around the country.

• **World Champs in Bensenville, Ill.** — This year's 27th annual event will be big, so make your plans NOW to attend! **Don't forget the entry and testing deadline on May 1.**

• **Adults to Vegas** — It's not too early to get your adults ready as we return to our most popular destination for this event.

• **Competition Endorsement Reminder** — Don't forget to include the tot division and new synchronized team age groups on your 2007 team entry forms. The complete information can be printed off the Web site at [www.skateisi.org](http://www.skateisi.org) (follow the links to "Skating Programs" and "Synchronized Skating").

And finally, when you think about changes and improvements in your life or your career, don't forget another very famous saying: "Change your mind, change your life." I hope the changes in your life are positive ones! 

## Mark Your Calendar!



*ISI World Recreational Team Championships*  
**Chicago 2007**

*ISI World Recreational Team Championships*  
July 23-28  
Edge Ice Arena  
Bensenville, IL  
Entry deadline: May 1, 2007



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**2007 ISI ADULT CHAMPIONSHIPS**


*ISI Adult Championships*  
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Sobe Ice Arena  
Las Vegas, NV  
Entry deadline:  
Aug. 1, 2007



**2007 ISI**  
**Artistic Challenge**

*ISI Artistic Challenge*  
November 3-4  
Wonderland of Ice  
Bridgeport, CT  
Entry deadline:  
Sept. 1, 2007

Make sure you schedule in the 2007 ISI skating events. These fun-filled competitions and exciting vacation destinations will give your skaters more reasons than ever to take to the ice this season. And be sure to let your skaters know to look for more detailed event information on the ISI website: [www.skateisi.org](http://www.skateisi.org)

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## It's that time again ... Think GOLF!



This year's ISIA Education Foundation Golf Outing is set for May 28 at Dwon Golf Club in Bloomington, Minn.

Spring has sprung, the birds are singing, the buds are blooming and it's time to make plans for the 2007 iACT event May 29-June 1 in Bloomington, Minn.

The ISIA Education Foundation once again will host the golf tournament that's second to none when it comes to fun. Stellar skills on the links are not required, just a desire to come out and have some fun for a great cause.

The fourth annual ISIA Education Golf Outing will take place Monday, May 28 at the Dwon Golf Club in Bloomington, with tee-off at 1 p.m. The pristine course is located just minutes from the conference host hotel. The day will start with a made-to-order lunch before the duffers embark on their adventure, armed with beverages, cigars and the contents of the now-infamous golfers' goody bags.

Even though the ISI conference is not in Vegas this year, golfers will have plenty of opportunities to place a bet or two: Closest-to-the-pin and longest-drive holes, mulligans — and can the Santee brothers pull it off again against their formidable Minnesotan opponents? A post-tournament cocktail awards reception will immediately follow in the Dwon Clubhouse.

This entire event package is one of the last true bargains, at \$95 per individual golfer or \$350 per foursome. Please reserve your space early, as we are expecting a sell-out.

Many levels of sponsorship are available for those who want to support the Foundation but won't swing a club. This is a great way for an individual, a district or an organization to pledge their tax-deductible support to the Foundation's scholarship program. Tee sponsorships start as low as \$100. Donated items for the golfers' goody bags and tournament prizes are also being accepted. For more information or to reserve your tee-off, contact Lisa Fedick at lafwonder@aol.com or (203) 209-5434.

And if we can't talk you into a round of golf, please don't forget the Foundation's silent auction, which will begin during Tuesday's Presidents' Reception and culminate during the tradeshow. All donations are greatly appreciated and fully tax-deductible. Donations should be sent to Judith P. Sniffen, 50 Perry Ave., Bayville, NY 11709. For more information, contact Judy at thesniff@aol.com or (516) 628-2240. ▀

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## Special Guests Warm The 1st Annual Bay State Blizzard

Olympic Bronze medalist Timothy Goebel and US Champion Garrett Lucash were on hand for Bay State Blades' first-ever ISI team competition in Brockton, MA over the weekend of January 6th & 7th. The competition drew over 300 skaters from sixteen clubs all over New England. There were a large range of events from Freestyle to Synchro to Rhythmic offering something for all ages and abilities.

"It was great to see such a large turnout on our first try" said Dolly Duke-Maggio, executive director of Bay State Blades. "We hope to make this a must-do annual event on the competition calendar."

Timothy Goebel, known as the "quad king" signed autographs and answered questions from the skaters, coaches and parents throughout the event. Joining Timothy was Garrett Lucash, 2005 US Champion and FMC Arenas' Director of Program Development. "Recreational figure skating holds a special place in the programs an arena can offer," said Lucash. "There are so many kids that just want to have fun with the sport; ISI events offers them the opportunity in a supportive environment...it was a great weekend".



Bay State Blades is looking forward to hosting their next event, the 36th Annual ISI Team Competition in March under the direction of Donna Rozon at their Natick, MA location.



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# Coaching Your Own Children

by Jim Thompson

Since youth sports depends on parent-coaches, many parents will end up coaching their own children. If your program includes coaches who are coaching their own children, these tips will make that shared experience a positive one.

## 1 Recognize that you wear two hats.

One hat is for your role as parent. The other is the coach's hat. Explain this to your children before the season. Tell them that you will need to treat them just like everyone else in the program when you are wearing your coach's hat. Assure them that when you put your parent hat back on, they are the most important people in your life (along with other family members). You can say to your children, for example, after a game or practice, "I'm taking my coach hat off now and putting my dad hat on." Some parent-coaches go so far as to have a special cap that they wear only when they are coaching, and which they remove after the competition.

## 2 Be sensitive to favoring or penalizing your children.

Many coaches give their children advantages, such as favored positions that the children have not "earned" by effort or talent. Nothing poisons the well with other parents and players as much as coaches who unfairly favor their own children. However, many coaches are harder on their own children than they are on other players, expecting them to be perfect. Because of our emotional commitment to our children, it is hard to be objective. You may find it useful to ask another person (perhaps an assistant coach) for an objective evaluation of whether you are treating your own children fairly compared to how you treat other players in your program. Also consider having one of your assistant coaches do most of the coaching with your children to minimize potential conflict and the appearance of favoritism.

## 3 Assure your children that you love them regardless of their sports performance.

Because coaches want to win, a coach's children can easily slip into believing their parent's love is dependent on how they play. As a parent, emphasize that

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you love and admire your children for who they are, not how they do.

## 4 Use PCA's Kid-Friendly Criticism tools.

Enable every child to hear and embrace criticism rather than become defensive. Parent-coaches will find these tools especially helpful for use with their own children:

- *Avoid (or be aware of) non-teachable moments:* After a costly mistake in competition is not the right time to give your children technical instruction. There is so much emotion right after a contest that children have a hard time hearing what you have to say to them. You also may be feeling emotions right after a game that make it hard for you to give good criticism.

- *In private:* People can hear criticism better in private than in front of a crowd. You won't always be able to do this in a competition or practice situation, but to the extent you can, your children will be better able to hear it.

- *Ask permission:* By asking your children if they are open to a suggestion, it changes the dynamics and makes the criticism less of a minus. If they answer "No," you need to honor that and come back later to ask again. Meanwhile, they likely will be curious as to what you are going to say. Do NOT use this technique when your children need to hear you immediately, such as your call to stop dangerous or disruptive behavior.

- *Information vs. control:* When giving your children instructions, it is often better to provide information (such as "Starting your leap earlier will make your landing easier")

er") rather than telling them what to do ("Start your leap earlier"). Let your child take in the information and make the choice on what to do with it. This leaves them in control.



Historically, young people have gone to work as apprentices in their parents' farm or business. In the modern world, there isn't as much opportunity for parents and children to work together on something that is important to both of them. Coaching your own children can be a wonderful experience. Many parent-coaches and their children look back on the times they spent working together on a sports team as some of the best moments of their lives. It is Positive Coaching Alliance's hope that our tools will make that possible for you and your children.



*Jim Thompson is the founder and executive director of Positive Coaching Alliance. More tips and tools for coaching and sports parenting are available in PCA's online course at [www.PositiveCoach.org](http://www.PositiveCoach.org). To learn more about how the ISI-PCA national partnership benefits your organization, contact PCA at (866) 725-0024 or [PCA@PositiveCoach.org](mailto:PCA@PositiveCoach.org). To request information on partnering your organization with PCA, please visit [www.positivecoach.org/inforequest.aspx](http://www.positivecoach.org/inforequest.aspx).*

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## Berkeley Iceland to permanently close March 31

BERKELEY, Calif. — March 31 will mark the end of an era with the permanent closing of Berkeley Iceland, an ice skating landmark on the Pacific Coast. One of the oldest continuously operating ice arenas in America, Berkeley Iceland opened Nov. 1, 1940, featuring three-time Olympic champion Sonja Henie. Olympians Peggy Fleming, Brian Boitano and Kristi Yamaguchi later skated there. Iceland hosted the U.S. National Figure Skating Championships in 1947, 1957 and 1966; served as the practice facility for the Oakland Seals (later the California Golden Seals) during their nine years in the NHL; and hosted the popular "Ice Capades" show in the 1960s.

Following small ammonia leaks that never posed a significant risk to the public, the city of Berkeley demanded the installation of a costly new temporary refrigeration system in the aging building. However, a new permanent replacement was deemed cost-prohibitive, and parent company East Bay Iceland listed the arena for sale last year with a price tag of \$6.45 million, hoping to draw a buyer who would continue to operate it as an ice rink. Nearly a year later, with no buyer and mounting maintenance costs, Berkeley Iceland remains on the market at the original asking price, but it is now listed as a property rather than an ice rink. East Bay Iceland continues to operate its Iceland facilities in Belmont and Dublin.

## Athletica introduces SoftCap dasher board cover

MINNEAPOLIS — Athletica has introduced a new product designed to help protect NHL players from serious injuries resulting from dasher board collisions. SoftCap is a flexible plastic cover that sits on top of dasher boards and uses hollow channels to absorb impact. Intek Plastics manufactures SoftCap from Santoprene, a flexible, colorable plastic that performs well in cold conditions. Its design offers a four-piece, modular system that compensates for rink variations while minimizing any effect on play. A friction-reducing coating was also added. Xcel Energy Center, home ice of the Minnesota Wild, is expected to install it this summer. ■



## Mueller's builds custom Lay's 'Fan Zam' for Stars

DALLAS — The Lay's Fan Zam made its on-ice debut in January at the Dallas Stars home game against the Pittsburgh Penguins. The custom-modified Zam-boni, built and outfitted by Mueller's and Urban Auto Sports of Detroit, is fitted with a 110-cubic-inch Harley Davidson engine and can reach a maximum speed of 9 mph. Its water tank has been removed to create a seating area for up to 10 fans. Other features include chrome "Star" wheel rims, hockey stick-shaped exhaust pipes, a sound system, strobes and neon lights, hydraulics, a smoke machine, three Xbox 360 systems and two large-screen plasma televisions.



Glenn James

Send announcements and photos to [editor@skateisi.org](mailto:editor@skateisi.org). Look for facility news on ISI Online, at [skateisi.org](http://skateisi.org).

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## Arena Managers of the Mid Atlantic (AMMA)

by Trudy Ivory, Co-Director

Western Pennsylvania has had a very different climate during this winter season. Except for a few days of 30-degree weather, it has been in the 50-degree range for several weeks. Even with this warming trend, business has been good in Greensburg. Public session numbers have been high and consistent, and learn-to-skate programs have experienced a steady registration.

AMMA is planning a spring meeting in May at a location to be determined. This meeting will consist of a guest speaker, lunch and a tour of the host facility with a general roundtable discussion to end the day.

While this may seem like "the usual" setup, it really does work. I have contemplated trying to reinvent the wheel when it comes to meeting ideas, but in the end the best meeting style is one that allows managers and owners to talk to each other about everyday situations that affect us all. We all get caught up in our own world and forget that there are other people going through the same issues and that it really does help to share those woes with one another. With that in mind, look for a letter in the mail inviting you to the May gathering!



Trudy Ivory

## North East Ice Skating Managers Association (NEISMA)

by Tom Morton, President

The new year presents a new challenge for all of us in the ice rink industry and an opportunity to set new goals, develop new programs and work toward having a successful year.

The NEISMA board of directors has accepted the challenge of presenting a new look as well as establishing new programs of action for 2007.

NEISMA's annual spring conference set for April 17 on Cape Cod will introduce a new look and a new logo. One of the main attractions of the event will be an old-fashioned clambake with all the trimmings.

Safety will continue to be a primary goal of NEISMA in 2007. As a first in the rink industry, NEISMA will present an annual safety award to a person in the industry who has made a major effort regarding safety in ice rinks.

The *Rink Rat* will continue to publish "safety alerts" and present new ideas under the heading "Tools of the Trade." Another ongoing department, "Nuts and Bolts," written by director Jeff Rubin, will continue to feature on-the-job questions and answers. Jeff recently picked up on a potential safety matter that he promptly handled. He would appreciate receiving your "Nuts and Bolts" questions.

Another NEISMA challenge for 2007 is environmental



Tom Morton

issues. Over its long history, the organization has addressed environmental issues ranging from air quality to new building design. NEISMA works closely with OSHA/EPA on environmental matters that have an impact on the ice rink industry.

New ideas, alternatives and solutions for reducing utility and operations costs will continue to be matters of prime consideration.

NEISMA will expand its efforts with our vendors, who represent a solid source of information, new ideas, re-evaluation of seminar topics, suggestions and more direct participation. NEISMA has added two vendors to its board of directors.

The challenges presented to the industry for 2007 are complex. But with intent of purpose, NEISMA is ready to address the challenges. The board of directors will continue to work with other organizations in the ice rink industry on matters of mutual interest: training, service, education and sharing.

## Metropolitan Ice Rink Managers Association (MIRMA)

by Lisa Fedick, Secretary

MIRMA/ISI District 3 has enjoyed a very busy winter season, in spite of the tropical breezes that the Northeast experienced during a good part of the "winter." Competition endorsement requests have increased for the second consecutive year, which translates to an increase in participation throughout our district.

We would like to thank Rob McBride and his insurance committee along with Jim Hartnett and the ISI executive board for their diligence in making our preferred provider insurance agreement a reality. Please take the time to learn about this offering that is available to all ISI members. This is just another facet of our organization that sets us apart within our industry.

The Robert Kelton Memorial Trophy was introduced at the 2007 Riverdale Ice Lake Placid Competition. The trophy will be presented annually to the overall team champion. The first team's name to be inscribed on the trophy will be this year's winner, the Wonderland of Ice. Kudos to Robert's son Ted, who will continue in his father's wonderful tradition and foster the evolution of this much-anticipated annual event.

MIRMA is gearing up for our annual Skate for Knowledge District 3 Championships to be held April 21-22 at the Floyd Hall Arena in Little Falls, N.J. Skaters from all districts are welcome to participate in the event, but only skaters from District 3 will be eligible to earn scholarship points. The winners of the four \$1,000 college scholarships will also be announced at the competition.

For updates on all local and national events, please visit our Web site at [www.skateMIRMA.org](http://www.skateMIRMA.org). We are also seeking pearls of wisdom to be shared with our members as "Tips of the Month." We're all in this together, so please e-mail me at [lafmirma@aol.com](mailto:lafmirma@aol.com).

Remember: Education is power, so we will see you all in Minnesota!



Lisa Fedick

## Minnesota Ice Arena Managers Association (MIAMA)

by Douglas Brady, President

The MIAMA/ISI conference is right around the corner. MIAMA is very excited to co-host a national conference with ISI. The finishing touches have been put on the registration material for what is going to be a very exciting and thorough conference. Special thanks to the MIAMA and ISI members who have spent their time and energy in putting the conference together.



Douglas Brady

The MIAMA board is now accepting applications from its membership for the James Padgett Award. This award will go to a facility that is a leader in the industry for improvements, innovation in technologies, maintenance and programming. The winning facility will receive a grant to be used toward the MIAMA/ISI conference.

MIAMA requires each district representative to hold a minimum of one district meeting per year. We would like each district to hold its meeting before the MIAMA/ISI conference. This will give the board helpful information that can be used as a tool to guide us in addressing the issues that are pertinent to our membership.

I would like to open MIAMA arms and give everyone a great big *Welcome to Minnesota*. We are all eager to meet everyone from around the country. So get your registration in, and we will show you an informative and fun time. See you at the conference! ❄️

## In Memory Deanne Laumann-Collins

THOUSAND OAKS, Calif. — Longtime ISI and USFSA skating instructor Deanne Laumann-Collins died Jan. 25 at the age of 69. She was involved in ice skating for 35 years at several southern California ice arenas, most recently the Oxnard Ice Skating Center.



“Deanne was such a positive influence around the rink, and her energy and passion toward the skaters she helped was very infectious. We will all miss her greatly,” said Olympic gold medalist Scott Hamilton, who has trained at Oxnard.

Laumann-Collins is survived by her husband, Ken; son, Stephen; daughter, Jennifer Cohen; and three grandchildren.

The family requests that memorial donations be made to the ISIA Education Foundation ([www.skateisi.org](http://www.skateisi.org)).

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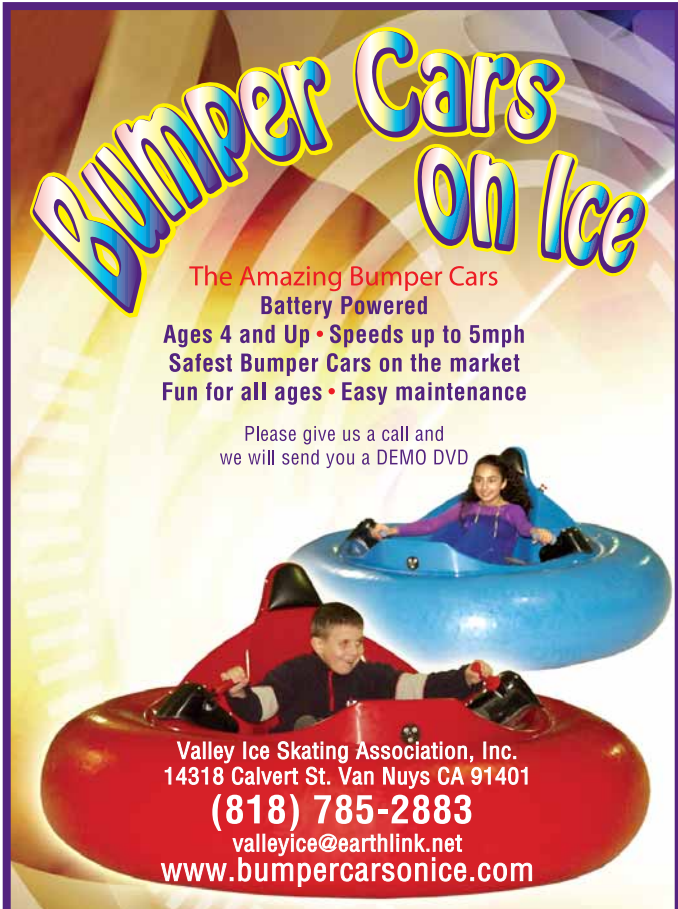
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**SKATING INSTRUCTORS** — Bay State Blades is looking for experienced skating instructors, over the age of 18, throughout the state of Massachusetts. ISI and PSA membership preferred. Please e-mail résumé to [Dolly@baystateblades.com](mailto:Dolly@baystateblades.com) or mail to P.O. Box 93, Rockland, MA 02370.

**SKATING INSTRUCTORS** — Experienced skating professionals wanted to teach ISI learn-to-skate program on weeknights and weekends with the possibility of private lesson instruction. Classes run year-round. We also run USFSA-based specialty programs. Please contact Christine Poyner, skating director, Dr Pepper StarCenter, Grapevine, TX, at [cpoyner@polariceent.com](mailto:cpoyner@polariceent.com) or (972) 874-1930, Ext. 223.

**SKATING DIRECTOR** — Skatetown Ice Arena in Roseville, Calif. is seeking a motivated, customer service-oriented individual to lead all facets of our figure skating programs. This position requires an enthusiastic, hard-working and highly motivated individual who possesses excellent communication and organizational skills. The ideal candidate should be a strong team player with a proven background in both ISI and USFSA programs, and have the ability to lead and motivate a staff of more than 20 instructors. Reports to ice rink manager and works with staff in developing, implementing and conducting skating programs. Duties include overseeing the instructor activities, conducting group lesson registrations, overseeing learn-to-skate classes, managing class size, overseeing the private lesson program, and reviewing and approving instructor payments. Must possess a figure skating background with instructional experience, demonstrated knowledge of how to conduct a comprehensive skating program that includes group and private lessons, skating camps, and special skating events and competitions. Bachelor's degree in parks, recreation, education, business administration, physical education, communication or leisure services and five years of responsible professional experience, or an equivalent combination of education and experience, is required. Employer will assist with relocation costs. Excellent benefit package is available. Salary range: \$50,000 base plus bonus program. Send résumé to [scott@skatetown-roseville.com](mailto:scott@skatetown-roseville.com).

**SENIOR MANAGEMENT AND SKATING SCHOOL POSITIONS** — VSC Sports facilities in San Francisco and Los Angeles areas and Bremerton, Wash. seek experienced applicants who want to learn more and bring fun to the ice skating experience. iAIM certification preferred. Send résumé to [bertb@vscsports.com](mailto:bertb@vscsports.com) or fax to (818) 501-4192. Contact: Bert Blanchette, (818) 262-7157 or (818) 501-7252.



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# CALENDAR

## ISI-endorsed competitions & shows/exhibitions

Deadline for May/June EDGE calendar: March 15

For regular calendar updates, see [www.skateisi.org](http://www.skateisi.org), Event Info

### COMPETITIONS

#### MARCH

- 2-3 **Casper, Wyo.**  
Casper Ice Arena  
Cowboy State Games
- 3 **Columbus, Ohio**  
Dispatch Ice Haus  
2nd Arnold Classic Youth  
Figure Skating  
Competition
- 3-4 **Highland Park, Ill.**  
Centennial Ice Arena  
Lucky Stars Open
- 3-4 **Minneapolis**  
Parade FSC  
Blades of March ISI  
Open Competition
- 3-4 **Fort Washington, Md.**  
Tucker Road FSC  
15th Annual Skate  
Annapolis
- 3-4 **Wasilla, Alaska**  
Brett Memorial Ice Arena  
Iditarod Days Skatefest
- 3-4 **San Diego**  
San Diego Ice Arena  
California State Games
- 3-4 **Irmo, S.C.**  
Ice Land Irmo  
Palmetto Classic-  
District 5 Champs
- 9-11 **Park Ridge, Ill.**  
Oakton Ice Arena  
Ice Breaker Classic
- 9-11 **Livonia, Mich.**  
Livonia Eddie Edgar  
ISI Open Competition
- 9-11 **Vancouver, Wash.**  
Mt. View Ice Arena  
8th Annual ISI Open
- 10 **Pittsburgh, Pa.**  
RMU Island Sports  
Center  
2007 Shamrock Skate
- 10 **Pleasant Prairie, Wis.**  
Pleasant Prairie Iceplex  
2007 Great Lakes  
Invitational
- 10-11 **Natick, Mass.**  
Bay State Blades Natick  
36th Annual Bay State  
Blades Natick  
Competition

- 11 **West Caldwell, N.J.**  
Montclair Inside Edge  
25th Anniversary ISI  
Team Competition
- 11 **Vacaville, Calif.**  
Vacaville Ice Sports  
I Skate 80
- 16-18 **Northbrook, Ill.**  
Northbrook Sports Center  
ISI District 8  
Championship
- 17 **Fort Myers, Fla.**  
Fort Myers Skatium  
City of Palms ISI  
Competition
- 17 **Randolph, N.J.**  
Aspen Ice  
Aspen Ice FSC 2nd  
Annual Team  
Competition
- 17 **Charlottesville, Va.**  
Franklin Park Ice Arena  
St. Patrick's Day Open
- 17 **Trenton, N.J.**  
Mercer County Skating  
Center  
ISI Team Competition
- 17-18 **Youngstown, Ohio**  
Skating Club of Greater  
Youngstown  
Skating Club of Greater  
Youngstown  
Competition
- 17-18 **Johnstown, Pa.**  
Planet Ice  
Spring Challenge  
Championship
- 17-18 **Peoria, Ill.**  
Owens Center  
ISI District 9  
Championships
- 18 **College Park, Md.**  
Herbert Wells Ice Rink  
Spring Inter-Rink  
Competition
- 23-25 **Dallas**  
Galleria Ice Skating  
Center  
23rd Annual State of  
Texas ISI Team  
Competition
- 24-25 **Saratoga Springs, N.Y.**  
Saratoga Springs FSC  
10th Annual ISI 2007
- 24-25 **Hartland, Mich.**  
Ice House Skating  
Academy  
IHSA Spring Fling

- 30-1 **Knoxville, Tenn.**  
April Ice Chalet  
38th Annual MVDC
- 30- **Fairview Heights, Ill.**  
April 1 U.S. Ice Sports Complex  
6th Annual Spring Fling
- 30- **Orleans, Mass.**  
April 1 Charles Moore Arena  
29th Annual Lower Cape  
ISI Team Competition
- 30- **Tacoma, Wash.**  
April 1 Sprinkler Recreation  
Center  
20th ISI Spring Fever  
District 13  
Championships
- 31 **Crestwood, Ill.**  
Southwest Ice Arena  
Spring Invitational
- 31 **Redwood City, Calif.**  
Ice Oasis Skating &  
Hockey Club  
Spring Fling
- 31 **Chesapeake, Va.**  
Chilled Ponds  
Chilled Ponds Open
- 31- **Monsey, N.Y.**  
April 1 Sport-O-Rama  
Spring Classic
- 31- **Van Nuys, Calif.**  
April 1 Van Nuys Iceland  
4th Annual Competition
- 31- **Soldotna, Alaska**  
April 1 Soldotna Sports Center  
Riverskate

#### APRIL

- 6-7 **Oldsmar, Fla.**  
Tampa Bay Skating  
Academy  
3rd Annual Easter  
Weekend Competition
- 13-15 **El Segundo, Calif.**  
Toyota Sports Center  
7th Annual Spring Fling



- 13-15 **Blaine, Minn.**  
Schwan Super Rink  
ISI Synchronized  
Championships
- 14 **Delmont, Pa.**  
Center Ice Arena  
Golden Blades  
Championship of  
Pittsburgh
- 15 **Geneva, Ill.**  
The Skate School@  
Fox Valley  
Spring Invitational

- 20-21 **Acton, Mass.**  
Nashoba Valley Olympia  
ISI Skating School  
Competition
- 20-21 **Casper, Wyo.**  
Casper Ice Arena  
6th Annual Late Skate
- 28 **New York**  
International Gay Figure  
Skating Union  
Fabulous Cup 2007
- 28-29 **Franklin Park, Ill.**  
Franklin Park Ice Arena  
Spring Fever
- 28-29 **San Mateo, Calif.**  
Ice Center San Mateo  
April Ambush
- 28-29 **Pasadena, Calif.**  
Pasadena Ice Skating  
Center  
23rd Annual ISI Open  
Competition

#### MAY

- 4-6 **Fort Myers, Fla.**  
Fort Myers Skatium  
District 18  
Championships
- 5-6 **Frisco, Texas**  
Dr Pepper StarCenter  
2007 ISI District 11  
Championships
- 19 **Acton, Mass.**  
Sharper Edge Skating  
School  
9th Annual Skaters Cup
- 26-27 **San Diego**  
San Diego Ice Arena  
San Diego ISI Open  
Championships

#### JUNE

- 1-3 **New York**  
Sky Rink@Chelsea Piers  
21st Annual Sky Rink ISI  
Team Competition
- 1-3 **El Paso, Texas**  
Sierra Providence Events  
Center  
Sun City Ice Fest 2007

#### JULY

- 7-8 **Evanston, Ill.**  
Robert Crown Center  
30th Annual July Open
- 7-8 **Irmo, S.C.**  
Ice Land Irmo  
Summer Sizzle
- 12-15 **Honolulu**  
Ice Palace Hawaii  
2007 ISI Hawaiian Open  
Competition



Visit the ISI Web site:  
[skateisi.org](http://skateisi.org)



ISI World Recreational  
Team Championships



23-28 **Bensenville, Ill.**  
Edge Ice Arena  
ISI World Recreational  
Team Championships

## AUGUST

1-5 **Colorado Springs, Colo.**  
World Arena  
State Games of America  
4 **Gurnee, Ill.**  
Rink Side Ice Arena  
The Summer Chiller  
18-19 **Orland Park, Ill.**  
Arctic Ice Arena  
Arctic Heat Wave

## SEPTEMBER

14-16 **Arlington, Texas**  
ICE at The Parks  
4th Annual ISI Open  
Competition



21-23 **Las Vegas**  
Sobe Ice Arena  
ISI Adult Championships

## NOVEMBER



3-4 **Bridgeport, Conn.**  
Wonderland of Ice  
ISI Artistic Challenge

## SHOWS & EXHIBITIONS

### MARCH

1-2 **Lyndon Center, Vt.**  
Fenton Chester Arena  
'80s Rewind

1- **Wasilla, Alaska**  
May 31 Brett Memorial Ice Arena  
Exhibition Skating  
2-3 **Pekin, Ill.**  
Pekin Memorial Arena  
'50s Back in Town  
2-4 **New Ulm, Minn.**  
New Ulm Figure  
Skating Club  
Holiday Raceway  
3 **Morristown, N.J.**  
William Mennen  
Sports Arena  
Second Annual Snowball  
Classic  
3- **Stevens Point, Wis.**  
April 1 K. B. Willett Arena  
Skating With Legends  
10 **Luverne, Minn.**  
Blue Mound Ice Arena  
Books On Blades  
10 **Tacoma, Wash.**  
Sprinkler Recreation Center  
ISI Camp Showtime-  
Skating Around the  
World

10-11 **St. Louis**  
Wayne C. Kennedy  
Rec Plex  
Annual Ice Show  
10-11 **Hutchinson, Minn.**  
Burich Arena  
To Every Season We're  
Skatin'  
11 **Salem, Mass.**  
Viking Skating Club  
On The Radio, A Salute  
to the Hits  
11 **Saratoga Springs, N.Y.**  
Saratoga Springs FSC  
Spring Exhibition 2007  
12-18 **Oak Park, Ill.**  
Ridgeland Common  
Route 66  
17 **Gurnee, Ill.**  
Rink Side Ice Arena  
All Aboard  
23-25 **Eden Prairie, Minn.**  
Eden Prairie Community  
Center  
Spinning Through Time  
24-25 **White Plains, N.Y.**  
City of White Plains  
Recreation & Parks  
End of Year Show  
31- **White Plains, N.Y.**  
April 1 City of White Plains  
Recreation & Parks  
Night in the Spotlight

### APRIL

1 **Youngstown, Ohio**  
Skating Club of Greater  
Youngstown  
Skate Youngstown 2007

14 **Brentwood, Mo.**  
Brentwood Ice Arena  
To Infinity & Beyond  
15 **Highland Park, Ill.**  
Centennial Ice Arena  
Spring Exhibition  
17 **Arlington, Texas**  
ICE at The Parks  
Spring Fling 2007  
20-21 **Carol Stream, Ill.**  
Carol Stream Ice Rink  
9 to 5  
27-28 **Downers Grove, Ill.**  
Downers Grove Ice  
Arena  
9 to 5  
27-28 **Minneapolis**  
Parade FSC  
Books & Blades  
27-29 **Chicago**  
McFetridge Sports Center  
Broadway Magic  
28 **Buffalo Grove, Ill.**  
Twin Rinks Ice Pavilion  
Rockin' on Ice  
29 **New York**  
International Gay Figure  
Skating Union  
Fabulous Cup 2007

### MAY

4 **Dimondale, Mich.**  
The Skate School LLC at  
The Summit  
Spring Ice Show  
4-6 **Crestwood, Ill.**  
Southwest Ice Arena  
Spring Ice Show  
5-6 **Irmo, S.C.**  
Iceland Irmo  
Spring Ice Show  
5-6 **Cottage Grove, Minn.**  
Cottage Grove Ice Arena  
The Sky's The Limit  
9-10 **Honolulu**  
Ice Palace  
Adventures in Time &  
Space  
11-13 **Niles, Ill.**  
Niles Park District  
Iceland  
Gliding Through the  
Decades  
11-13 **Northbrook, Ill.**  
Northbrook Sports Center  
Northbrook-On-Ice 2007  
12 **Hoffman Estates, Ill.**  
Hoffman Estates Park  
District Ice Arena  
Cruisin' the World  
12 **Geneva, Ill.**  
The Skate School at  
Fox Valley  
Annual Spring Show

16-20 **Glenview, Ill.**  
Glenview Ice Center  
34th Annual Ice Show  
18-19 **Orland Park, Ill.**  
Arctic Ice Arena  
Skaters Ahoy  
18-20 **Highland Park, Ill.**  
Centennial Ice Arena  
Heroes and Legends  
18-20 **Franklin Park, Ill.**  
Franklin Park Ice Arena  
2007 Annual Spring  
Ice Show  
18-20 **Wilmette, Ill.**  
Centennial Ice Rinks  
Figure It Out  
18-20 **Evanston, Ill.**  
Robert Crown Center  
Skaters in Space  
18-20 **Pleasant Prairie, Wis.**  
Pleasant Prairie Iceplex  
TV Glide  
19 **Wasilla, Alaska**  
Brett Memorial Ice  
Arena  
Spring Ice Show  
27-29 **White Bear Lake, Minn.**  
White Bear Lake Sports  
Center  
White Bear Spring Fling



29- **Bloomington, Minn.**  
June 1 Sheraton Hotel  
ISI/MIAMA Conference  
& Tradeshow

### JUNE

1- **Wasilla, Alaska**  
Aug. 31 Brett Memorial Ice  
Arena  
Exhibition Skating  
9-10 **Acton, Mass.**  
Nashoba Valley Olympia  
Ice Magic

### AUGUST

16 **Arlington, Texas**  
ICE at The Parks  
Summertime 2007

### DECEMBER

16 **Arlington, Texas**  
ICE at The Parks  
Holiday in the Park  
2007

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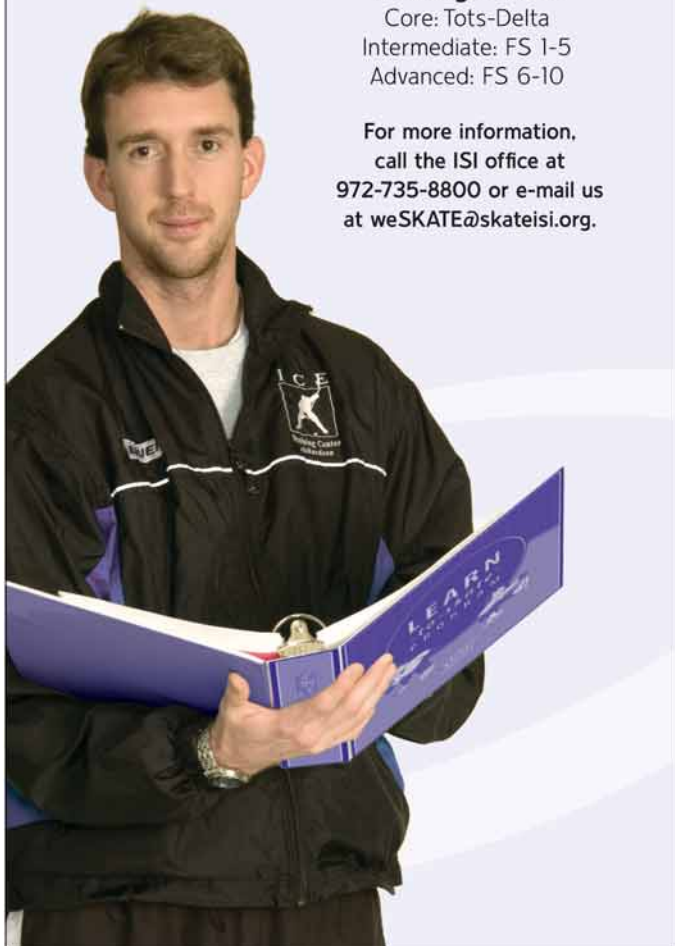
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by Peter Martell  
ISI Executive Director

# AND ANOTHER THING...

For as long as I've been in it, the ice arena business has been bound by tradition. I cannot tell you how many times I've heard an arena manager or skating director say, "I've always done it that way" or "We could never do that because ..."

While traditions are often admirable and to be respected, they can also be restrictive, stifling new ideas and opportunities.

The world around us is changing, and if we are going to succeed, we must adapt. Sometimes change is necessary and we must initiate it. Other times, forces beyond our control demand change, and we simply have to respond.

Either way, when faced with the prospect of change, it is human nature to react with skepticism, uncertainty, fear or, at the very least, unsettled feelings. But that doesn't mean that change is always bad or something to be resisted. More often than not, change brings a positive outcome and should be welcomed. Consider the alternative to change: perpetual status quo and, ultimately, stagnation.

If we are to grow our business by increasing interest and participation in skating and hockey, we need to be both creative and innovative. What has worked in the past may not work in the future. People's habits, schedules, tastes and attitudes change and, because we are in the people business, we must adapt accordingly.

In the words of Charles Darwin, "It is not the strongest of the species who survives, nor the most intelligent, but the one most responsive to change."

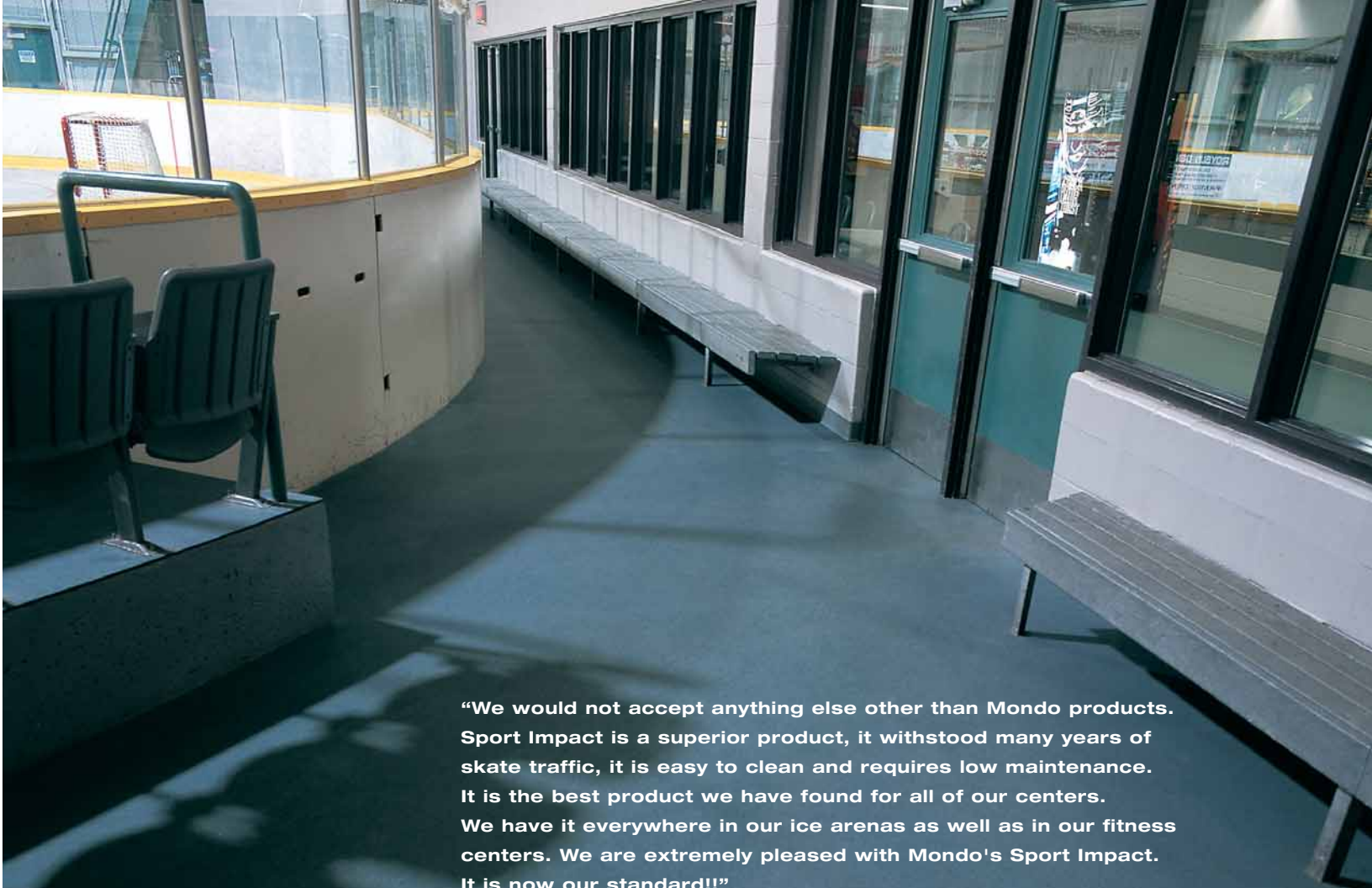
Along these lines, I would be remiss if I didn't mention some of the changes taking place at ISI this year. In November, Selma Filipovic became ISI's new marketing coordinator and graphic designer, the position previously held by Emily Teague. Randy Winship recently became our national skating program and events coordinator following Barb Yackel's departure. And, as you probably know by now, Patti Feeney will be retiring as of March 1. We are pleased to welcome Carrie Clarke as our new director of skating programs and services. While Emily, Barb and Patti have been instrumental in ISI's growth and activities over the past decade and will be missed, Selma, Randy and Carrie are bringing original ideas, different perspectives, new energy and enthusiasm to the Institute. Together we look forward to a bright — and ever-changing — future. ■

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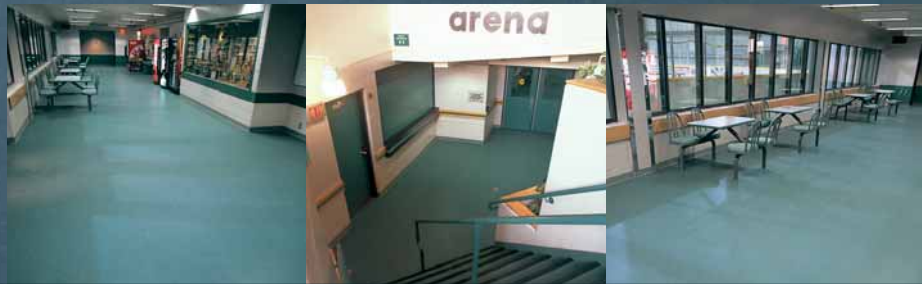
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