

ISI EDGE

CONFERENCE
PREVIEW
Inside

Centennial Ice Rinks
Wilmette Tennis Club

ISI
60th

ANNIVERSARY

CONFERENCE & TRADE SHOW

June 4-7

**CENTENNIAL
ICE RINKS**

**WORKPLACE
'CONNECTEDNESS'**

RUBBER FLOORING

**THE NEW ISI
UPDATE**



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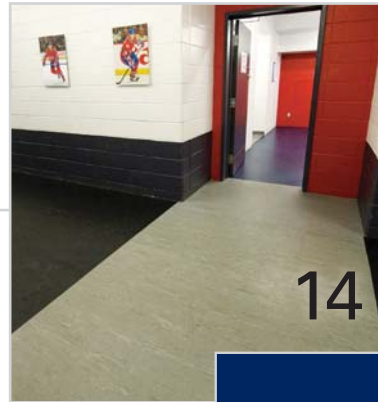
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Dedicated to providing leadership, education and services to the ice sports industry.

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CrossCuts

FRESH SPIN

What is one thing you do daily to keep organized and focused on the tasks at hand at work? Send an email to editor@skateisi.org (include "Fresh Spin" in the subject line) with your answer. If we choose your response to appear in an upcoming *ISI EDGE* issue, we'll send you an ISI "gift."

THE FACES OF ISI

JEFF ANDERSON



A native Texan, ISI Operations Director Jeff Anderson has been a part of the ISI for 20 years. He is responsible for the operations and administration functions of the organization. In his spare time, he enjoys reading and watching T.V. His favorite place to be is home.

Jeff can be reached at Jeff@skateisi.org or 972-735-8800.

ISI EDGE TURNED 20 THIS YEAR!



2018 marked the 20th anniversary of *ISI EDGE*, the professional trade journal for the Ice Sports Industry. While the premier issue of the magazine debuted in May 1998, we first began publishing a newsletter for members back in June 1961. For 57 years, we have remained steadfast in our goal to serve as an industry resource for members, and we remain just as committed to do so today.

As always, we welcome your feedback and suggestions for the magazine and encourage you to reach out to us at any time at editor@skateisi.org. We look forward to another 20 years (and then some!) of delivering informative and entertaining industry news, tips and arena/member profiles to our valued members.



A Sincere Thank You ...

"Silent gratitude isn't much use to anyone."

— G.B. Stern

To our loyal ISI members, thank you for:

- Allowing us to serve you.
- Your confidence in us.
- Your belief in our mission.
- Your partnership.
- Your passion for the industry.

As Thanksgiving approaches, we hope our members will discover many reasons to be grateful.



David Santee

WORDS OF ADVICE:

"We are privileged to be able to make a career in the sport we love. Never take that for granted."



Ryan Schaeffer

FAVORITE PLACE TO BE:

"The family farm with a fishing rod in my hand."



HELP US CELEBRATE ISI'S 60th ANNIVERSARY!

Share Your Photos and Memories

In the next issue of *ISI EDGE* magazine, we will be highlighting industry days gone by in honor of our 60th Anniversary in 2019.

If you have photos you'd like to be featured or a brief story to share about "the good ol' days," please send to editor@skateisi.org by Dec. 21 (include 60th Anniversary in Subject Line). Please be sure to identify people in the photos and include dates and location/s.

(Please note that we will try our best to include all submissions, but we reserve the right to edit or omit material based on space considerations.)

IN MEMORIAM

RICHARD "DICK" HOLMSTEN



Richard "Dick" Holmsten, 88, of St. Paul, Minn., passed away on Sept. 1. As owner of Holmsten Ice Rinks in St. Paul, he was involved in the building of 250 rinks worldwide, including 60 rinks in Minnesota alone. He was well known in the industry as a pioneer of using direct expansion systems for ice rinks.

A longtime ISI member, Dick was honored with ISI's Pioneer Award (now called Legacy Award) in 2007 and the Frank J. Zamboni Award in 2005. He was also inducted into the Minnesota Hockey Coaches Hall of Fame.

Dick was born on March 19, 1930, and graduated from high school in St. Paul, Minn., in 1947. He was recruited to play football at the University of Minnesota and completed his first year as an Institute of Technology and Engineering student. In an interview with the Veterans History Project in 2003, he said, "In the spring of 1948, they determined that I was too young and immature to compete with the GI's that were coming out of the service. And so they worked out a deal so that I could go into the service in September of 1948 and served my entire time in Fort Sill, Okla., Artillery School."

In the fall of 1949, Dick returned to the football team at the University of Minnesota. A year later, the then 20-year-old was recalled to active duty during the Korean War. He was assigned to Headquarters Battery of the 8th Field Artillery Battalion of the 25th Infantry Division. He exchanged wedding vows with his eighth-grade sweetheart, Florence, prior to his departure.

When Dick got out of the service, he began working for his father's company, Holmsten Refrigeration. Following the death of his father, he founded Holmsten Ice Rinks.

In 2003, while laid up with a broken foot, Dick gathered all the letters he wrote to Florence while serving in the Army and compiled an accurate travelogue. He then had it turned into a book, entitled "Ready to Fire: Memoir of an American Artilleryman in the Korean War."

Dick and Florence were married for 68 years before she passed away Aug. 15, following a courageous battle with ovarian cancer.

MARY PAT STOLL



Mary Pat Stoll, a former employee of the Northbrook Park District in Northbrook, Ill., passed away on Oct. 10.

Mary Pat was part of the Northbrook Park District and Sports Center family for more than 25 years. During that time, she impacted thousands of skaters as an instructor, choreographer, full-time skating school director, and eventually the Sports Center director. Mary Pat was a leader in applying the Ice Sports Industry (ISI) skating school curriculum and was the first to bring ISI competitions to the Sports Center. All programs are integral to the facility.

One of Mary Pat's many accomplishments included her years of involvement in the Sports Center renovation, which was completed in 2000. Mary Pat's input was critical in expanding the nationally recognized Sports Center from one sheet of ice to two and developing the programming and relationships with many affiliate groups that still exist.

Mary Pat's impact was widespread, touching the lives of many and contributing to the many Sports Center programs still in existence today.

Memorial visitation was held Oct. 12 at Kolssak Funeral home in Wheeling, Ill., followed by a memorial mass on Oct. 13 at St. Mary's Catholic Church in Buffalo Grove, Ill.

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IMPROVED Membership Services UPDATE

by Eileen Viglione

IT'S BEEN JUST over a year since we launched a variety of new and improved products and services for our members. As we pause to reflect on all that has been accomplished since 2016, when our organization went through one of the most delicate times since its inception almost 60 years ago, we are not only amazed but also grateful, inspired and more resolute than ever in 2019 and beyond to continue to uphold ISI's founding principles: to encourage ice skating as a participant sport, to provide information for the construction, development and operation of ice rinks, to serve as a resource for members and to hold annual meetings for the exchange of "best practices."

"ISI Individual membership is growing steadily," said ISI Managing Director Liz Mangelsdorf, who reported a 24 percent increase in membership over 2017. "We are happy to see all of our member rinks confidently handling the transition of requiring skaters to become registered ISI members to participate in ISI arena programming. Our member rinks have really stepped up to the plate, and in turn they have realized the value in having

their skating school customers become members of the ISI. Our mission remains strong: to foster the development of lifelong skaters, of all ages and abilities, who continue to skate in our rinks and consequently support the growth and success of the ice sports industry overall."

Here's a brief overview of some of the new products, services and resources we ushered in with "The New ISI."



• NEW NAME – ICE SPORTS INDUSTRY (ISI) – AND LOGO to reflect our critical role in providing leadership and support in all facets of ice facility management, operation and programming. The redesigned logo, in vibrant colors to symbolize our renewal, has received tremendous praise and support. Program names and corresponding logos were also revised to ensure a strong, consistent brand. In addition, we created a coordinating ISI Member logo for members to place on their websites and in their communications to patrons. *(If you have not received your ISI Member logo via email, please contact Liz@skateisi.org.)*



Be sure to proudly display your ISI spirit by ordering personalized Land's End product right from our website.

• ISI LOGO APPAREL – As part of our rebranding efforts, the option to purchase ISI logo apparel was also made available to our members. Be sure to proudly display your ISI spirit by ordering personalized Land's End product right from our website. Visit skateisi.org/apparel.



• ISI EDGE SOFTWARE IS NOW FREE with Administrative membership and includes any mid-year updates. The right to use the ISI Ice Skating Program is included in membership.

"We got the revised version just in time for our competition in September, and I was very glad, because I did not look forward to making all the update changes on the judge sheets," said Linda Stroh, skating academy director at Ice Station Valencia in Valencia, Calif. "The Edge Software is a Godsend! All of the changes were spot on. I did not have to do anything to the judges sheets."

"I have to tell you that I used to do the competition schedule before using Edge and that was a nightmare with all the last-minute changes. Anyone not using Edge is setting themselves up for a lot of extra, unnecessary work."

Prior to beginning set-up for your competitions, please remember to contact Jeff Anderson at Jeff@skateisi.org for the latest software link.





One Size Fits All??

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

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

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• **ENHANCED MEMBERSHIP REWARDS PROGRAM** – The revised program enables Administrative members to receive \$1 in ISI Bucks for every skater registered under their home rink. Also, under the revamped program, ISI Bucks can be used toward ISI programs, services and materials; all membership types; and ISI national competitions. What’s more, Administrative members receive \$.50 for every test registered.

Many members have benefited from these enhancements, including Professional member Jackie Loughrey of St. Croix Valley Recreational Center in Stillwater, Minn., who reported that she has used the Bucks to pay for her ISI membership and update test, ISI dasher banner, *ISI Handbook* and 23 Flip key chains.



• **NEW & REVISED MARKETING MATERIALS & COMMUNICATIONS**

Flip Kit – Contains 24 each of Flip luggage tags, lip balms and gloves for a wholesale price of just \$99, plus shipping and handling. These products make great skater gifts or incentive prizes.



Thank You Box – Sent as a token of our appreciation to members who have registered an inordinate number of skaters. The box contains ISI pencils and rubber bracelets and various flyers to be distributed to skaters.

Group Class Skater Curriculum Booklet – Twelve-page curriculum booklet for teaching solid skating skills.

“Lifelong Skaters” Brochure – This colorful brochure explains our tried-and-true, learn-to-skate program and is designed to be shared with skaters and their parents.

Group Lesson Curriculum Booklet – This small, spiral-bound curriculum chart is a popular resource for coaches.

Electronic Newsletters and Messaging – We developed more narrowly targeted communications materials for our diverse membership groups: *On the Flip Side* (targeted to Administrative and Professional members); *Breaking Ice* (targeted to Administrative and Builders/Suppliers); *Coach Connection* (targeted to Professional members); *ISI Informer* (targeted to Administrative members) and *Recreational Ice Skating Online Updates* (targeted to Individual members).



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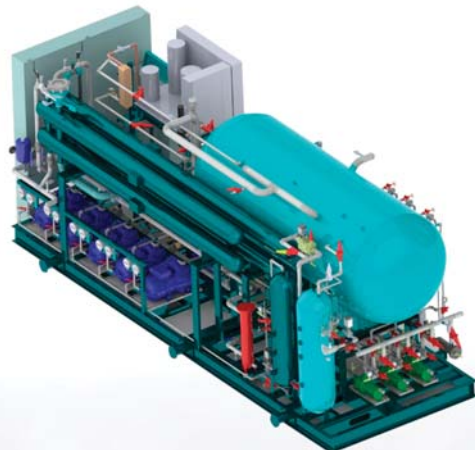
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The industry trade journal was redesigned to make it more visually enticing, and new content features were added.

ISI EDGE Magazine – The industry trade journal was redesigned to make it more visually enticing, and new content features were added.

• **NEW PRODUCT**



The ISI mascot, Flip, came to life in various promotional products this past year! Our **6-inch, plush Flip toy** was well received and sold out quickly.

There are tentative plans to create a 12-inch version for purchase at various events, including ISI World Recreational Team Championships in 2019. **Flip key chains** and **lanyards** are currently available for purchase and make ideal skater gifts and/or incentive prizes. Visit skateisi.org/forms for more information.

• **NEW WEBSITE**

We launched a new, user-friendly ISI website (skateisi.org) with a responsive design for optimal viewing. The site features our social media cloud, an online tool that promotes member rinks through a program finder and a comprehensive resources page where members have access to various forms that can be downloaded.

The new ISI website (skateisi.org) features responsive design for optimal viewing.

• **ELEVATED MEMBERSHIP SUPPORT**

While we have always strived to provide exceptional membership support, we introduced several key tools to further boost our membership services and engagement:

EZ Text – Our new, convenient customer service text feature enables members to send questions to us at the ISI office (972-525-0075) from 9 a.m. through 5 p.m. Monday through Friday (Central Standard Time). Since January, we have received over 250 texts.

ISI Field Reps – We hired ISI field representatives to serve as resources for our existing members and to educate potential members on the value of ISI programs and services: Shanley Pascal oversees Districts 5, 11-16 and 18. She can be reached at shanley@skateisi.org or 213-458-7337. Mandy Whitacre oversees Districts 1-4 and 6-9 and can be contacted at mandy@skateisi.org or 636-697-5343. (ISI Membership Development Coordinator Jane Schaber serves as a resource for District 10 and can be reached at jane@skateisi.org.)



“Customer service at the ISI office is amazing,” said Alexis Capouellez, skating director of 1st Summit Arena & North Central Recreation Center in Ebensburg, Pa. “I’ve been active with ISI for a long time; it’s nice to call in and know whom I’m speaking with — whether it’s just a friendly voice on the other side of the phone whom I’ve never gotten to meet, or someone I’ve had the opportunity to speak with at ISI events and conferences. Over the years, I’ve had to call in for everything from member or test questions, to most recently having to completely start a new ISI club due to our previous rink closing; someone at the office is always willing to help!”

Eileen Mantell, skating director of Wonderland of Ice in Bridgeport, Conn., added, “The ISI environment is very accessible. Any time I’ve called the office, I’ve been treated with the utmost respect. Someone always gets right back to me and my questions are answered and they go above and beyond. My first time coaching, I reached out for a manual; they didn’t have that one anymore, but they sent me something else. They made me feel like they were there to help.”



• **EDUCATION**

Our iAIM professional education program was renamed ISI University (ISIU) and there has been a renewed interest in bringing programming to various parts of the country in conjunction with our free ISI District Seminars (*please see related article on page 34*).

Part 3 of the Certified Skating Director (CSD) made its debut at the 2018 ISI conference along with a new ISIU master course schedule, which enables students to complete coursework before the conference opening so they can participate in most general



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» conference sessions. Also, more hands-on, lab-based classroom work was introduced in addition to a final comprehensive exam for each of the ISIU tracks: Certified Arena Manager, Certified Arena Operator, Certified Arena Programmer and Certified Skating Director.

Based on feedback from ISIU students, the ISIU committee plans to overhaul the online certification system to allow participants to take parts of a track online and in-person at ISI conferences. This will allow students to receive certification in a specific track in a shorter timeframe. For instance, a student may complete part 1 CAM at conference and then decide to take part 2 CAM online, rather than wait to take it at the next conference.

“I took the management and programming class online and the operations classes at conferences,” said John Flater, ice operations manager at

Schwan Super Rink in Blaine, Minn. “I really enjoyed the classes to broaden my perspective on the industry. I find them to be very helpful and the instructors very knowledgeable about the industry. I think that education is important to learn about new technologies that are coming out. In our increasingly changing world, I like to know the latest thing. I also like knowing if things have data behind it. I am currently working on my CAE and look forward to diving deeper into the industry.”

• **REVISED ONLINE JUDGE CERTIFICATION PLATFORM**

Our revised online judge certification test platform shows results immediately on-screen, enabling Professional members to see whether or not they have answered test questions correctly. Members may also print their own certificates once they have successfully passed an exam.

• **REDESIGNED SKATING PATCHES**

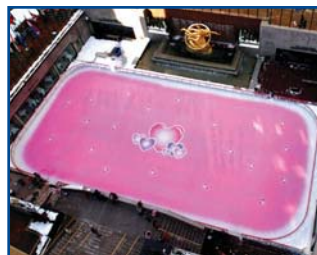
Our skating achievement patches were redesigned with our new logo and new patches were created for the Open Solo Dance test. Achievement patches are still the best way to reward ISI skaters as they progress through the ISI Ice Skating Program.



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• **NEW NATIONAL EVENTS AND LOCATIONS**

In planning for our national events this year, we decided to try some new things. In April, we added a team-only competition, “Chicago Showdown,” during our annual ISI Synchronized Championships.

“The fantastic part about this event was that synchro skaters got an opportunity to have even more fun with their teammates, siblings, parents and, in some cases, skaters from other rinks who came along for the trip to cheer their synchro teams on,” said ISI Skating Programs & National Events Director Kim Hansen. “Some local rinks brought in their show numbers, too, which was great. With over 150 participants, the new event was a success, and we plan to repeat it again at the 2019 ISI Synchronized Championships at Doug Woog Arena in So. St Paul, Minn. It will be called the MinneShowdown.”

2018 also brought “Theatrical Challenge,” an inaugural ISI national event focused on show skating. Hosted by the historic Ice Chalet in Knoxville, Tenn., the competition gave skaters the unique opportunity to perform under full spotlights.

ISI national events took us to new places this year, too, in an effort to expose these wonderful competitions to new skaters and to give our returning competitors a chance to explore new destinations. We not only traveled to Knoxville, Tenn., for the first time, but we also headed to South Lake Tahoe, Calif., in October. Next year, we will be traveling to the Toyota Sports Center in El Segundo, Calif., for the first time and Norwich, Conn., where participants will have the opportunity to enjoy the fall foliage in New England!

“Moving into 2019, we look forward to continuing to enhance membership benefits,” said Mangelsdorf. “We are continuing to grow our products, services and programs for our dedicated members, and we have some exciting new programs and resources in the works. We are confident that 2019 is going to be an even more amazing year than 2018!”

We welcome your suggestions and feedback. Please reach out to us at the ISI office at 972-735-8800.

As ISI President Rob McBride stated in the spring 2017 issue of *ISI EDGE* magazine, “ISI exists because of you! Your success and the success of your arena programs are the sole purpose of our existence.” **ISI**

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RUBBER FLOORING: Benefits & Maintenance

When choosing rubber flooring, it's important to know the differences between recycled and vulcanized rubber floorings.

by Latasha Pittman

WITH SO MANY areas in an ice arena that need to be maintained, the flooring should be the least of your worries. The continuous traffic found in a typical arena makes it almost impossible to have down time — a closed floor represents lost revenues.

To provide maximum productivity, the flooring should be easy to maintain and highly durable. Many ice arenas have installed rubber flooring for its considerable benefits.

The most important factors to consider when choosing rubber flooring include:

- Durability
- Dent resistance
- Skate resistance
- Nonporous surface
- Number of seams required
- Class 1 fire rating
- Maintenance requirements

In selecting rubber flooring, it is important to understand that differences exist between recycled rubber flooring and vulcanized rubber flooring. Flooring

choice can dramatically affect surface maintenance and overall longevity.

A textured, nonporous surface layer allows for greater ease of maintenance. A recycled rubber floor may not offer the ease of maintenance or lifetime durability of a vulcanized rubber floor.

In an ice arena, the areas of concern for maintenance include entrances to the ice, team benches, locker rooms and concession areas. In these high-traffic areas near the rink, rubber flooring that is highly resistant to cutting and abrasion is essential.

Recycled rubber tends to have an “open-cell” surface, making cleaning more difficult. Vulcanized rubber floors have a closed-cell construction and physical characteristics that are not found in recycled rubber floors, making maintenance much easier.

A vulcanized rubber floor does not require coating or waxes to maintain the finish, whereas a recycled rubber floor may require finishes and more maintenance time. A typical vulcanized

rubber floor can be simply maintained with a low pH cleaner and water. Greater ease of maintenance translates into superior lifecycle costs.

Maintenance is a huge factor in areas subjected to moisture and humidity, such as locker rooms. One solution is interlocking rubber flooring tiles, which do not require a glue-down installation and can be removed as needed.

However, bacteria and water can be harbored between the seams. On the other hand, a glued-down installation minimizes bacteria growth and lingering odors.

In high-traffic areas near the rink, rubber flooring that is highly resistant to cutting and abrasion is essential.



In all cases, the right application is critical for infection control. Staph infections and Methicillin-resistant Staphylococcus aureus (MRSA) are becoming prevalent in locker room areas. The spread of germs can be traced back to bacteria manifestation in porous flooring products. A properly maintained nonporous surface will help to diminish the spread of staph infections. As with any surface, rubber flooring must be periodically cleaned to prevent the spread of infection.

For optimal efficiency, consider the following factors in the maintenance process:

- Equipment
- Chemicals
- Cleaning process

It is important to establish a regimented maintenance program that meets the needs of your facility. First, you should evaluate the arena as a whole and determine that you have the proper equipment and chemicals needed to clean the area.

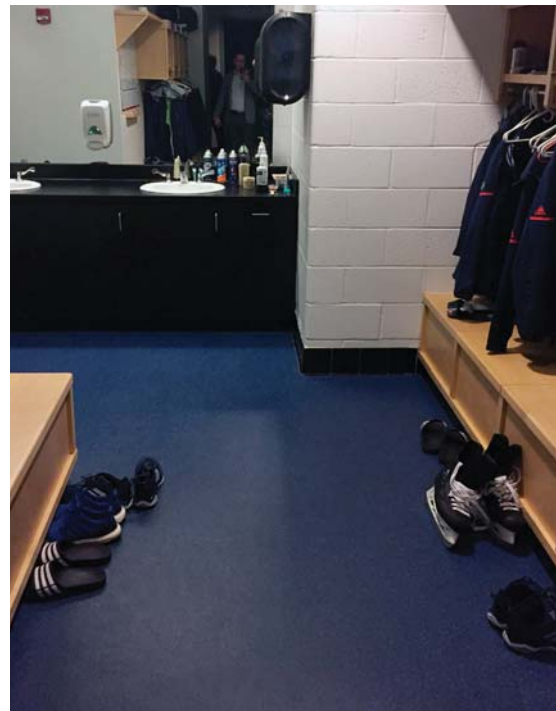
A small area may require only a bucket and mop. Larger areas — over 5,000 square feet — may require a single-disc or walk-behind auto scrubber. This is all dependent on the area to be cleaned and its use.

Another aspect to consider is the cleaning solution that will be used. Each flooring surface will have its own recommended cleaner. It is important to comply with the recommendations to ensure that the floor is properly maintained and no harm is being caused by using the wrong solution.

Once you have addressed the basics, the cleaning personnel should be familiar with the cleaning process for each particular flooring type, whether it be recycled rubber flooring or vulcanized flooring. Once that has been done, a program can be put into place to keep the facility looking its best. Maintenance is no easy task but making the necessary adjustments will result in increased productivity.

Latasha Pittman is the marketing director of Mondo USA.

Rubber flooring, especially in locker rooms subjected to moisture and humidity, must be periodically cleaned to prevent the growth of bacteria.



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TEN CONNECTING CONVERSATIONS that Happen in Best Places to Work

HERE'S AN INCONVENIENT business truth for you to consider: It doesn't matter how valuable, cutting-edge or unique an organization's product or service is if its people can't connect positively and effectively with each other. In fact, workplace "connectedness" is one of the hallmarks of a great organization with a culture of high performance.

"Best Places to Work companies don't achieve 'connectedness' through grand, expensive gestures," says Dan Prosser, author of "Thirteeners: Why Only 13 Percent of Companies Successfully Execute Their Strategy — and How Yours Can Be One of Them." "Their success comes down to the conversations that take place every day between employees and their leaders."

Prosser points out that business — *all* business — is actually just a network of interconnected conversations. In too

many companies, these conversations are destructive; they spread like a virus and keep people disconnected. In others, the conversations create environments where people feel heard, mirrored and validated.

"A small percentage of companies consistently achieve the kind of authentic dialogue that connects people, allowing them to execute through conflict, chaos, and good times and bad," he says. "These are the 'thirteeners.' They've figured out how to promote conversations that contribute to employees feeling connected to each other, to their company's vision, to their common purpose, and to their strategy."

Prosser highlights the 10 connecting conversations happening in successful Best Places to Work companies:

- **Conversations that encourage contribution.** Your employees invest a huge amount of their time and intellect on your organization's behalf — and they want a return on their investment. And believe it or not, the return they want most is not a bigger paycheck. What they want is the chance to make a difference — to contribute something meaningful to the outcome of the organization and be appreciated and acknowledged for it.

"When your people don't create this opportunity, your employees leave you for what they perceive as a greater opportunity to matter," Prosser explains.

"But when you assign responsibility and allow people to provide solutions



that you actually put to use, they'll speak highly of you, and they wouldn't think of leaving. In fact, they'll want to work harder to make you even happier."

• **Conversations that convey acknowledgment and appreciation.** Chances are, many of your employees were wounded in the workplace before you hired them; they've been passed over for promotions, given insufficient compensation for hard work and taken for granted. (Maybe this has even happened within your own organization.) The good news is, you can help right these past wrongs — to your benefit.

"Your first impression might be that handing out 'thank you's' and 'good jobs' is awkward and might feel clumsy, and your employees may also feel that way at first," says Prosser. "However, I promise you that the rewards of your efforts will greatly outweigh your initial discomfort. You'll be giving your employees a gift they've never received anywhere else, and they'll feel a sense of wholeness that they've never experienced at work. And

as a result, their engagement, loyalty and productivity will soar."

• **Conversations that encourage alignment.** In Best Places to Work companies, everyone heads in the same direction — not necessarily just by following the leader but also by making sure that when any strategic element is altered, everyone has an opportunity to contribute to changes that must take place in other areas of the business. Operations in aligned organizations have minimal confusion. There are no territorial disputes, and everyone looks out for everyone else.

"If you're a CEO or executive leader with final authority, it's important that you use contribution conversations to allow others to bring ideas to you," Prosser notes. "Your job isn't to find the holes in their concepts but to be able to say whether you can be aligned with the proposed effort or action. If you can, then you empower others to dig deep into themselves and contribute. If you can't, then share what's preventing you

from being aligned. That becomes a teaching opportunity.

"When people are aligned, they understand the business goals for the year and the role each goal plays," he

"When there is relatedness, it's very easy for an employee to talk to his or her direct supervisor, because that supervisor listens. And there is real solidarity among executives, managers and employees. Nothing meaningful happens unless, first, there is a relationship between the two people working together."

— Dan Prosser, author of *"Thirteeners: Why Only 13 Percent of Companies Successfully Execute Their Strategy."*



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» adds. “They recognize there must be alignment for their efforts to affect the bottom-line success of the company.”

• **Conversations that build accountability.** When employees are being accountable, they make specific promises to take action to accomplish goals. Everyone sees everyone else’s promises, and there are no secret deals to undermine the effort to keep those promises. And, of course, those promises are kept. The results of people’s actions are fully measured, and everyone’s contribution is visible.

“In a culture of accountability, everyone is ‘count-on-able,’” explains Prosser. “And in a connected organization, everyone holds each other accountable for fulfilling promises. If a person promises to produce a particular result, someone (or a team) holds that person accountable for fulfilling that promise.”

He adds that this requires saying, first, ‘You said this, but you didn’t do this;’ then, declaring what’s missing; and, finally, requesting a promise to clean up the situation (or renegotiating the original promise). There is no shaming involved.

• **Conversations that facilitate continuous communication.** Even Best Places to Work companies struggle to shore up communication, Prosser notes. But in companies where there is a high degree of communication, employees hear from management about anything that happens, especially if it impacts the way they do their jobs.

“In many organizations, one of the first steps in shoring up the communication gap is ensuring that no one finds out about task-essential information accidentally or after the fact,” he says. “It doesn’t reach anyone first through gossip or the grapevine. Whenever possible, strive for proactive transparency.”

• **Conversations that build relationships.** Prosser calls relatedness “the source of all results.” When there is relatedness, it’s very easy for an employee to talk to his or her direct supervisor, because that supervisor listens. And there is real solidarity among executives, managers and employees.

“Nothing meaningful happens unless, first, there is a relationship between the two people working together,” Prosser says. “Two strangers might have a problem starting the conversation necessary to getting the issue handled — even if they work for the same company. But two colleagues with an established, positive relationship can get the ball moving quickly and without misunderstandings. This is how connectedness cures a host of ills.”

• **Conversations that underscore responsibility.** When most people hear the word “responsible” in a workplace context, they assume it has to do with blaming others for what went wrong or for not doing what they said they would. But no Best Places to Work companies practice that. For them, being responsible means taking the initiative to do what is necessary to get the job done.

“Responsible employees don’t wait for a supervisor to tell them what they need to do before taking action,” Prosser says. “Make sure your people know that they have permission to take the initiative. Then make sure they have the resources and support to do so.”

• **Conversations that encourage integrity.** What does it mean to demonstrate integrity? It begins when management says they are going to do something, and the statement is followed with authentic action. Their actions are always in step with what they said they would do.

“This is not the same as being honest, decent or virtuous,” Prosser clarifies. “Integrity is a way of *being* in which management says X is going to happen, and X happens. And it applies beyond management. There is a clear and total match between what people in the organization say and their actions.”

• **Conversations that develop a sense of possibility.** When employees can see and understand where the company is going and can feel connected to their company’s plans for the next three to five years — and longer — they will not fear that their job could end suddenly through no fault of their own.

“Your job as a leader is to discover possibilities for your business — both for your workplace and your marketplace”

Prosser says. “You must then share those with your employees and let them contribute, as co-creators, to a strategy you can successfully execute together.”

• **Conversations that acknowledge (and enhance!) fun, rewards and gratefulness.** This isn’t a discussion that you can start around a conference table or during a one-on-one meeting with an employee. Instead, it has to originate — voluntarily — with your employees. The good news is, it will develop organically once you start having and operationalizing the previous nine conversations.

“On most days, employees of Best Places to Work companies can’t wait to get to work,” says Prosser. “Yes, really. They say things like ‘This is a great place to work, and I feel grateful to have the opportunity to be here with these great people.’ Often, they say they can’t believe they get to work there. That’s because they feel involved, appreciated, and yes, connected.”

Editor’s Note: Author Dan Prosser has over 45 years’ experience building his own companies and serving as a speaker, team educator and business leader mentor and coach. For more information, visit danprosser.com.



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Key People Who Make It Work

Sean Flynn

General Manager
ISI Certified Arena
Executive (CAE)
Former semi-pro
hockey player

Vickie Tassone

Assistant Manager
and Skating
Program Director
ISI Certified Arena
Programmer (CAP)
ISI Certified Skating
Director (CSD)

Mark Sak

Maintenance Supervisor
Wilmette Park District
Employee for 33 years

Joey Sanchez

Facility Assistant
Manager and
Aquatic Manager

Ros Evanson and Lisa Paul

Wilmette Park
District Instructors
for 30-Plus Years



By Eileen Viglione

SITUATED IN THE vibrant village of Wilmette, Ill., on the western shore of Lake Michigan and just 14 miles north of downtown Chicago, Centennial Ice Rinks has been offering skaters fun on ice since its inception in 1975.

Following intense lobbying efforts by figure skating and hockey enthusiasts, the Wilmette Park District, an ISI member since 1964, built the public, two-sheet facility, featuring an NHL-size surface and a studio rink measuring 100 feet by 60 feet. It is attached to the Centennial Recreation Complex, which encompasses four outdoor pools and eight indoor

tennis courts, and includes a concession stand, skate rental area, main office, three multipurpose meeting rooms and eight locker rooms.

In 2013, the arena underwent an extensive renovation, which included the replacement of the R-22 refrigeration system with an indirect ammonia/glycol system. An elevator and bathroom were also added to accommodate patrons with disabilities. In addition, new carpeting was installed in the lobby, the entire building received a fresh coat of paint and the iconic tree in the lobby was replaced with a new tree, thanks to a donation from ISI District 8 in memory of the arena's first

general manager, the late Terry Juliar. In 2015, T8 fluorescent lighting replaced the metal halide lighting in both rinks.



Have a Blast at ISI Conference Championships!

May 31 – June 2

Centennial Ice Rinks

Wilmette, IL

Test & Entry Deadline: April 1

skateisi.org



» The facility currently employs five full-time employees and more than 50 part-time staff, including building supervisors, skating instructors, cashiers and skate guards.

Throughout its 40-plus year history, Centennial Ice Rinks has had just two general managers (Juliar, who worked 38 years for the Wilmette Park District, and current general manager, since 2012, Sean Flynn) and two skating directors (Dodie Bova and current skating director since 1995, Vickie Tassone). This low turnover has contributed to the arena's unique, family-like atmosphere.

"We provide a safe, friendly and welcoming environment for all of our patrons," said Flynn, who is an ISI Certified Arena Executive (CAE) and a former semi-pro hockey player. "Our facility is like a family; parents feel comfortable dropping their kids off at the facility. Our learn-to-skate program services over 1,000 kids annually and our hockey programs are consistently competitive."

Programming

Centennial offers a full range of ice sports programs and is a firm believer in the ISI Ice Skating program. They require all of their instructors to be ISI Professional members.

"To us, the ISI Learn to Skate program makes the most sense in that it provides the stepping stones for successful skater development," said Tassone, a former professional skater with Ice Capades and



Holiday on Ice International. "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."

Public skate sessions are offered daily in the late mornings as well as on Monday, Tuesday, Friday and Saturday evenings and Saturday and Sunday afternoons.

"Our Friday evening and Saturday and Sunday afternoons are the most popular sessions and average around 150 skaters," said Tassone. "Every other Friday, we offer TGIF Skates with a DJ, and during the Skate with Santa event we take donations for New Trier Township Food Pantry for a discounted admission."

While birthday parties are not a large revenue generator for the rink due to lack of time to host them, they do provide an opportunity to introduce party-goers to public skate sessions and other programs. Attendees receive a pass for one free public skate session and instructors are highly successful at selling other programs, according to Flynn.

The facility's major user groups include the Wilmette Hockey Association, New Trier High School Hockey, Loyola University Hockey and the Wilmette Cougars Women's team.

Special events include: Spooky Skate, Loyola Thanksgiving Hockey Tournament, Super Sunday (free 30-minute classes), Skate with Santa, Holiday Exhibition, New Trier Holiday Tournament, Northern Illinois Hockey Association Playoff Tournament, Spring Ice Show, the Mid-Summer Classic Figure Skating Competition and Summer Exhibition.

This spring, the rink will host a national ISI competition: ISI Conference

"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."

Centennial Ice Rinks Assistant Manager and Skating Program Director Vickie Tassone

Centennial Website:

wilmetteparcs.org

Facebook: Centennial Ice Rinks

Instagram: @WilmetteParks

Twitter: @WilmetteParks

Championships, May 31-June 2. Entry deadline for the event is April 1. Conference Champs will precede ISI's 60th Anniversary Conference & Trade Show scheduled June 4-7 at the DoubleTree by Hilton Hotel Chicago – Oak Brook.

"We are busy getting the word out to both patrons and staff, and due to hosting multiple events at our facility we are sure to be ready for it," said Flynn. "To be able to bring skaters from across the country to our facility is a big deal. The benefit is huge for us; not only do we see increased revenue from ice sales due to practice ice, but we also see additional revenues from concession and vending — not to mention the energy level in the building months prior to the event until well after the event is complete."

ISI Education

Tassone has been attending ISI's annual conferences since the 1990s and Flynn, since 2001. Both have contributed their time and expertise to lead various educational sessions at many of these conferences. Flynn also has presented at numerous seminars hosted by ISI as well as the Minnesota Ice Arena Manager's Association (MIAMA) and the North East Ice Skating Managers Association (NEISMA).

"Going to conferences and seminars has helped us with education, networking and staying in the forefront of what is going on in the industry," said Flynn, adding, "We are excited about the new direction ISI is going and will continue to support its mission of creating lifelong skaters." ISI



ISI

60th

A N N I V E R S A R Y

CONFERENCE & TRADE SHOW

C H I C A G O

June 4-7, 2019

ISI 60th ANNIVERSARY

CONFERENCE & TRADE SHOW

June 4-7, 2019

It's only fitting that for our 60th Anniversary, we are heading back to where it all started — Chicago! The ISI was conceived in the Windy City in 1959 on the floor of an open session at the National Recreation Association annual convention. An organizational meeting comprised of 12 ice rinks was formed with a mandate by the National Recreational Association to be an informative source for all segments of ice skating.

In celebration of "60 Years of ISI," we hope you join us for our 2019 60th Anniversary Conference & Trade Show, where we will pay homage to our roots with a special anniversary dinner and presentation. (We are pleased to be offering an exclusive 60th commemorative anniversary book for purchase as well!)

Scheduled June 4 -7 at the DoubleTree by Hilton Chicago – Oak Brook, our annual conference will also feature our full spectrum of ISI University track offerings, dynamic general sessions and both on- and off-ice presentations for managers, operators and skating coaches/directors.

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 8:30-11:45 a.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
- 60th Anniversary Celebration (cocktails and dinner, 6:30-11:30 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



Featured Speakers Announced Shortly! Watch the ISI Conference Facebook page: ISIconference2019

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
- 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.
 - Birthday Parties — Are You Bringing the "WOW" Factor?
- Technology Use in Your Facility — Thermostats, Websites, Overhead Scheduling & More
- Managing Personal Image on Social Media
- Serving ALL Your Hockey Customers by Finding the Balance Between In-House vs. Travel Leagues
- 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
- Off-Ice Jump Exercises to Use With Your Skaters
- Strength & Conditioning — Preparing Athletes’ Bodies for Sport and Injury Prevention (Presented by JD Strength Performance)
- Sports Psychology
- Being Hurt vs. Being Injured — How Coaches Can Tell the Difference and How to Handle Each Situation
- 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
- Liability Insurance — What Is It? Why Do You Need It? How to Use It?
- ISI Technology and What’s New
- Business of Coaching
- Everything Competitions: The A-Z’s of Running a Successful Event

On-Ice Sessions

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

CONFERENCE ATTENDEE REGISTRATION & FEES

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

Full Registration	Prof/Admin Member Non-Member	
	Cyber Monday – Nov. 26 <i>(Members only. Must be done online)</i>	\$395
Early Bird Deadline: Feb. 1	\$450	\$550
Advance Deadline: April 1	\$500	\$600
Standard Deadline: After April 1	\$550	\$650
Friday Only <i>(At Ice Rink)</i>	\$149	\$249

Daily Registration		
Wednesday/Thursday	\$225/day	\$325/day
ISI 60 th Anniversary Celebration <i>(Non-Registered Guest)</i>	\$90	\$90
ISI 60 th Anniversary Commemorative Book <i>(Payment due April 1)</i>	\$35	\$35

Registration must be postmarked by the deadline dates to receive Early Bird and Advance rates.



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- 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

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



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

ISI University Courses & Fees

- Certified Arena Manager Part 2 (CAM2)**
- Certified Arena Programmer Part 3 (CAP3)**
- Certified Arena Operator Part 3 (CAO3)**
- Certified Skating Director Part 1 (CSD1)**

\$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 Instructor Training

- Intermediate/High Level Combo (FS1-10)**

\$35 before April 1
\$60 after April 1

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VISITING THE WINDY CITY — CHICAGO

Graue Mill & Museum (3 miles)

An operating waterwheel grist mill and home-
stead, 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



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



Golf Courses

• Oak Brook Golf Club (2 miles)

Visit golfoakbrook.org

• Willow Crest Golf Course (3.8 miles)

Visit oakbrookhillsresortchicago.com

• The Preserve at Oak Meadows (8 miles)

Visit dupagegolf.com

For more information on area golf courses,
visit golfnow.com

Helpful Websites

Experiencegreateroakbrook.com

Oak-brook.org

Discoverdupage.com

Conference preview section written by Eileen
Viglione. Photos courtesy of Choose Chicago and
DoubleTree by Hilton Chicago – Oak Brook.

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 103rd floor, you (if you dare) can enjoy a panoramic view that spans nearly 50 miles on a clear day.

Visit 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



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



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/

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

Helpful Websites

choosechicago.com

freetoursbyfoot.com/chicago

enjoyillinois.com

Other popular destinations: Art Institute of Chicago, Field Museum of Natural History, Museum of Science and Industry, Magnificent Mile (shopping district) and Buckingham Fountain in Grant Park. The possibilities for fun are seemingly endless!

Reap the Rewards!

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Administrative Members Receive
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Under Their Home Rink



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

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MEMBERSHIP
REWARDS PROGRAM

COACHES' CORNER



One of ISI's goals is to draw our community of figure skating coaches together to network and share advice for the betterment of the sport and the industry. Below, you'll find tips from several ISI coaches on specific skating moves and techniques. A sincere thank you to the coaches who participated.

Interested in sharing your GR8 SK8 tips with readers or have a topic you would like addressed? Please send to editor@skateisi.org.

GR8 SK8 TIPS

Teaching the Back-Scratch Spin

Coach 1:

"When I teach the backspin, I tell skaters to turn their belly buttons to their left armpits — kind of silly, but it really helps them start to feel rotation."

Coach 2:

"Be sure the change-foot spin from Freestyle 3 is strong. Is your student spinning on the back outside edge when they switch feet? Are they on the 'sweet spot'? Is their axis slightly in front and over the skating side? Is the skating side leading? Are the hips in a closed position with the free foot crossed tightly at the ankles in front of the skating foot? Skater should have a strong core, with head over the collar bone of skating side and arms crossed at forearms with elbows down.

"I have my skaters practice this position gliding backwards in a straight line and on an edge around a circle. Have them practice opening and closing the position without creating rotation.

"For the forward inside edge entry, I start the skaters on a hockey line and ask them not to start the spin until they get back to the line. Explain that a forward inside three takes place and that the three needs to point back to their start. There needs to be a strong inside entry edge. Free leg needs tension and should be placed slightly inside the tracing.

"If your students learned the correct position in the change-foot spin, they will be well on their way to learning the back scratch."

Coach 3:

"A good back scratch begins with a forward right inside three turn. The blade rocks over from the forward inside edge to the back outside edge (leaning by the right pinky toe). I tell skaters to try to spin as close to the end of their three turns as possible. 'Imagine an umbrella,' I tell them. 'Try and tuck the spin under the umbrella at the far end.'

"After rotating into a backward outside edge back spin, it's important for skaters to find their balance over their right hips or their rotating axis, extending their right arms to the side and left arms in front. They should try to balance on the balls of their feet or where their toes meet their feet. As they start pulling in their free legs and their arms over to the right side of their bodies, they will feel the centrifugal force they are creating and will spin very fast. The goal is to try to create small circles on top of each other.

"Tips:

1. Practice, practice, practice.
2. Practice lifting left leg up and check back as exiting into a landing position.
3. Squeeze stomach muscles to the spine and don't lean forward or arch backward.
4. Try not to control the spin — relax.
5. Additional entry options are from a back inside pivot, two feet, or crossing free foot over and gently dragging toe pick along the ice."

Coach 4:

"Have skaters glide around the circle on back outside edge. Arms and hands should be slightly inside the circle with elbows down, hands 6 to 8 inches from the body and free leg in 'h' position over tracing of circle. As skaters get balanced, free leg can come in closer for back-scratch position.

"Once they can control their shoulders and body position, I have them keep the same position, holding arms tight while holding my hand. I will curl them in to a tighter, deeper circle until almost spinning; if still balanced, I will pull slightly and let go so they are spinning."

Coach 5:

"For back-scratch spin, I have a few pointers. First, I have the skater do a backward one-foot glide with the free foot in the back-scratch position. Then we discuss what edge a back spin is performed on (back outside edge or little toe side of the blade). We also practice, on the wall, the hip-snapping action that will take place when we arrive at the spinning leg toe pick for the three-turn. Then we use one of the hockey lines to do the forward inside edge, paying attention to the fact that the circle diminishes in size before the three-turn (we often times discuss that the standing leg toe pick must be pointed back to the line on the wall that is associated with the hockey line in order for the circle to diminish in size).

"Once we have hit the three-turn and snapped the hip, we work on balancing first with the free hip up and the arms over the spinning hip. Sometimes I use a stick, and the skater will hold the stick with both hands and push it down toward the spinning hip when they snap, so they learn to balance over that side of the body. Once they have mastered that, we discuss pulling the free leg in so that the free foot touches the spinning leg's knee and then pushing the free foot down with a flexed foot. The knees should be pointing in the same direction and they should squeeze the arms and legs in toward the spinning hip."



>> Teaching the Walley

Coach 1:

"I find it helpful to use two-foot single-rotation jumps from backward power wiggles. I then teach a half walley from power pulls. Skater jumps from one foot gliding backward to the same foot gliding forward and immediately jumps backward to original start.

"I also teach skaters to think of jumping over a line. I find that rhythm is the key."

Coach 2:

"Using a hockey line, instruct skaters to start with power pulls moving back and forth on the line. Explain that the walley will jump from one side to the other depending on the direction of their rotation.

"Have skaters practice jumping from the inside edge of the skating foot, tapping their feet together in the air while jumping to the other side of the line. Landing position is unimportant at this point. Practice having your students bring their skating arms across their belly buttons with elbows up and trying to touch their free side shoulders.

"Next, teach the pivoting of the hips to create the rotation. A good way to do this is from a two-foot backward glide. Have your skaters jump from both feet turning their hips for one rotation and landing back on two feet. Watch for good posture. No breaking forward at the hips. Start at a slow speed and increase both speed and quickness as they improve.

"Your students are now ready to start their walleys. Begin at the end of the rink and have them repeat all previous exercises. Next, instruct them to jump from a quick back-power pull. They must keep trying them all the way down the length of the ice without stopping. The walley is very much a rhythm jump. In the beginning, they will not be successful at the first couple in the sequence. They may have to try three, four or even five in a row to get a successful one.

"As your skaters continue to perfect their techniques, they should be able to do continuous walleys in a row all the way down the length of the ice. Have them only use one quick power pull in between each jump."

Coach 3:

"Exercise for jumping off inside edge: Start with back power pulls, jumping off inside edge, landing on outside edge.

"Exercise for jumping off inside edge and getting quick hip rotation: Standing still, balance on jumping foot (with ankle and knee bent, pressing to inside edge). Free leg will be back and resting on inside toe pick. Bend jumping knee, jump and pull in to four little rotating hops (1/4 turn on each; in back-scratch position). On last hop, check out to landing position.

"Then do first power pull jump with no rotation; then try to rotate the second jump."

Coach 4:

"We practice a lot of swizzles and power pulls, feeling the inside edges, and then discuss that walley jumps take off of an inside edge.

"We also practice a lot of 1/2 walley jumps before attempting the whole walley.

"Sometimes when a skater is struggling with the whole walley and crunching their body in the air, I have the skater stretch their arms above their head during the rotation. This has helped with air position and jumping up, not around." ISI

**Soar to New Heights at
ISI Winter Classic**

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

ISI
ICE SPORTS INDUSTRY

El Segundo
2019
ISI WINTER CLASSIC

Come One, Come All to ISI World Recreational Team Championships



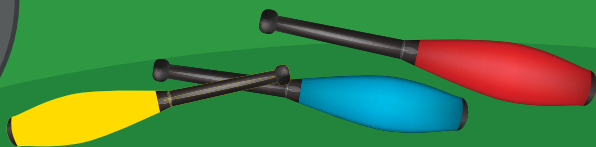
July 22-27

St. Peters Rec-Plex

St. Peters, MO

Test & Entry Deadline: May 1

skateisi.org





by Mary Sullivan

Skating Director Shares Rewards of Bringing a Team to an ISI National Event

by Mary Sullivan

FOR MOST OF our Winterland Skating School skaters, the ISI World Recreational Team Championships, held July 23-28 at New England Sports Center in Marlborough, Mass., was their first experience at an ISI national event. They competed individually and in multiple team events, including Pattern, Team Compulsory, Theatre Production, Ensemble and Synchro. It was a fantastic, rewarding week for the coaches, parents and skaters!

On our journey preparing for Worlds, we reaped many rewards. Our skaters from various levels collaborated in both small and large groups and in couple events. Working together, learning routines while preparing for the competition, helped strengthen existing friendships and nurture new friendships. Practices were a great way to bring together skaters who share common goals and passions. They were encouraged to set goals for their individual events and practiced more than usual. Our ice time was filled with enthusiasm in anticipation of ISI Worlds.

Volunteer efforts at the competition provided a great opportunity for our parents (and skaters) to feel included in the competition process and experience the energy and excitement



As a director and coach, I believe that bringing skaters to an ISI national event helps facilitate the culture that Winterland strives to achieve — teamwork, kindness toward others, good sportsmanship, making new friends, dedication and having fun!

of Worlds. For one parent, the highlight of the week was watching the Winterland team cheer on their friends as well as other competitors. Having her daughter compete at Worlds heightened her perspective of just how universal the love of ice skating is around the world.

Coaches juggled putting 61 skaters on the ice and completing judging assignments, working together to ensure all skater's needs were met. Teamwork is a priority for our organization, and ISI Worlds was an opportunity for our teamwork to shine!

With only a 90-minute commute to the rink, travel was uncomplicated. We planned an overnight the day before team/production numbers, when most of the skaters would be competing. The overnight provided an opportunity for parents to socialize and for skaters to deepen their bonds and foster team spirit and camaraderie.

As a director and coach, I believe that bringing skaters to an ISI national event helps facilitate the culture that Winterland strives to achieve — teamwork, kindness toward others, good sportsmanship, making new friends, dedication and having fun!

“Amazing,” “Awesome,” and “Fun” were just a few of the words used by our skaters to describe their experiences. Meeting skaters from across the nation and around the world was an incredible memory for them and one they (and their parents) will share with new skaters entering our program. Our young team made lifelong memories, and we look forward to another ISI national event.

Mary Sullivan is the owner and director of Winterland Skating School in Rockland, Mass.

Palm Springs

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May 22–May 25, 2019

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ISI Seminars Bring Free Education to Members



AS PART OF our commitment to making educational programming more affordable and accessible, we presented a free “Super Seminar East” for coaches and managers/operators from 8 a.m. to 3:30 p.m. Sept. 12 at the RMU Island Sports Center in Pittsburgh, Pa. Fifty attendees, representing 17 rinks, participated in the educational event held in conjunction with ISI University (ISIU).

During the operators/managers session ISI President Rob McBride, founder and president of FMC Ice Sports, discussed “Energy Efficiency through Maintenance Best Practices,” providing an overview of the critical impact that maintenance has on ice arena equipment operating costs and the best practices to reduce inefficiency and equipment failures. McBride also presented on “Utilizing Technology to Improve Operations and Energy Efficiency in Ice Arenas.” The session focused on building automation technology with real-life examples of the impact a well-designed integrated system can have on an arena.

Zamboni Regional Sales Manager Doug Peters led a hands-on session on resurfacer maintenance, providing instruction on how to safely operate an ice resurfacer, better train employees on the safe operation of the vehicle and how to achieve maximum performance of this critical piece of equipment.

ISI Second Vice President Lisa Fedick, owner of Wonderland Ice Associates in Bridgeport, Conn., shared her expertise on cultivating a customer-service-oriented team, trained to exceed customers’ expectations.

Two-time Olympian and 1981 World silver medalist David Santee, skating director of Oakton Ice Arena, instructed coaches

on jump and spin technique and offered additional “School of Dave” tips. He also teamed up with Fedick to offer insight on how coaches can use both the ISI Ice Skating program and the U.S. Figure Skating program, creating an environment in which skaters can move freely between ISI and U.S. Figure Skating events and testing, resulting in additional activity for the rink and skating club programs.

INSTRUCTORS SEMINAR

On Sept. 28, we hosted an ISI Instructors Seminar from 8 a.m. to 2:30 p.m. at St. Peters Rec-Plex in St. Peters, Mo. Thirty coaches from seven District 9 area facilities came to network and enhance their education as skating professionals.

A highlight of the event included on- and off-ice choreography and edges sessions led by choreographer and professional skater Kelly Corcoran Smith, a U.S. Figure Skating gold medalist in moves in the field, freestyle and dance.

ISI Skating Programs & National Events Director Kim Hansen provided an overview of the 2018 ISI Rule Revisions (test and competition updates) and the 2019 World Recreational Team Championships, scheduled July 22-27 at St. Peters Rec-Plex.

ISI Managing Director Liz Mangelsdorf presented on customer service and skater retention and together with Hansen provided insight on how facilities can use both the ISI Ice Skating program and the U.S. Figure Skating program to retain skaters and achieve success for skaters of all ages and abilities.

For more information on our free seminars, please contact Liz@skateisi.org.

ATTENDEE FEEDBACK – SUPER SEMINAR EAST

I just wanted to thank you for bringing the ISI seminar to Pittsburgh! When I got to the rink to teach, the coaches were buzzing about everything that was covered at the event. I will be reporting the seminar information to several of the managers that missed the event this weekend. You did a terrific job!"

Bob Mock, Skating Director, Ice & Blades of Western Pennsylvania Inc.

Thank you so much for putting this together! What a great job, and yes, I always take something away from seminars (even after 40 years of coaching). This was particularly fun, because I saw a lot of skating friends I haven't seen for a while, and we actually had time to talk. Many thanks again."

Sharon Brooks

Thank you for the great seminar. I'm glad to see the direction ISI is going in, and I look forward to learning and becoming more involved in your programs. Please let me know if there is anything I can do to be helpful!"

Mindy Ulyas, Center Ice Arena, Delmont Pa.

Thank you for all you did for us this past Wednesday and what you do every day to make ISI the great organization it is! I always walk away learning something new and appreciate the level of experience our speaker had."

Trudy Ivory, City of Greensburg Recreation Department, Facility Manager, Nevin Arena/Veterans' Memorial Pool, Lynch Field Complex

I just wanted to send a quick note to say thank you for the great seminar today! It was so nice to have something so close!"

Alexis Cunningham-Capouellez, Skating Director, 1st Summit Arena, North Central Recreation Center, Johnstown, Pa.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION

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Calendar

ISI-Endorsed Competitions and Shows & Exhibitions

Deadline for the next EDGE calendar: Dec. 1. For updates, see skateisi.org (Events).

COMPETITIONS

2018

NOVEMBER

17-18 **New Ulm MN**

New Ulm Civic Center
Fall Festival Invitational

17-18 **Lakewood CA**

The Rinks – Lakewood ICE
22nd Annual ISI Open Competition

17-18 **Findlay OH**

The Cube – Findlay Sportsplex
2018 ISI Flag City Open Team Competition:
“Flip” on Over for Our Fall Classic

18..... **Centennial CO**

South Suburban Ice Arena
23rd Annual Winterfest ISI Competition

30 – Dec 2..... **White Bear Lake MN**

White Bear Lake Sports Center
White Bear Lake Holiday Open

DECEMBER

1..... **Marlborough MA**

FMC Ice Sports Navin Arena
2018 Icicle Invitational

1-2 **Panorama City CA**

Valley Edge Skating School
3rd Holiday Showdown

7-9 **Northbrook IL**

Northbrook Sports Center
Northbrook Park District Winter Welcome

7-9 **Eagle River AK**

Harry J McDonald Memorial Center
Holiday on Ice

28 **Rolling Meadows IL**

Rolling Meadows Park District West
Meadows
Frost Fest 2018-19

2019

JANUARY

3-6..... **Mamaroneck NY**

Riverdale Ice
50th Annual ISI Lake Placid Championships

5-6 **Brookings MN**

Larson Ice Center
Prairie Polar Blast

18-20..... **Luverne MN**

Blue Mound Ice Arena
Ice Crystal Classic

19-20..... **Centennial CO**

Family Sports Center
Family Sports Center ISI Competition

19-20..... **Bensenville IL**

Edge Ice Arena
Mardi Gras Competition

19-20..... **Westland MI**

Mike Modano Ice Arena
Wonders of the World

27 **Englewood NJ**

Englewood Field Club
Winter Invitational

FEBRUARY

1-3..... **Blaine MN**

Schwan Super Rink – NSC
Frosty Blades 2019

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

17..... **Youngstown OH**

Covelli Center
All American Challenge Cup



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

MARCH

9-10..... **Park Ridge IL**

Oakton Ice Arena
Ice Breaker Classic

9-10..... **Natick MA**

FMC Ice Sports William Chase Arena
48th Annual ISI Competition

15-17 **Bensenville IL**

The Edge Ice Arena
ISI District 8 Championships

22-24 **Owensboro KY**

City of Owensboro Edge Ice Center
8th Annual Living on The Edge

APRIL



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



April 13

MAY

3-5.....Knoxville TN
Ice Chalet
The 50th Annual Robert Unger ISI
Competition

17-19.....Concord MA
Valley Sports Arena
17th 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

SHOWS & EXHIBITIONS

2018

TBD.....Bakersfield CA
Valley Children’s Ice Center of Bakersfield
Home for the Holidays on Ice Extravaganza

NOVEMBER

6-Jan 10.....San Francisco CA
Yerba Buena Ice Skating Center
Holiday Performance Troupe

9.....Montgomery AL
K Lynn Skating School
“Santa Arrival on Ice”

23-Dec 22.....Dallas TX
Galleria Dallas Ice Skating Center
Grand Tree Lighting Celebration

DECEMBER

1-2.....Franklin Park IL
Franklin Park Ice Arena
2018 Holiday Recital

5-9.....Knoxville TN
Ice Chalet
31st Annual Nutcracker on Ice

8.....Tacoma WA
Sprinker Recreation Center
Snowflake Skate

8.....Fremont CA
Solar 4 America Ice Fremont
Skate a Holiday Present

9.....Valencia CA
Ice Station Valencia
All Wrapped Up - 2018 Holiday Show

12.....Honolulu HI
Ice Palace Hawaii
My Favorite Things

14.....Fairfax VA
Fairfax Ice Arena
Fairfax Ice Arena Winter Holiday Ice Show

14 -15.....San Francisco CA
Yerba Buena Ice Skating Center
Tis the Season

15.....Arlington TX
ICE at The Parks
Holiday at The Parks

15.....Eagle River AK
Harry J McDonald Memorial Center
A Disney Christmas Spectacular On Ice

15.....El Segundo CA
Toyota Sports Center
Once Upon a Winter’s Dream Holiday Show

15.....San Jose CA
Solar 4 America Ice San Jose
Skate a Holiday Present

16.....Johnstown PA
1st Summit Arena
Festival of Christmas

16.....Roseville CA
Skatetown
Season Salute on Ice

2019

MAY

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

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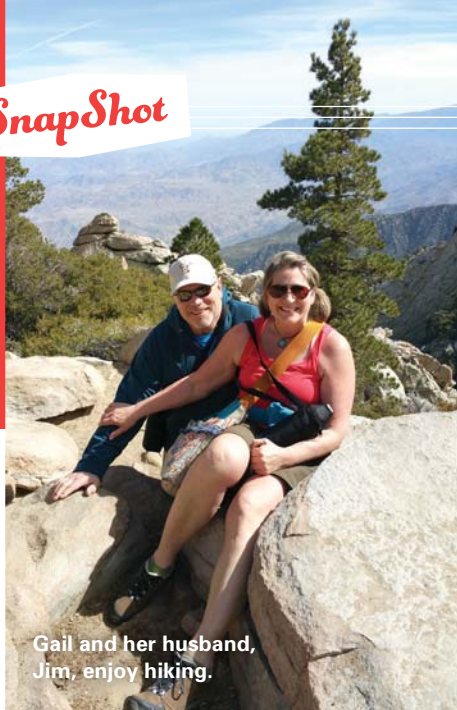
SKATING SCHOOL COORDINATOR

The City of Eagan (Minnesota) is hiring a Skating School Coordinator!

This position is responsible for coordinating and supervising a variety of skating programs including the Ice Sports Industry (ISI) Learn to Skate School, synchronized and team compulsory groups, and the annual ice show. Position is benefit eligible. <https://www.jobsinminneapolis.com/j/33864894>

FREE CLASSIFIED EMPLOYMENT ADVERTISING FOR ISI MEMBERS!

Call Carol Jackson at
(972) 735-8800,
fax to (972) 735-8815
or send email to
cjackson@skateisi.org.



Gail and her husband, Jim, enjoy hiking.

GAIL BECKER

Co-owner of Becker Arena Products Inc.
Shakopee, Minn.

“These projects include new construction and renovation of existing facility projects. Beyond the boards, we furnish rinks with protective flooring, bleacher and benching products for locker rooms, ice maintenance products and other new or used operational equipment. What sets us apart is our 30 years of service to the ice rink industry, our Sourcewell contract that allows for additional savings to government/non-profits and our full-service used equipment division.”

Benefit of Being an ISI Member

“The ISI helps put us out in front of potential and current customers through the annual conference and trade show, social media and the magazines. The ISI has always been a good resource for us as they are for everyone else. In the past, members of our company have had the pleasure of working with the board and teaching classes at conference. It is a good partnership.

“I have to mention what a pleasure it was finally meeting Carol Jackson. Carol and I have been corresponding for *I don't know how many years* setting up our advertising contracts and trade shows! I don't work the shows any longer, but in 2017 when the conference was in Bloomington, I was able to get there (it was less than a 30-minute drive) to meet Carol in person — that was fun!”

Gratitude

“The hardest thing for me is leaving work at work. I think our kids will tell you that when growing up, many dinners included conversation about work and/or the business — and come to think of it, that still goes on especially because all three of our kids (Chad, Tracy and Lindsay) have been involved in the business now for many years, two currently full time).



Gail's photography earned a second-place ribbon at a county fair.

“I must say, I am truly grateful for all the opportunities this business (and co-workers) have given me, meaning, I have always been able to leave work and take care of family — that's a biggie.”

“Jim and I have been able to travel to places in and out of the United States we probably would not have gone to otherwise. We have a cabin on a small lake in Northern Minnesota, where we can work remotely if we choose or exercise our ‘no work talk zone.’”

Favorite Activities

Hiking, biking, family get-togethers, photography and spending time with my grandchildren: Emma, 15; Mason, 13; Braden, 5; and Connor, 8 months.

“I enter a photo contest every year in the Carver County Fair; in 2017, I got second place, but it was my favorite entry so far.”

Little Known Facts About Gail

“I am a bit of a homebody. I love to learn and create, and I am looking forward to retirement someday. We have a rescue dog, Coco, who keeps us busy and brings us great joy.”



Coco keeps Gail busy!

Background

Gail has been responsible for the advertising and marketing of Becker Arena Products, Inc. on and off for the past 30 years. (The company celebrated its 30th anniversary in December 2017.)

“My husband, Jim, started the company in December 1988; I came on board one year later. The name of our company at that time was Becker and Associates — I was his first associate. Over the years, I helped set up our accounting, CRM, website and human resources practices. During the early years, I would take orders, ship products, send the invoices, manage inventory and keep the books *in which none of these were my area of expertise or training*, especially once we started manufacturing. My background was in customer service — that was my strength. So, as we grew we hired people who did have the skills to manage the other departments. Today, I focus on the advertising and marketing, supporting Jim and the Leader Team.”

Company Purpose

Manufacturer of dasher boards and other ice rink products for indoor and outdoor facilities and parks.

“We work on public and private projects, with architects, contractors, rink owners and operators.

“Our portfolio of projects includes small and large venue ice rinks, recreational skating rinks as well as training facilities.

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

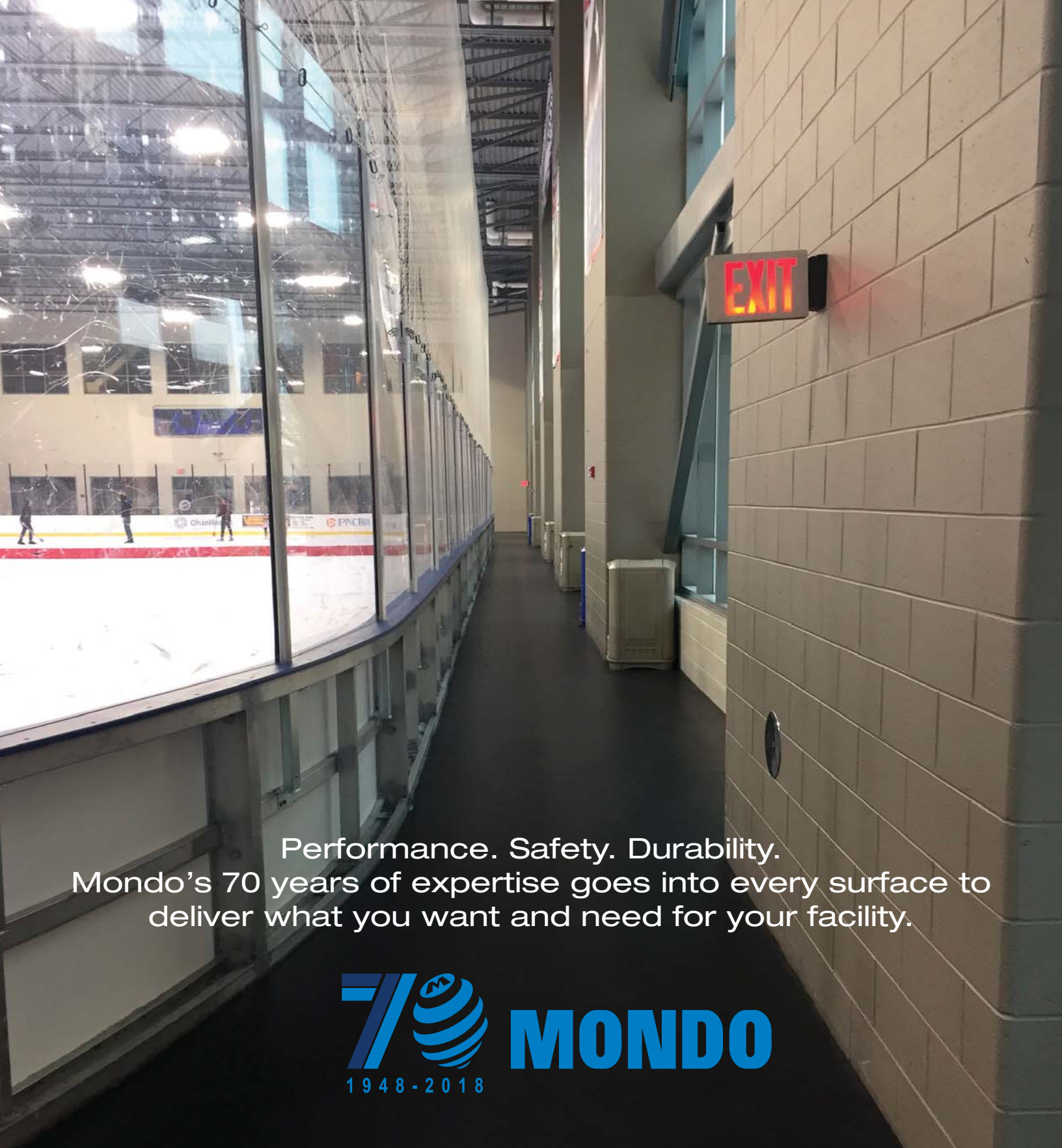


ISI Holiday Challenge

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



For details, visit skateisi.org



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