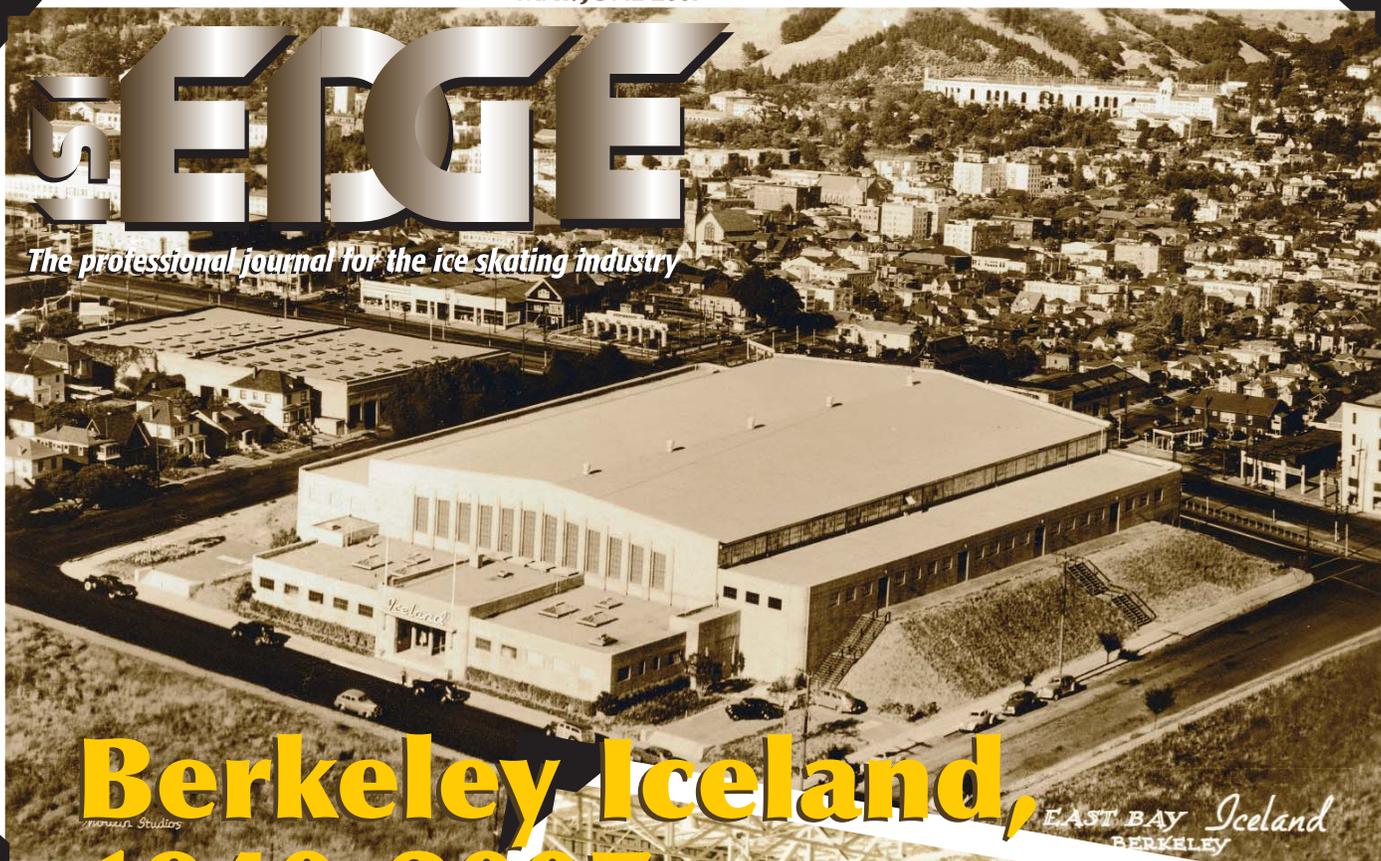


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THE EDGE

The professional journal for the ice skating industry

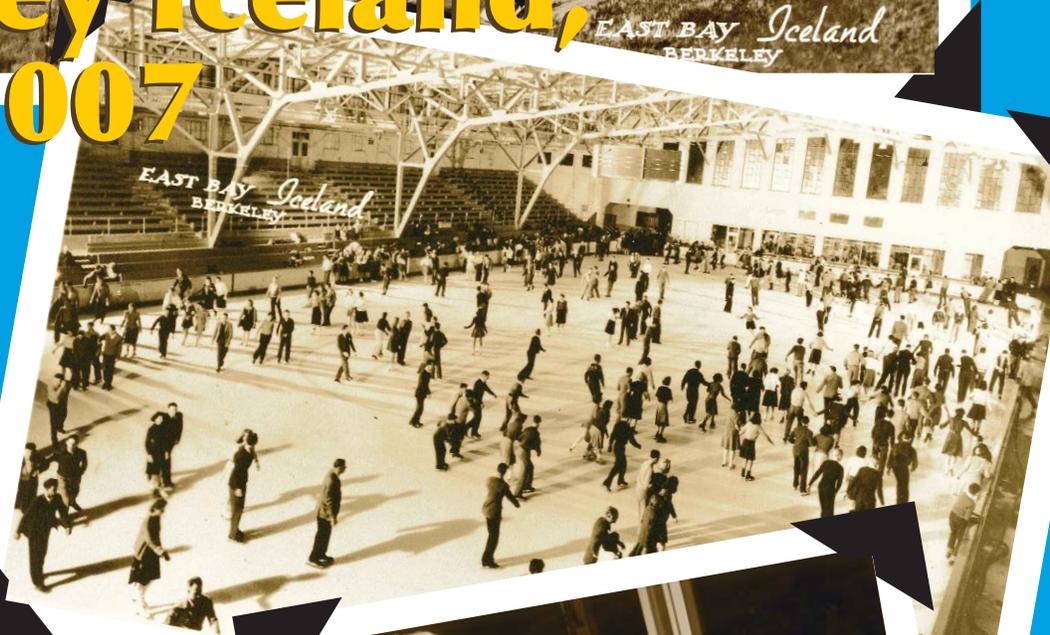


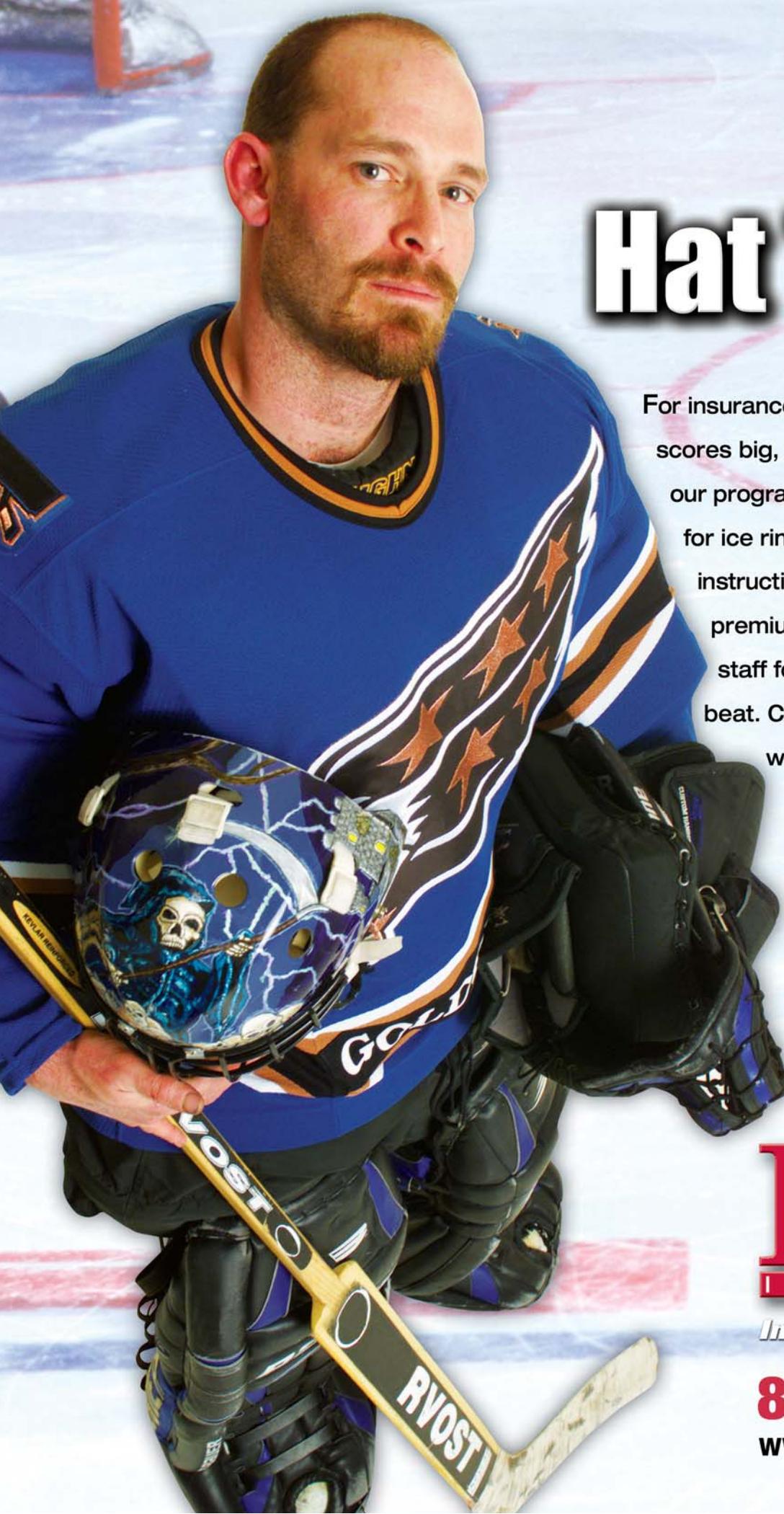
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The ISI EDGE (USPS 017-078, ISSN 1522-4651) is published bimonthly; January/February, March/April, May/June, July/August, September/October, November/December; by the Ice Skating Institute, 17120 N. Dallas Pkwy., Ste. 140, Dallas, TX 75248-1187. Annual Subscription Rate is \$24.00 per year. Periodicals postage paid at Dallas, TX, and at additional mailing offices.

POSTMASTER NOTE: Send address changes to ISI EDGE, c/o The Ice Skating Institute, 17120 N. Dallas Pkwy., Ste. 140, Dallas, TX, 75248-1187. Printed in the U.S.A.

Subscriptions available through membership only.

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(Top and middle) Berkeley Iceland was a West Coast ice skating destination for 67 years. (Bottom) Iceland organist Hazel Harris provided live entertainment from above Iceland's skating surface. Cover story, page 24

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CROSSCUTS

announcements

Selma Filipovic joins ISI as marketing/graphic design coordinator

DALLAS — Selma Filipovic has joined the Ice Skating Institute as marketing and graphic design coordinator. She has more than 10 years of experience in print design and production, as well as background in Web design, for companies of all sizes in a variety of industries. Her responsibilities at ISI include coordinating marketing efforts, developing concepts, designing layouts and producing collateral materials and promotional campaigns.

Hartnett launches EIS Rinks consultancy

SYRACUSE, N.Y. — Jim Hartnett has announced the formation of EIS Rinks LLC, a consulting business serving the ice arena industry. "EIS" represents evaluation, interpretation and selection — the key services the new consultancy offers. Hartnett has 30 years of experience in all facets of the industry, and is president of the ISI board of directors.



Jim Hartnett

Rink Management Services acquires Huron Hockey

MECHANICSVILLE, Va. — Rink Management Services Corp. has acquired Huron Hockey Schools and Huron Hockey Canada. Paul O'Dacre will remain with the company as head of the division. Huron Hockey was founded in 1970 by hockey legend Ron Mason, former NHL coach Bill Mahoney and former Boston University All American Brian Gilmour. Since then, Huron has conducted more than 3,450 camps worldwide and hosted in excess of 300,000 hockey players. More than 700 NHL players went through the Huron system and more than 150 NHL coaches are Huron graduates.

Documentary chronicles youth hockey experience

A new DVD documentary about the youth hockey experience is winning positive reviews for its hockey scenes as well as its message to athletes and parents. *In the Crease* follows the Bantam AAA California Wave during the final month of their season leading up to the national tournament. In addition to telling the story from the perspective of the 14-year-old players and their families, the film also includes interviews with professional players. The trailer for the Stickmen Pictures production can be seen at InTheCreaseMovie.com.

Sport Systems Unlimited and Athletica form strategic alliance

WATERLOO, Ontario — Premier Rinks of Minneapolis, which does business under the well-known Athletica brand name, will be the marketing partner for Sport Systems Unlimited ice hockey, inline hockey and Infinity soccer board systems and products in the United States. The two companies remain separate corporate entities working together to meet industry needs and reach customers through combined product offerings.

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Ice Rinks Demand Specialized Refrigeration Systems

by Michael Moncilovich and Jack Hicks

The unique cooling requirements of an ice rink demand a refrigeration system specially designed to operate effectively over a wide range of conditions. To accomplish this, a system should be designed to incorporate proper compressor sequencing, floating head pressure, variable flow design and remote monitoring.

It is commonplace for ice rink engineers and contractors to select packaged chiller systems that are designed primarily for the comfort cooling application rather than for the needs of an ice rink. Standardization and mass production reduce the purchase cost and lead time for these systems, making them appear an attractive budget option.

This standard equipment has inherent inefficiencies when used in the ice rink application that lead to higher operating costs and less capability to produce the ideal ice condition for your skaters. When the total cost of

ownership (purchase price, operating cost and maintenance) is considered, these systems are actually the more expensive choice.

Fortunately, there are affordable alternatives to these standard systems. A number of major ice rink manufacturers are offering refrigeration plants produced specifically for ice rinks. They incorporate design that dramatically improves energy efficiency and ice temperature control.

Some examples of specialized design that you should be looking for in a system include:

Compressor sequencing and unloading

Compressors consume the majority of energy in the refrigeration system. Their design and control will have a major impact on the system operating cost.

Two factors primarily impact compressor energy consumption. First, it

takes significantly more capacity to make ice than it does to maintain it. This is due to what is commonly referred to as "latent heat of fusion," which is necessary to change a mass of liquid into a solid. Second, the large horsepower requirement of this type of equipment results in a very high electrical current in-rush on starting. To protect motors and contactors from overheating and also keep the peak electric demand rate as low as possible, starts per hour must be kept to a minimum.

There are only two ways to limit starts per hour. The most common way is by incrementally unloading cylinders in the compressor to match its capacity to the cooling requirement. The unloaded compressor produces less cooling and reduces motor horsepower. Unloading solves the problem of multiple starts, but this type of operation falls far short of being efficient. The fact is, the most efficient operating range of any electric motor is either 100 percent loaded or shut off. It would then follow that anything in between would be less efficient.

A solution to this dilemma is to install multiple smaller compressors in place of large compressors. For instance, in a single ice surface system, if we install four 50 hp compressors instead of two 100 hp units, we not only dramatically cut down on the in-rush current associated with starting but also gain the ability to operate under four individual stages of capacity to eliminate unloading altogether. This design permits the operation of any or all compressors at either 100 percent loaded or shut off until load conditions change.

A properly designed system will have the capacity needed to make ice and provide full standby capacity for maintaining the temperature. This should be accomplished without an energy-efficiency penalty.



Floating head pressure

Compressor discharge pressure is a function of the outside air temperature. The warmer it is, the higher the pressure. Higher discharge pressure equates to higher energy consumption. Most refrigeration systems, especially air-conditioning, operate little, if at all, during cold temperatures. They don't need to be designed to take advantage of energy efficiencies available in these conditions.

An ice rink chiller runs all winter long and should incorporate design to improve efficiency during these periods. The design should maintain the suction (low) pressure while lowering the discharge (high) pressure of the system. This reduces the pressure lift and energy required while at the same time increasing the cooling capacity of the compressor. We have learned that, with the proper equipment and controls, we can effectively lower the discharge pressure to reduce the mechanical work of refrigerant compression. This process is known as floating the head pressure.

Variable flow

As noted previously, the refrigeration system requires only 50 percent or less of its capacity to maintain ice — something

unique to ice rinks. If your chiller doesn't need to operate at full speed all the time, why should your brine pump? In a standard chiller design, the brine pump is usually running at full capacity even if the compressors are running in an unloaded condition. This is yet another drain on energy efficiency.

A chiller with variable flow capability modulates the brine flow to match the capacity needs of the chiller, providing only at the flow necessary to get the job done in the most energy-efficient manner possible.

For example, Roustan's TurboChiller technology features four individual brine pumps located on a compact pre-built skid to achieve the variable flow. The pumps are staged to vary the flow in relation to cooling need. Depending on the building and geographic location, this equipment would operate on stage one or two at least 75 percent of the time and provide for 100 percent standby capacity.

Remote monitoring

You should expect specialized rink refrigeration to incorporate a control system designed not only for the needs of an ice rink, but also for an ice rink manager. It

should report information in a user-friendly, customized format, using ice rink terminology. A scheduler should be incorporated that looks like the one you use to manage your rink — to allow you to tell the chiller what activities you have planned, so it can optimize the ice conditions for that use.

Because energy usage is often the second-largest expense to ice rink operators, we can and must design equipment that will provide the maximum capacity in tons of refrigeration in relation to the electricity consumed. If we can do this as an industry, we will not only succeed in rink operation and management, but also contribute to the reduction of global warming.

This is why, if energy efficiency and energy savings are important considerations for you, it is critical that your equipment has been specifically designed for building and maintaining ice versus simply using a chiller that has been modified from the comfort cooling application.

Michael Moncilovich is director of engineering and Jack Hicks is director of project management/service for Roustan United Arena Solutions Team.

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Hockey Skate Contouring

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Skate contouring is a precision system of shaping skates to the individual specifications of each skater. Accurate positioning of the balance point on the blade provides maximum stability and maneuverability.

Contouring involves centering a skate for the proper lie and radius. The lie positions the body weight, which is important to the start of the skater's thrust position. The correct lie ensures that the skater will start the thrust from his proper balance point. As the semi-circle is completed, the leg is extended and the thrust travels down the blade. The correct lie controls the stress on the knee and the amount of knee bend, which is the key to controlling muscle fatigue.

The contour, or curvature, of the blade will control the speed and lateral movement.

Skate blades originally were simply a strip of iron lashed to a boot. As skating gained in popularity, better quality skates were made to meet the needs of the serious skater.

Today skate blades are "rockered"; that is, a radius is ground onto the blade to allow for the natural movement of the leg. This has resulted in increased maneuverability, stability and speed.

But it is not sufficient to just rock the blade. The radius must be of proper dimension, and more important, it must be transferred to the blade in a manner that gives maxi-

mum control to the skater while minimizing muscle fatigue.

This is the concept behind contouring. The radius affects the amount of blade that touches the ice. With less blade on the ice, it is easier to pivot. But it is important not to take off too much blade because less blade on the ice reduces stability. The proper radius is a happy medium between maneuverability and stability.

Actually, there are three radii ground onto the skate blade, each of a different dimension. The center radius is the working radius, where most of the skating is done, and strikes a balance between maneuverability and stability. The front radius must be large enough to give that final push at the end of each leg thrust, and yet small enough to allow proper flex of the knees for quick starts. Too large of a back radius results in turns that are not as quick or sharp; too small of a radius increases the time it takes to come out of a turn.

The lie of the blade affects the posture of the skater. When a skater is standing erectly, he should be directly on the high point of the radius, balanced between falling forward or backward. Moving the point of the radius back toward the heel and pitching the radius slightly forces the ankles and knees to bend. If the high point is moved too far back, the skater is constantly falling forward, which results in undue muscle strain. Moving the high point forward forces the legs to lock into a rigid position. The forward lie pitches the skater forward slightly, but what is lost in muscle fatigue is gained in lateral movement. The defensive lie moves the high point back just enough to bend the knees and ankles while keeping the skater as balanced as possible. This enables a defenseman to smoothly and easily switch between forward and backward skating.

The contouring system uses the concepts of radius and lie to give today's skaters a keener edge by increasing maneuverability and stability, balancing the skater and reducing muscle fatigue.

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Be Aware Predators are everywhere — including ice arenas

by Bob Hayden

Many years ago, when I was a Boston police patrolman, I regularly worked a detail at the Greyhound bus terminal in Boston's Park Square. One night when I was on duty, a frantic young mother rushed toward me with fear and panic in her eyes. She told me that she had let her 9-year-old son go into the men's room by himself 15 minutes earlier, and he had not yet returned.

I ran into the men's room and scanned each of the stalls looking for little feet, and saw none. One stall, however, caught my attention, because placed directly between two adult feet was a shopping bag. I saw the shopping bag move, and I realized that the little boy I was looking for was being forced to stand inside the bag. Fortunately, the terrified little boy was unharmed, and the man was arrested.

This incident really woke me up. I was a veteran police officer who thought I had seen it all, and yet for the first time, I realized just how devious and dangerous the men who stalk our kids really are. They are resourceful and cunning. They gravitate toward any public or recreational facility where there are lots of children.

Recently an incident in a Boston-area ice arena was reported in the local newspapers. A predator had staked out the arena's men's room and targeted a young boy. The man was arrested after a violent struggle with two adult brothers who observed his suspicious behavior and had the

Continued on page 12

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courage to intervene. It is a sure bet that this man had visited this rink many times unnoticed while planning his crime.

It is also likely that a predator has visited your facility and has gone unnoticed there, as well.

Spotting predators

Some common characteristics can be used to identify most child predators:

- They are adult males.
- They act alone.
- They have difficulty communicating with other adults.
- They stand or sit alone.
- They wear clothing that may be inappropriate or different from the baseline group at the activity.
- They avoid authority figures.
- They avoid eye contact.
- They stand at the periphery of children's activities.
- They avoid other adults. They pace the perimeter of the area of children's activities.
- They display no typical interest in the activity that the rest of the people are there for.
- They have an emotionless or blank expression on their face.
- They stare intently at children.

- They take pictures of children.
- When they are being observed, they dissipate stress with exaggerated and awkward behaviors such as repetitively touching their face, practicing grooming gestures, yawning or whistling, moving their legs nervously, pacing or suddenly shifting their attention away from the children to a wrist watch, book or cell phone.

What to do

Every ice arena manager should visit with the local police chief and ask the chief to arrange a meeting with the patrol officer whose sector includes the facility. This meeting should take place at the arena during the officer's tour of duty.

The manager should request and expect regular visits from the local police department. This is called community policing, and it will result in a partnership between the police department and the facility. A uniformed police officer walking through your rink with a marked cruiser parked in your lot will be very effective in dissuading predators.

Rink managers should develop a plan for exactly what to do if they

become aware of a possible predator in their facility. Ideally, the plan should indicate the duties and responsibilities of every rink employee. Once the plan is formulated and understood, it should be tested and retested until everyone knows his or her role. Is it necessary to call the police? If so, who makes the call? Has the manager been notified? Is someone checking the boys' and girls' restrooms? Is someone keeping the suspicious person under observation? Is someone looking around the parking lot? Are all the kids OK and accounted for?

It is the responsibility of every staff member, coach and parent to make our children's environment as safe from predators as possible. It means that we have to look up, be aware and not be afraid to get involved. After all, we are the good guys. And the good guys don't like people who bother kids.

Bob Hayden is the assistant general manager of the safety department for the Massachusetts Bay Transit Authority. His past positions include: deputy superintendent of the Boston Police Department; chief of police in Lawrence, Mass.; and undersecretary of public safety for the Commonwealth of Massachusetts.

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Show Off Your Toddlers

How to include tots in your annual ISI exhibition

by Bethel Swift

You work all year to get those “little darlings” (a.k.a. the youngsters that make up your toddler-level classes) to master just a few basic skills. It’s not too early to start thinking about what — besides giggles and spills — your tots might contribute to your next ice show.

Here are a few ways you can safely and happily include tot-level skaters in your arena’s annual ISI exhibition:

Make the experience fun

Keep tots occupied with coloring books, games and puzzles. Let them play in another room so they don’t distract from the show.

When it is their turn to perform, help them line up and step onto the ice. Trains are not a good idea, advises Mary Hensley, figure skating coordinator at the Oak Lawn Ice Arena. “One down, all down,” she warns.

Give your beginners about a minute to make their entrances and exits, and about two minutes to perform.

Jennifer Ward, skating director at McFetridge Sports Center, says she always schedules her tots in the first half of the program, so their parents don’t have to keep them up too late.

Have older skaters lead tots

Hensley suggests one helper for every four or five little ones. In addition to holding hands with unsteady skaters, the presence of an older skater or two also helps youngsters get into their positions faster and gives them a leader to look to if they forget their choreography.

Skating director Barbara Foltz, who has been in charge of the Downers Grove Ice Arena’s annual ice show for 22 years, says it is important to make sure that your helpers don’t distract from the tots’ theme, but accentuate it.

Use age-appropriate music

Choose music that 3- to 5-year-olds are familiar with, either from home, preschool or television. Hensley sug-

gests “something Disney-ish that will keep their attention.”

Ward agrees; last year, tots at McFetridge performed to the “Siamese Cats” song from Disney’s *Lady and the Tramp*.

Action songs also work well and make it easy for tots to remember their choreography. Hensley used “Walking on Sunshine” one year and found that it worked well with the basic skills of walking, marching and swizzles. “Hokey Pokey,” “Do Your Ears Hang Low?” or even theme songs from television shows like *Blues Clues* are all good choices.

Use a musical intro while tots are skating into their positions and try to keep choreography to a minimum until they are at center ice. Remember, your tots are just trying to remember how to come to a stop; anything more than a wave and a smile could be overwhelming.

Choose cute costumes

You can have the most fun with tot costumes. Preschoolers love dressing up and you’ll be hard

pressed to find something they can’t pull off.

“Make them as cute as possible,” Foltz says. “You want them to steal the show.” One year, she had her tots perform to *Sesame Street*’s “Fuzzy in Blue.” A higher-level skater, doubling as a helper and step-out skater, performed as Cookie Monster with the tots dressed as *Sesame Street* characters.

Ward recommends choosing outfits that are colorful, but not too complicated — something that tots

Continued on page 16





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will be excited to wear. "Nothing too constrictive or gaudy," Hensley adds, "because it will get in the way."

Limit props

Props too, can be an obstacle for your tiny new skaters. "Don't use them," says Hens-

ley. "They are too dangerous." She says any props used in a tot number should be brought onto the ice by older skaters and used as background or decoration.

Foltz agrees: "Carrying or walking [with a prop] is hard for them, but skating under a rainbow isn't bad."

Still, not all props are lost on tots; background props can sometimes be useful to inexperienced performers. Ward found this to be true one year when she used cut-out flowers that lay flat on the ice as decoration for her tots' butterfly number. She found that her skaters learned the choreography, and remembered it, by using the flowers for blocking points. "They remembered, 'now we go and do a circle around the flowers,'" Ward explains.

Tot skaters have a huge impact on the growth of ISI learn-to-skate programs. Parents who are considering paying money to give up their Saturday morning sleep and let their 2- and 3-year-olds march in place on ice want to see evidence that your skating program is a good one. There is no better opportunity to prove this than with a cute, fun and successful tot number in your annual ice show. If you follow these tips and remember to keep skating fun, your ISI show could be your ticket to higher program enrollment.

Bethel Swift is a recreational ice skater and the Chicago editor for the online art magazine Bohème Vérité.



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Riedell Skate Co.

62 Years in the Family, and Still Skating Strong

by Lori Fairchild

Riedell's state-of-the-art skates are strictly 21st century, but the company itself has a six-decade history as a top innovator and maker of manufactured and custom figure skates for all levels of recreational and competitive skating. In addition to ice skates, Riedell also sells quad roller skates and rental skates. In 2000, Riedell became the exclusive North American distributor for John Wilson and MK skate blades.

When ISI and MIAMA team up for this year's conference and tradeshow in Minneapolis, one of the week's highlights will be a tour of the Riedell skate factory in near-by Red Wing.

"We're looking forward to hosting a tour of our facility so conference participants can get a first-hand opportunity to see the entire skate manufacturing process and meet the Riedell employees that many of them have been speaking to and working with for years," says Riedell Skate Co. Vice President Dan Riegelman. "Minnesota is a great ISI conference location, with one of the largest ice rink populations in the country."

Founded in 1945 by avid skaters Paul and Sophie Riedell, Riedell Shoes Inc. has made many different footwear products over the years, including bowling shoes. But its core business has always been skates, and today Riedell products are distributed all over the world. More than 750 authorized retail dealers in North America and 26 other countries sell Riedell products.

Still located in Red Wing, the company is managed by Paul Riedell's grandsons — Bob, Scott, Dan and Paul Riegelman, the sons of Patricia (Riedell) and Gordon Riegelman — who say they plan to keep the business in the family for the foreseeable future.

"Between the four of us, we have 10 children ranging in age from 9 to 25," says Riegelman. "But we are all relatively young and hope to be around for awhile."

Riedell's owners aren't the only long-timers at the company. The average length of service of its 87 employees is 15 to 20 years. The longest-serving employee, Alice Fitchen, joined Riedell in October 1959.

Paul Riedell, formerly a shoemaker, knew that fit was essential for both skating enjoyment and top performance. He borrowed a friend's medical books to study the structure and movement of feet, and combined this information with his knowledge of skating to develop the shoe design that accommodates the skater's motions on the ice. He also developed the Diercks Device and the Riedell Measuring Device fitting scales, which help match skaters' feet with the correct Riedell skate size.

The labor-intensive manufacturing process for building a single pair of figure skates involves as many as 125 different production steps and can include more than 100 component pieces. Forty to 50 employees spend seven to 14 days producing a pair of Riedell skates.



Today Riedell Skate Co. is managed by Paul Riedell's grandsons (from left): Scott, Bob, Dan and Paul Riegelman.



Riedell skates hit the tradeshow circuit in the 1950s. Pictured (from left): Patricia Riedell and Carol Key



Company founder Paul Riedell (left) and Fred Wichlacz, former company president, in 1946

The basic process of cutting, fitting, lasting, bottoming and finishing the skates has remained similar over the years, Riegelman notes. However, he says there have been significant performance-enhancing design and material changes over the last 12 to 15 years. Lowered boot height has improved ankle flexibility, and widening the lacing opening offers better fit. A flex notch design at the ankle adds flexibility as well as stability. Rolled collars increase leg comfort. An anti-rotational lace bar keeps the tongue in position. New and improved materials include stronger and lighter-weight reinforcement components, heat-moldable materials and dual-density foam and padding.

Riegelman says Riedell's greatest contribution to ice skating has been bringing the sport to the masses. "By building high-quality products for all levels of skating at affordable prices, we believe we have helped many people benefit from the wonderful world of skating."

From tots to Olympians, most of America's ice skaters have skated in Riedell products. Among the elite skaters who have sported Riedells are Michelle Kwan, Jame Sale, Kurt Browning, Johnny Weir, Dorothy Hamill and Scott Hamilton, to name only a few.

Riedell skates have also made appearances in hit TV shows and movies. Remember the skates in the FedEx package in the movie *Cast Away*, starring Tom Hanks? Fans of the WB network's *Buffy the Vampire Slayer* might recall the 1997 episode in which the show's star, Sara Michelle Gellar, a former competitive skater, requested Riedell's 375 Gold Star with a Wilson Coronation Ace blade. The Riedell Star series and Wilson blades were again selected in 1998 for an episode of CBS's *Touched by An Angel*. Last year, Riedell outfitted contestants of the FOX reality show *Skating with Celebrities*. And most recently, Dream Works Pictures turned to Riedell to supply the cast of the box office hit *Blades of Glory* with figure skates and merchandise.

From the sets of TV shows to deserted islands, you never know where Riedell skates might turn up, but you can count on finding them in ice arenas and pro shops around the world. After 62 years, Riedell is still skating strong. ▀



While the basic process of skate making has remained similar over the years, significant improvements in design and materials have provided performance enhancements.

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Professional Certification At Your Fingertips

by Rob McBride

Arena managers and employees can no longer afford to be left behind as the ice arena industry advances rapidly toward a standard of professional certification. Certification is fast becoming the threshold for entry into arena management positions and is raising the pay of those who have earned professional designation.

The recent upgrades to the *iAIMonline* Web-based education and certification program make professional

certification so convenient and affordable that nobody should be left behind.

With the click of a mouse, you can unlock the wealth of learning materials developed by the industry's most successful practitioners. These materials provide a clear and easy-to-implement strategy for successful arena management, operations and programming. They can be printed and easily assembled into comprehensive policy manuals for your facility.

The program materials are available 24 hours a day from any computer with Internet access. You choose the time and place that works best for your needs. As you progress through each course, an interactive quiz helps ensure that you are mastering the information and properly prepared for the certificate exam.

The addition of online examination for all three tracks allows you to earn your certification right at your computer. No travel or boarding costs to pay, no schedule conflicts to work out, no time constraints for study and preparation — it could not be any easier or more convenient!

One of the most appealing features of the *iAIMonline* program is the price. A \$295 registration fee and \$25 exam fee is all it costs for each certification track. This makes it affordable and practical for every arena to integrate certification into its standard employee training program. Imagine how much more you could accomplish if every person on your staff were trained and certified in the industry best-practices of their area of responsibility!

When you consider the premium credits offered by RinkGuard (the ISI preferred insurance provider) to arenas participating in *iAIM* certification, *iAIMonline* is one of the wisest business investments you can make.

iAIM and ISI have provided the educational tools for our industry to reach new levels of professionalism and achievement. The time has come for each of us to use them to build a vibrant and successful future for our arenas and our people.

For more information, go to www.iaim-online.org.

Register Now for School of Ice Technologies

Limited openings are still available for the third annual School of Ice Technologies (SIT) sponsored by *iAIM* and IAAM. This year the school will be held June 10-15 at the Schottenstein Center at Ohio State University in Columbus.

SIT is a week of comprehensive hands-on and classroom training in every aspect of ice making and maintenance. The course covers operation and maintenance of critical arena mechanical systems (refrigeration, HVAC, dehumidification, resurfacers, etc.) as well as the technical proficiencies of ice installation and painting, building conversions, dasher installation, energy management and safety.

The school will teach students step by step how to produce professional-quality ice that will set their facility apart from the rest. Information and registration are available online at www.iaam.org/2007_meetings/sit/index.htm.

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COACHES' CORNER

by **Randy Winship**
*ISI National Skating Program &
Events Coordinator*

Are you ready for summer? I can't believe this "new year" is already nearly half over! I'm sure those of you in the North and Northeast have seen enough of the "white stuff" for a while!

Since our last issue, it's been a busy skating season.

This year's Winter Classic competition in Oxford, Ohio was a smooth-sailing success, complete with a blanket of snow on the ground and flurries in the air to set the perfect winter scene. The staff and management at the beautiful new Goggin Ice Center came through big-time with their help and support during the very long competition hours each day.

Our annual Synchronized Championships event was recently held in Blaine, Minn. at the huge Schwan Super Rink on the National Sports Center campus. Can you imagine having eight sheets of ice in one place? That's a lot of frozen water! It was another cool weekend of "hot" skating by 108 synchro teams and nearly 1,200 skaters, representing 36 rinks from 11 states.

The entry deadline for this year's ISI World Team Champs in Bensenville, Ill. is May 1 — but have you also sent in your skaters' test registrations and checked their membership expiration dates as required? If not, please do this immediately, as it will save a lot of time and help us get the event schedule finished even sooner.

Be sure to check the ISI Web site for updates and important information about the World Team Champs, and all of our national events. It will include the event schedule, practice ice details and special competition event information as soon as it is available.

Now that summer is almost here, fall is not far behind! It's not too early to start planning for another fun time in Las Vegas at this year's Adult Championships. "Lady Luck" is sure to meet "Mr. Right" with all those odds in our favor!

Finally, our Artistic Challenge event heads to New England. Before it gets too cold again, plan your team trip to Bridgeport, Conn.

Time sure does fly ... when you're having fun on ice! ❄️

Everyone Has a Chance to Win!

It's not just the largest teams that have a chance to score big at ISI national events. In addition to the overall team champion, the following new trophies will be given at Winter Classic, Worlds, Adult Champs and Artistic Challenge:

- **The Placement Percentage Trophy** goes to the team of five or more skaters with the highest average placement that does not finish 1st-5th overall.
- **The Team Point Percentage Trophy** goes to the team of five or more skaters with the highest team point average per skater that does not finish 1st-5th overall.

Also, teams will be divided into groups according to size, and the following two trophies will be awarded:

- **The Board of Directors' Trophy** is for the team earning the most points among small-size teams that does not finish 1st-5th overall.
- **The President's Trophy** is for the team earning the most points among average-size teams that does not finish 1st-5th overall.

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The Blade Brigade synchronized skating organization at Wayne C. Kennedy Recreation Complex in St. Louis, Mo. is seeking a head coach for its three teams. Responsibilities include music and costume selection, choreography, coaching staff support and refereeing ISI competitions. Group lesson instructor position also available. Send inquiries/résumés to jbw88wood@aol.com.

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ISI facility and professional members are entitled to FREE classified listings (excluding retail products and services) up to 50 words. Call Carol Jackson at (972) 735-8800, fax to (972) 735-8815 or send e-mail to cjackson@skateisi.org. The deadline for the next issue of the *EDGE* is May 10.

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Get a clear understanding of what your duties and responsibilities are and learn how to build a clientele, deal with parents, management and co-workers. *That* knowledge will make you stand out from the crowd and increase your earning potential!

For more details on the weSKATE National Instructor Training Program and classes in your area, contact the Ice Skating Institute at 972.735.8800 or online at www.skateisi.org.

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Mexico City, Mexico	TBD
Tampa, FL	TBD

Other locations are available upon request. Locations are based on minimum of forty registrants per level.



weSKATE is a program of the Ice Skating Institute.



Berkeley Iceland, 1940-2007

West Coast Ice Arena Pioneer Leaves 67-Year Legacy

First in an ongoing series

by Lori Fairchild

One of a kind. That was Berkeley Iceland, from the day its doors opened in November 1940 until the day they closed: March 31, 2007. In the beginning, the facility was ahead of its time. In the end, it was filled with the nostalgia of a beloved place where memories, legends and history had been made.

Hopes and dreams for an ice skating arena in Berkeley, Calif. began taking shape in 1938 in the form of an ambitious civic venture largely funded by shares sold to area residents and the local business community. The shareholders incorporated under the name East Bay Iceland. A prime

The ISI Pioneer Series

In 2009, the Ice Skating Institute will celebrate its 50th birthday — half a century of leading the evolution of the ice arena business through support of facility development and operation, and promotion of ice skating as a participant sport and recreation. As we approach that milestone, the *EDGE* will feature a series profiling some of the pioneers of ISI and the industry as a whole.

downtown location was selected, and W.A. Bechtel was chosen as the contractor.

Iceland's opening two years later was a glamorous social event that set the stage for the next seven decades of ice skating in northern California.

This was more than a place to skate. Iceland was a destination. Its unique ambience created an unforgettable experience.

First, there is its sheer size. It nearly fills a city block, with high berms on either side designed to hold down construction costs. A blue neon sign highlights its distinctive façade.

Inside, a formal lobby still boasts the original marble kickplate and fireplace. And then there are all those windows.

"There are so many windows on all sides that you don't even need artificial lighting during the day. One of the things people liked best about skating here was the way the bright, natural light just filled the facility," says East Bay Iceland General Manager Jay Wescott. "It will be something that people who skated here will always remember and appreciate."

The natural light adds to the expansive feel of the 200' x 100' ice surface, one of the few of its size in a recreational facility, particularly on the West Coast. A high ceiling supported by steel beams soars above, and an almost unheard-of 3,000 seats surround the rink.

A mural covers the back wall with a winter scene, originally painted by Hollywood scenic artist Bert Gorman, who

also served as an assistant manager at the arena in the 1950s and stayed on as a handyman until he was 85. Staff as well as skaters had a hard time parting with Iceland.

“When a new facility would open nearby, we would see a change in attendance, no question,” Wescott notes. “But we also saw many former Iceland patrons try other rinks and then come back here. They liked the personality of Berkeley. They liked the character and the feel of it. You couldn’t find that gorgeous, natural light anywhere else. It was nice to hear them come back and say, ‘I miss this old baby,’ and you knew they meant it.”

The glory days

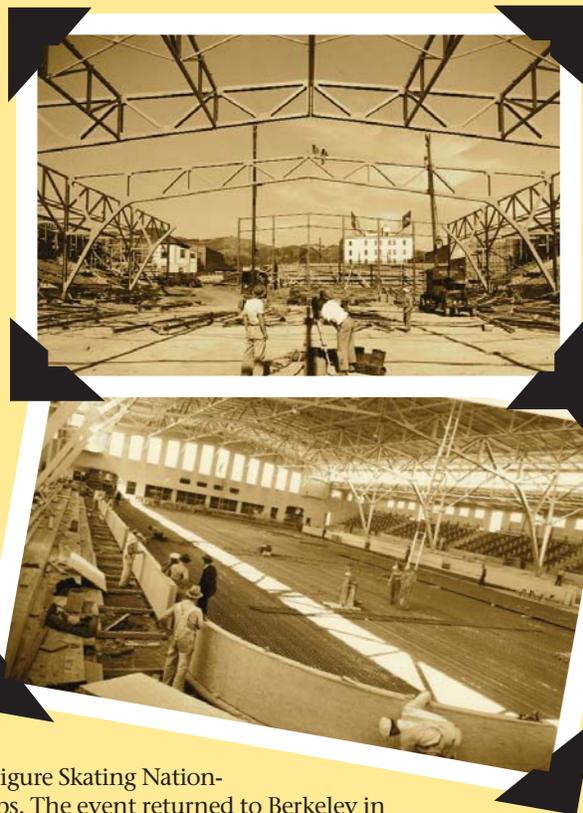
“As a rink, Berkeley topped them all. It was a popular place that brought all ages together. Everyone knew where Iceland was,” recalls Gene Turner, a national figure skating champion who toured with Sonja Henie, coached Peggy Fleming and made Iceland his home base in 1954.

Turner and Fleming were among numerous elite skaters who graced Berkeley’s ice through the years. Brian Boitano, Rudy Galindo and Kristi Yamaguchi also perfected many a move at Iceland.

“Back when there were fewer rinks in the area, it was natural — almost not even a big deal — to see high-level competitors on the ice here,” Wescott says.

Berkeley Iceland defined ice skating on the West Coast. In 1947, it became the first facility west of the Mississippi

Construction of Berkeley Iceland was an ambitious community venture funded by the sale of shares to residents and local business leaders. Steel beams, a soaring ceiling, abundant windows, an oversized ice surface and seating for thousands characterize the unique facility, which occupies almost a full city block.



to host the U.S. Figure Skating National Championships. The event returned to Berkeley in 1957 and again in 1966 — the last year the championships were held in a “small” arena.

The facility was home to the St. Moritz Ice Skating Club, the oldest skating club in California and one of the largest in the country, and the Berkeley Bulldogs of the Northern California Junior Hockey Association. It also served as home ice for the University of California Berkeley Bears hockey team in the 1940s and early '50s, official practice facility for the NHL’s California Golden Seals in the '70s and practice ice for the 1994 USA men’s Olympic hockey team.

Bob Skrak, East Bay’s longest-serving general manager, led its facilities for 35 years. Skrak had worked in the Gardens in Pittsburgh, skated with the Ice Capades for 10 years and performed a variety of instruction, management and operations duties before being summoned to Berkeley by none other than Frank Zamboni, whose company had won East Bay’s management contract in 1956.

Skrak brought the Ice Capades and roller derby to Berkeley, but says the attractions did not draw the crowds as hoped. Resourceful and well-rounded, he found other ways to keep his ice busy and his facility profitable.

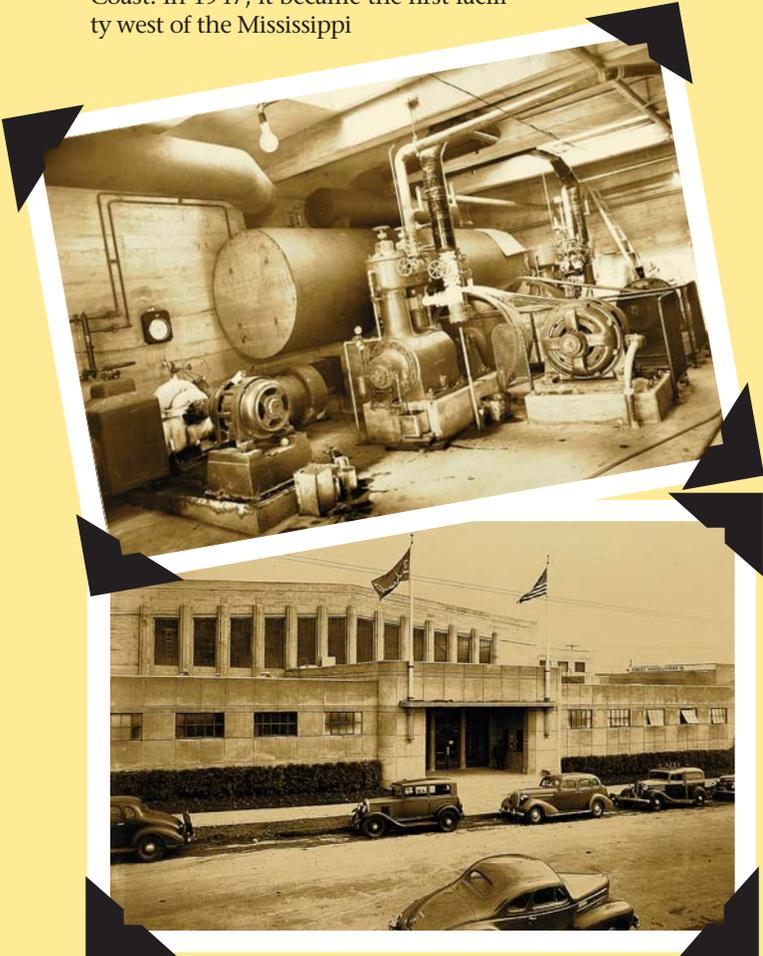
There were family sessions during the dinner hour on Wednesdays and adult classes during the week.

He started renting ice to hockey teams in 1959 for \$10 an hour, a rate that initially drew complaints — but not as many as did his elimination of rink charge accounts.

In spring 1963, when the JFK 50 Mile event was launched as part of President Kennedy’s physical fitness initiative, “we ran a 50-mile skate-a-thon,” Skrak remembers, “just for fun, all night.” Recreational, figure and even speed skaters had a memorable time, and Iceland received a congratulatory letter from Attorney General Robert Kennedy.

Skrak was a founder of the Ice Skating Institute of America, and Iceland became one of the Institute’s first administrative members and began using the ISI learn-to-skate program as soon as it was launched. “We had more than 1,200 skaters of all ages enrolled in the skating school at one

Continued on page 26



(Top) Berkeley Iceland’s original chiller, which remains in the facility, may have been used in the construction of the Hoover Dam. Both the dam and Iceland were projects of W.A. Bechtel Co. (Bottom) Berkeley Iceland was the social hot spot in downtown Berkeley from the time it opened in 1940.

point," he notes. "The rink was so big that you could take 20 feet off the ends for lessons during public sessions."

The challenges

Even during its glory years, Berkeley Iceland had obstacles to overcome.

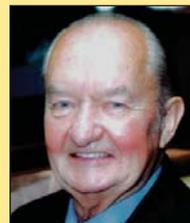
"The rink was going downhill in the '50s because of poor ice conditions due to permafrost," Skrak says. Repair and maintenance measures were only temporary solutions to the high water table level under the facility, which resulted in repeated surface heaving.

That's when East Bay turned to Frank Zamboni for help. The facility was closed for six months for a complete overhaul, including the removal of all the pipes and the installation of a concrete floor with four inches of Styrofoam base as insulation to control the permafrost. New compressors and condensers were installed in 1960.

"Frank really knew the engineering for an ice rink," says Skrak. "He saved the building. The rink started making money in 1958, and with the Olympics coming up in Squaw Valley in 1960, the interest in ice skating skyrocketed."

When surface heaving recurred in 1986, this time to a lesser extent, the facility closed again for five months while a heat grid was installed under the floor and the header system was cleaned out and reinsulated with Armorflex.

Iceland once again thrived with active programming and the typical Winter Olympics-driven surges in skating enthusiasm. The 1994 Lillehammer games and their Kerrigan/Harding drama helped boost Berkeley's annual public session attendance



Bob Skrak was East Bay Iceland's longest-serving general manager, from 1958 until his retirement in 1993.

to 114,000 skaters that year. "I believe we set a record for attendance in 1994 for a single public session, with close to 1,100 skaters," Skrak recalls.

He says Iceland was still making money until four years ago. That's when the next challenge arose, but this time the burden would prove insurmountable.

The facility had been using an ammonia-based refrigeration system, long the industry standard, from day one. While the system never posed a significant risk to the public, in 2005, the city of Berkeley required Iceland, at considerable cost, to evacuate the rink's permanent system and install a temporary system to reduce the volume of ammonia on-site.

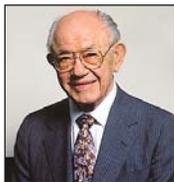
"They said the chiller was too big and contained too much ammonia," Skrak explains. "We had it tested and they said it was better than any chiller they make today because it was half-inch steel."

For years there has been speculation that Berkeley's chiller was previously used to cure concrete during the construction of the Hoover Dam. Bechtel was the contractor for both the dam and the ice arena.

Despite the acceptable test results, hazardous materials fees imposed on Iceland increased tenfold, and additional restrictions and demands were issued. The city and local media began reporting a possible facility closure.

"When people started hearing that we might not be open in the future, they got concerned and found other places to skate," says Wescott. As business dwindled and expenses ballooned, East Bay Iceland reluctantly listed its Berkeley institution with a commercial broker, hoping to attract a buyer who could afford to continue operating the facility as an ice arena. When such a

Frank J. Zamboni: Problem-Solver Extraordinaire



The ice resurfer was only one of Frank J. Zamboni's inventions. He was granted 15 patents during his lifetime.

Frank Zamboni was credited with putting his problem-solving skills to work to save Berkeley Iceland during troubled times in the 1950s. His turnaround gave the facility another half-century of life.

But his work at Iceland was just one of Frank Zamboni's many extraordinary solutions. While everyone in the ice arena industry is well aware of his best-known contribution, there's much more to the story.

Born in 1901 in Utah, Frank developed an aptitude for mechanical contraptions during his youth on an Idaho farm. He never completed high school, but attended trade school in Chicago, then formed the Zamboni Bros. Co. in California with his brother Lawrence. When approached by the New Way Electric Co. of Los Angeles to solve a problem, Frank invented an adjustable electrical resister and obtained his first patent.

In 1927, the brothers built an ice plant for manufacturing block ice to use in home ice boxes and to cool produce being shipped out of southern California. When home refrigerators reduced the need for block ice,

the Zambonis applied their expertise and their refrigeration equipment to a new venture: an ice skating rink, Paramount Iceland, built across the street from the original ice plant. Frank received his second patent in 1939, this time on an ice floor system that eliminated the ripples caused by refrigeration pipes.

After years of experimenting with improving the ice resurfacing process, he invented the world's first self-propelled ice resurfacing machine in 1949. He received a patent for the Zamboni Model A in 1953. He later invented the Astro Zamboni Machine to remove rainwater from AstroTurf. During his lifetime, Frank was granted a total of 15 U.S. patents for his ingenious innovations for sport surfaces and industrial applications.

His contributions extended far beyond his inventions. He led the effort in 1946 to unify the towns of Hynes and Clearwater to create the city of Paramount, where an elementary school was named for him in 2006.

He was a charter member of the Ice Skating Institute of America, served as its president from 1965 to 1967 and was inducted into the ISI Hall of Fame. The Frank J. Zamboni Award was created in 2001 to honor outstanding contributions to the ice skating industry.

Frank passed away in 1988, just two months after the death of his wife, Norda. But his family, his amazing innovations and the Frank J. Zamboni Co. live on. It's impossible to imagine the industry today without them.



Frank Zamboni personally delivered his Model C No. 5 to Berkeley Iceland in the 1950s, driving it 450 miles from the factory in Paramount on California State Hwy. 99.

Photos courtesy of Frank J. Zamboni & Co. Inc.

Continued on page 28

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buyer failed to materialize, the March 31 closing date was set. At press time, Iceland was still listed at \$6.45 million, but the listing had been modified from an ice rink to a property.

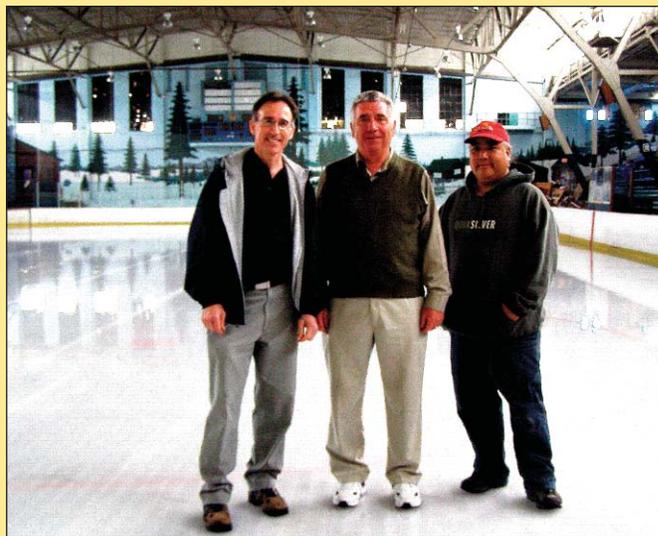
The legacy

Some 400 skaters — not a big crowd by traditional Berkeley Iceland standards — took to the ice one last time on March 31 before the urban skating venue closed its doors, nearly 67 years after opening them to an eager community.

“We explored every possible option to keep Berkeley Iceland open,” Wescott says. “A lot of memories were created here. One of the things that makes Berkeley unique is that it’s a melting pot, and we reached out to everybody.”

Some will remember the arena as the place where they learned to skate, first competed in front of an audience, watched their first hockey game, had their first date — or met their future spouse.

Iceland provided the foundation for Ron Robinson’s entire family. The former Cal Bear worked in Iceland’s restaurant in the late 1940s, where he met the girl he would marry two years later. Jean Robinson was an ice dance competitor and later became an Olympic judge. Ron served as an accountant at every Iceland competition between 1949 and 1975. The Robinsons’ daughter, Karen, grew up at the rink, where she eventually met her own husband, Monte Tiedemann, one of Iceland’s last managers. The Tiedemanns’ daughter, Kara, was also a skating instructor at Iceland.



General Manager Jay Wescott and managers Monte Tiedemann and Craig Law were the last to lead the staff at Berkeley Iceland.

“Berkeley Iceland will be missed,” says Robinson in an obvious understatement. Three pages of neatly penned Iceland memories help him convey his feelings about the closing.

Skaters, coaches and staff can find smooth ice at other nearby arenas, such as East Bay Iceland’s other facilities, each about a half-hour away in Dublin and Belmont. But they’ll always hold a special place in their hearts for the one-of-a-kind Berkeley Iceland. ▀

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It's Time to Cool It!

by David Jacobson

High-profile incidents around youth and high school hockey early in 2007 prompt this plea from Positive Coaching Alliance and the Ice Skating Institute: Cool it! And spread that message throughout your facility, to athletes, fans, parents and coaches.

For 99.9 percent of your audience, that's usually not a problem (though emotions can get the better of anyone). We hope to persuade the other .1 percent who could ruin youth and high school hockey for everyone involved (including their own children) as well as causing or suffering horrible injuries.

We know it's difficult to keep the peace in a sport where coaches, players and parents can watch the Buffalo Sabres and Ottawa Senators brawl (including their goalies!) for 20 minutes, while racking up 110 penalty minutes. It can't be easy when some of hockey's so-called leaders continue to insist that fighting is part of the game.

To counter the "trickle-down" effect of revenue-generating, entertainment-business sports, PCA annually publishes the "Bottom 10 Moments in Sports," the "Top 10 Moments in Sports" and the "PCA Guide to Discussing Sports Incidents with Children." We urge you to visit www.PositiveCoach.org to use these resources.

Early candidates for our 2007 list include:

- The post-game parking lot fight in January that saw the coach of the Connecticut Wolves pee wee hockey team arrested for assault and a parent and official with the CD Select team from Albany, N.Y. charged with disorderly conduct.
- The fans at the Massachusetts high school hockey game between Amesbury and Newburyport who deluged the ice for five to 10 minutes with



pucks, water bottles, golf balls, hats and even squid.

What — in a hockey game among children — could be worth subjecting oneself, children and fellow fans to injuries, arrests and public embarrassment? The answer should be "Absolutely nothing."

Consider offering the following suggestion to all who attend hockey games in your facility: Exercise a "Self-Control Routine," as PCA teaches in our workshop, "Double-Goal Coach: Winning and Life Lessons."

A Self-Control Routine ensures one does not dishonor the game in the heat of competition. Here are some measures that might help:

- Take a deep breath.
- Remind yourself of the discipline required NOT to react.
- Engage in self-talk ("I need to be a role model. I can rise above this!")
- Turn away from the action.
- Count to 20 (or 50!).
- Quickly refocus on the next play.

The key is to develop one's own Self-Control Routine ahead of time, so when tested (with an official's bad call, an opposing coach or player misbehaving, etc.), it can be used to remain calm and "Honor the Game."

Adults can use it as a teachable moment with athletes: "I was pretty upset with what happened, but I controlled myself so I wouldn't do anything that

would dishonor the game. And that's an important lesson I want you to learn from hockey — how to develop your own self-control so you will always Honor the Game, no matter what."

Honoring the Game means getting to the ROOTS of Positive Play, where ROOTS stands for respecting Rules, Opponents, Officials, Teammates and Self. Teaching your coaches, players and their parents, as well as reminding yourself

about ROOTS, can go a long way toward stopping incidents before they start.

But our recommendations are not just about avoiding incidents. They also are designed to help you, your athletes and their parents get the most out of hockey. The game presents an endless procession of life lessons that are much more teachable and learnable when emotions are under control and there is a desire to gain more from the sport than fleeting scoreboard glory.

Internalizing the concept of Honoring the Game is especially important in hockey, where the nature of the sport — its speed and even the inevitable, unavoidable, clean contact — lend to escalating emotions. With so many bad examples out there, from the pee wees to the pros, PCA and ISI urge you to set much-needed positive examples.

David Jacobson is PCA's media/communications manager. More tips and tools for coaching and sports parenting are available in PCA's online



courses at 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. To request information on partnering your organization with PCA, please visit www.positivecoach.org/infoquest.aspx.



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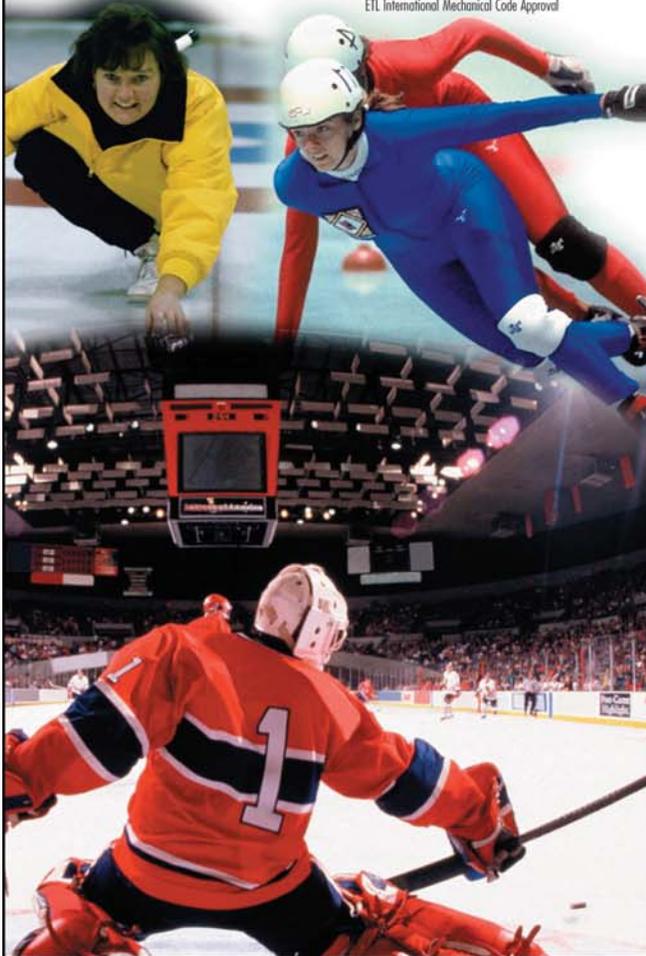
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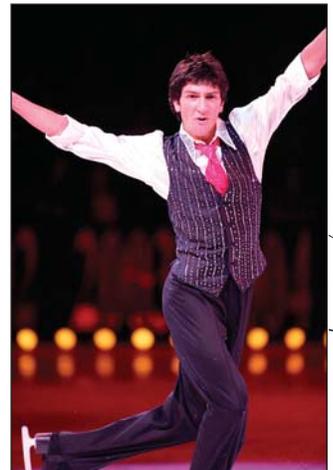
Education Fundraising Efforts Need Your Support

by Lisa Fedick

The 2007 ISIA Education Foundation scholarship winners will be announced at iACT. The Foundation is reaching out to each and every one of you, our industry's administrative and professional members, to do your part to secure the perpetuity of this important commitment to the future of our industry. The Foundation is run by volunteers and funded completely through your generosity. Please support our worthy cause with your donation of time, money, material items or services, or through your participation.

The Fourth Annual ISIA Education Foundation Golf Tournament will be held on Monday, May 28 at the pristine Dwon Golf Club in Bloomington, Minn., just minutes from the host hotel. Limited space for golfers is still available, so please do not delay. The tournament grand prize once again will include fabulous gifts as well as cash! Come on you duffers, Team Bubba is getting a tad too confident; let's give them a real run for their money this year. The entry fee is \$95 for individual golfers and \$350 for a foursome. This all-inclusive fee covers the entire day, like Club Med, so no excuses — sign up now! Any golfers requiring rental clubs must RSVP by May 21.

The sponsor list for the 2007 golf outing currently includes the Zamboni Co., Facility Management Corp. and the Wonderland of Ice, with very special thanks going out to Chuck and Joan Rice of the Rice Insurance Group for their donation of the on-course beverages, which will be served in take-home coolers. Tournament sponsors of all levels and tee sponsorships of \$100 are still being sought and provide a great opportunity for individuals, districts and associations to participate and be recognized. All donations are fully tax-deductible. Please



Courtesy of Champions on Ice

Evan Lysacek will be the guest skater at this year's Benefit on Ice show.

Continued on page 34

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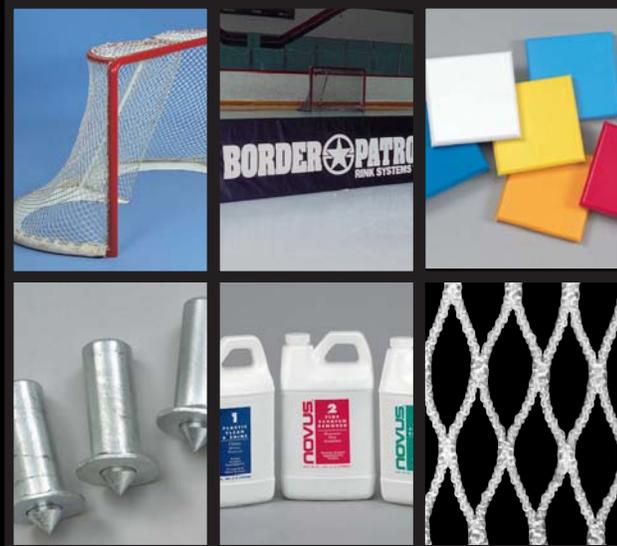


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Donations for the silent auction are still happily being accepted. Please contact auction chairperson Judith Sniffen at THESNIFF@aol.com or (516) 628-2240.

During this year's tradeshow, *Zamboni: The Coolest Machines on Ice* will be available for purchase at the Education Foundation's booth, and author Eric Dregni will be on site at 11 a.m. on June 1 to sign purchased books. Buyers may also take their books to the Zamboni booth for Richard Zamboni's autograph.

The Foundation is pleased to announce that 2007 USFSA National Senior Men's Champion Evan Lysacek will be the guest skater in the Benefit on Ice show at the 2007 ISI World Recreational Team Championships in Bensenville, Ill. on July 27. Evan, who is a native of nearby Naperville and a hometown hero, says he is excited to be returning to his ISI roots.

The Foundation trustees look forward to seeing you in Minnesota! Sincere thanks to all whose continued generosity and support help us make it a little easier for our scholar athletes to turn their dreams into reality. ▀

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In Search of Past Scholarship Recipients

Were you or was someone you know a past recipient of an ISIA Education Foundation Scholarship? We're updating our database and forming a scholarship alumni association, and we need current contact information on each recipient, including name changes and e-mail and mailing addresses. Please feel free to forward this message to others who might be able to help. Information should be sent to Kathy Chase at kchase@skateisi.org.

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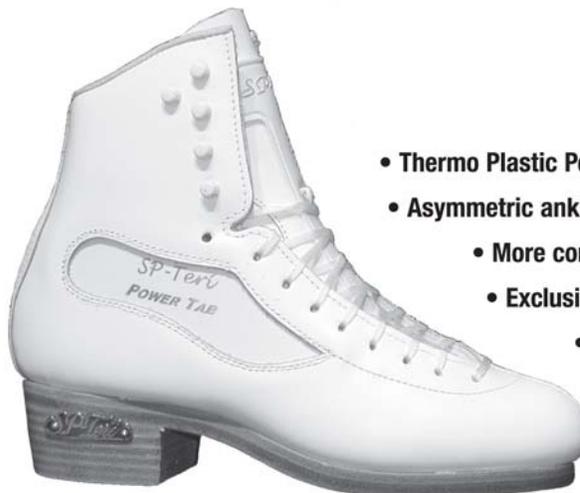
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ISI members will receive the most competitive quotations on all lines of coverage, and may be eligible for premium discounts, Sullivan added.

The RinkGuard program's coverage enhancements

include: abuse and molestation liability; liquor liability; no aggregate limit for general liability; underground pipes, property and boiler/machinery; and inland marine replacement cost.

RinkGuard is built on the experience of Willis Programs as a leader in providing specialty insurance services in conjunction with one of the world's largest insurance underwriters, an A+, XV-rated and admitted insurance company.

Headquartered in New Hampshire, Willis Programs has been a program administrator focused on program business since 1962. Willis creates total customized products and services to meet the unique risk management needs of specialized programs on a nationwide basis.

For more information about ISI's new preferred insurance program, contact Tim Sullivan at (602) 334-3078 or tim.sullivan@willis.com, or visit the Web site, www.rinkguard.com. ■

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North East Ice Skating Managers Association (NEISMA)

by Tom Morton, President

The Nor'easter of the century failed to dampen the success of NEISMA's spring conference on April 17. Held at the Sea Crest Conference Center on Cape Cod in North Yarmouth, Mass., the event featured keynote speaker Tom Carson of NESN as well as a timely seminar agenda, topped off with an indoor clambake.

Every member of the NEISMA board of directors, including two vendor directors, helped with the conference. Chris Bigelow chaired the event, Deane Pomeroy headed up the annual golf tournament and Jeff Doucette chaired the new Safety Recognition Award program.

NEISMA is still receiving compliments from members and other attendees who participated in our one-day area fall conferences and cookouts. The events were held over a six-week period in five states involving five ice rinks. Approximately 175 attendees participated. The innovative program was a great success.

One of the key members of the NEISMA board is Jeff Bardwell, who is responsible for gathering articles and contacting advertisers in order to publish our organization's newsletter, *Rink Rat*. It is a time-consuming undertaking,



Tom Morton

and Jeff, like all of NEISMA's other directors, is an unpaid volunteer. As president of NEISMA, I have expressed appreciation personally to Jeff and all of the directors for their volunteer efforts.

This year's board meetings to date have been held in February and April, with future meetings scheduled for June, possibly August and again in the fall. We have an active board, which accounts for its outstanding accomplishments.

Arena Managers of the Mid Atlantic (AMMA)

by Trudy Ivory, Co-Director

The spring meeting of the Arena Managers of the Mid Atlantic was held at Kent State University in Kent, Ohio on April 18. Bill Switaj was our host and we had several "hot topics" for our roundtable discussion. We started planning our fall mini-conference and looking for a location. Anyone within our area who is interested in hosting our one-day conference should contact me at TIvory@greensburgpa.org.

In some of our member facilities the ice season is winding down and in others there is planning for the summer season. Whichever position you find yourself in, may business and the ice skating world be good to you.



Trudy Ivory

Continued on page 40

ICE

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Minnesota Ice Arena Managers Association (MIAMA)

by Douglas Brady, President

Youth hockey is beginning to wind down and soon most of us will be producing ice shows. This is the time of year that allows us to look back at the winter season and examine our strengths and weaknesses. Let's use this time to create ideas to maximize our strengths and minimize our weaknesses.

USA Hockey is changing the boundary of the Minnesota district, which previously included Minnesota. Next season the state will stand alone as the Minnesota district. Due to this district addition, elections will be held to name the new district officials.

The MIAMA board has been discussing ice trends to determine whether our efforts have been successful in revolutionizing ice time from a commodity to a highly demanded product. Questions that have been asked include: Is there a need for purely recreational hockey? Is the cost of ice rental eliminating a key market segment that could be a large revenue source in the future? Are we as rink managers providing a place that is instrumental in teaching people the sport of ice skating? Do we as rink managers offer enough opportunity to invite the newcomer at an affordable price, or do we just sell the time to youth hockey because it's less work and the money is guaranteed? No one had the answers to many of these difficult questions, but there were a lot of good ideas presented, which we hope will create a



Douglas Brady

mountain of innovation. I believe we need to think outside the box. This will keep us on the right side of the bottom line.

Wisconsin Ice Arena Management Association (WIAMA)

by Terry Johnson, 2nd Vice President

Wisconsin Ice Arena Management Association, an organization of arena and associated personnel dedicated to sharing ideas, innovative techniques and continued ice arena management professionalism, has announced its upcoming Fall Fire-up.

The event is scheduled for July 26 — I know, that sounds like summer, but we typically have this in late August and didn't want to change the name. This year's Fall Fire-up will be geared toward the mechanical operations and maintenance of running a facility. It will be held at the Onalaska Omni Center in Onalaska, Wis., near LaCrosse, Wis., on the Mississippi River and also on the Minnesota boarder. We are planning to invite the members from Minnesota's association and rinks from Iowa to join us for this event.

Check out the WIAMA Web site at www.wiama.com. We have links to vendors, arena maps, ISI, MIAMA, WAHA and other national organizations, so it's a great way to quickly find what you need. Don't miss the new photo gallery, classifieds and our monthly newsletters.



Terry Johnson

Continued on page 42

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Michigan Arena Managers Association (MAMA)

by Rob Mueller, President

The Michigan Arena Managers Association will hold its annual conference June 18-19, once again at the Soaring Eagle Resort in Mt. Pleasant, Mich. This is the same venue as last year's conference, which was a resounding success. We are hoping for a great turnout once again. For more information about the conference or MAMA, please contact me at (586) 783-7194 or rob@charlesmueller.com.



Rob Mueller



Metropolitan Ice Rink Managers Association (MIRMA)

by Lisa Fedick, Secretary

The "season" in the Northeast may have gotten off to a late start, thanks to Mother Nature, but the finish was strong and most arenas that are still open are enjoying very strong spring numbers.

I know you all took advantage of the early bird ISI conference registra-



Lisa Fedick

tion, but have you signed up for the golf tournament or mailed your tournament sponsorship or auction item? If you haven't, it's not too late. Please don't miss out on the great educational opportunity of the conference as well as some true Midwestern hospitality.

The spring MIRMA meeting was held April 24 at Aviator Sports and Recreation Complex in Brooklyn, N.Y. Special thanks and congratulations go out to Chuck Arnold and his staff for providing such a wonderful venue, constructed in one of the original Navy airplane hangers. Barry Sullivan of the Federal Parks Department made the keynote presentation, addressing the challenges consistent throughout the recreation industry. Once again, electrical power and its deregulation was a popular discussion topic, as it is rapidly becoming the Achilles' heel of many arenas. The feasibility of alternative sources of power, including co-generation, solar and hydrogen generation, were all discussed, and MIRMA has made a commitment to conduct further research and provide as much information as possible to our members.

The meeting was informative and addressed many of the current challenges facing rink operators. The highlight of the day came with the tour of the Concord jet that has been permanently parked just outside of the front entrance of the Aviator complex. Fortunately, flight times were short, because the in-flight accommodations were not spacious.

MIRMA has bid an untimely farewell to Jerry Renino, CAO. Although millions knew Jerry through his work in the rock 'n' roll world with artists such as The Monkees, the Moody Blues and Herman's Hermits, Jerry was a true rink rat. An avid hockey player, learn-to-skate instructor

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and graduate of the iAIM operations school, Jerry's true passion was our industry, and he will be sadly missed. Donations of any amount can be made to the ISIA Education Foundation in Jerry's memory.

Remember to give thanks every day that your work is in a field that you love.

Ice Rink Owners for California (IROC)

by Bert Blanchette, President

The report from District 15 arenas has been mixed, with some facilities up from last year and others down, but most say that business, on the whole, has been good.

With so many ice arenas in southern California, ice skating competitions are almost weekly. There is so much going on that District 15 has developed a new Web site (www.isidistrict15.org) to communicate all the news, including the ISI competition schedule. Although construction of the site is still under way, it already has become a valuable tool for instructors to schedule which competitions they want their skaters to attend. The District 15/Ice Rink Owners of California (IROC) members also are listed on the site. ▀



Bert Blanchette

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»» For more information about the SIT program, visit www.skateisi.org ««



Last year's School of Ice Technologies was a huge success. Ice arena professionals from across the nation and Canada learned tricks of the trade from industry leaders.



The School of Ice Technologies is jointly hosted by the International Association of Assembly Managers, Inc. and the Ice Skating Institute.

CALENDAR

ISI-endorsed competitions & shows/exhibitions

Deadline for the next EDGE calendar: May 15

For regular calendar updates, see www.skateisi.org, Event Info

COMPETITIONS

MAY

- 4-6 **Fort Myers, Fla.**
Fort Myers Skatium District 18 Championships
- 5-6 **Great Neck, N.Y.**
Parkwood Ice Rink 2007 Long Island Ice Classic
- 5-6 **Fairfax, Va.**
Fairfax Ice Arena 2007 Annual ISI Spring Competition
- 5-6 **Frisco, Texas**
Dr Pepper StarCenter 2007 ISI District 11 Championships
- 11-13 **Yorba Linda, Calif.**
Yorba Linda Ice Palace 4th Annual ISI Open Competition
- 19 **Acton, Mass.**
Sharper Edge Skating School 9th Annual Skaters Cup
- 19 **Richmond, Va.**
Richmond Ice Zone 2007 Spring Splash
- 19-20 **San Francisco**
Yerba Buena Ice Skating Center Golden Gate Skate 2007
- 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



- 2 **Dale City, Va.**
SkateQuest Prince William Blades of Summer 2007
- 8-10 **Bremerton, Wash.**
Bremerton Ice Skating Center 1st Annual Bremerton Open Championship
- 16-17 **Chicago**
McFetridge Sports Center 2007 School's Out Competition
- 22-24 **Hingham, Mass.**
Pilgrim Skating Arena 17th Annual District 1 Championships

JULY

- 7-8 **Evanston, Ill.**
Robert Crown Center 30th Annual July Open
- 7-8 **Las Vegas**
Las Vegas Ice Center Annual Red, White & Blue
- 12-15 **Honolulu**
Ice Palace Hawaii 2007 ISI Hawaiian Open Competition
- 13-15 **Eagle River, Alaska**
Harry J. McDonald Memorial Center ISI Summer Competition
- 14-15 **Ontario, Calif.**
Center Ice Arena 2nd Annual Open Competition



- 23-28 **Bensenville, Ill.**
The 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

OCTOBER

- 27-28 **Rockland, Mass.**
Winterland Skating School 21st Annual Halloween Classic

NOVEMBER

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

SHOWS & EXHIBITIONS

MAY

- 4 **Dimondale, Mich.**
The Skate School LLC at The Summit Spring Ice Show
- 4-5 **Taylor, Mich.**
Taylor Sportsplex Then and Now
- 4-6 **Crestwood, Ill.**
Southwest Ice Arena Spring Ice Show
- 4-6 **Winnetka, Ill.**
Winnetka Ice Arena iShow
- 4-6 **Wayne, Mich.**
Wayne Community Center Wonderful World of Disney
- 5 **Rockland, Mass.**
Winterland Skating School Rockland Rink Ice Show
- 5 **Eagan, Minn.**
Eagan Civic Arena Stars of Tomorrow in Around the World
- 5-6 **Irmo, S.C.**
Ice Land Irmo Spring Ice Show
- 5-6 **Cottage Grove, Minn.**
Cottage Grove Ice Arena The Sky's The Limit
- 5-6 **Birmingham, Mich.**
City of Birmingham Ice Sports Arena Skateopolly
- 5-6 **Orleans, Mass.**
Charles Moore Arena Magical Mystery Tour on Ice
- 9-10 **Honolulu**
Ice Palace Adventures in Time & Space
- 11-13 **Niles, Ill.**
Niles Park District Iceland Gliding Through the Decades

Visit the ISI Web site: skateisi.org

- 11-13 **Northbrook, Ill.**
Northbrook Sports Center
Northbrook-On-Ice 2007
- 11-13 **Indian Trail, N.C.**
Extreme Ice Center
Color My World
- 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
- 12 **Oak Lawn, Ill.**
Oak Lawn Ice Arena
Spring Exhibition
- 15 **Skokie, Ill.**
Skatium
Superstars on Ice
- 16-20 **Glenview, Ill.**
Glenview Ice Center
34th Annual Ice Show
- 17-20 **Skokie, Ill.**
Skatium
It's Party Time

- 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
- 20 **Valencia, Calif.**
Ice Station Valencia
Broadway Babies
- 27 **Decatur, Ala.**
Point Mallard Ice
Complex
Jubilee Skating Exhibition

- 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
- 2 **Barrington, Ill.**
Barrington Ice Arena
Kaleidoscope V
- 3 **San Diego**
Ice Town
The Lion King

- 9-10 **Acton, Mass.**
Nashoba Valley Olympia
Ice Magic

AUGUST

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

SEPTEMBER

- 8 **San Jose, Calif.**
Logitech Ice at San Jose
Bay Skates

DECEMBER

- 15 **San Jose, Calif.**
Logitech Ice at San Jose
Skate a Holiday Present
- 16 **Arlington, Texas**
ICE at The Parks
Holiday In The Park 2007

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

LAS VEGAS

**2007 ISI ADULT
CHAMPIONSHIPS**

ISI Adult Championships

September 21-23
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

We look forward to seeing you at the upcoming 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!

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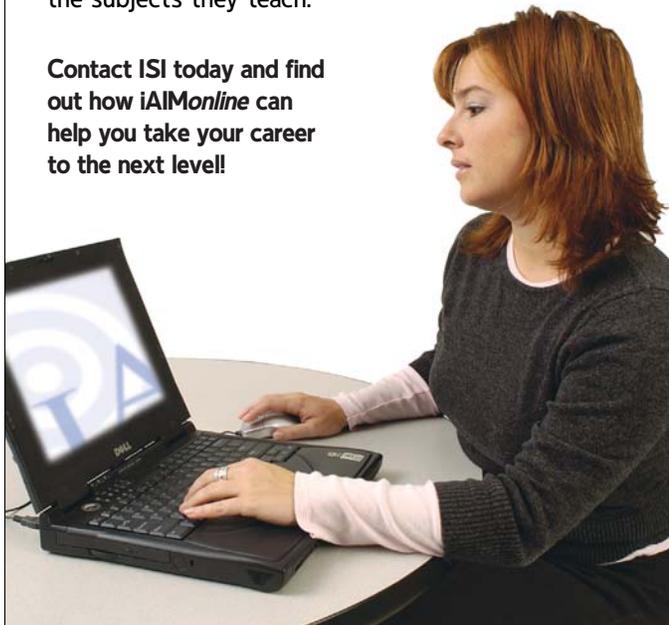
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AND ANOTHER THING...

by **Carrie Clarke**

ISI Director of Skating Programs & Services

The ISI has been an important part of my life for as long as I can remember. I began skating at Ron Priestley's (ISI president, 1967-71) rink, where he insisted on "badge testing" with him before the figure skating club was even allowed to schedule us for a USFSA test session. That practice helped rid us of our nerves, and assured the judges of solid tests. As a coach for almost 30 years now, I have found working with ISI skaters even more fulfilling than skating myself.

Fortunately, most of ISI's members embrace the organization's mission and philosophy, and adhere to the policies that have been created to preserve the true spirit of recreational ice skating.

Unfortunately, there are a few professionals who claim to teach and support the ISI program, but who seem to be unclear on what ISI stands for. The programs have been developed and the rules put in place for a reason. The facilities that use ISI programs as they were meant to be used find their overall operation to be very successful. When implemented correctly, group lesson, private lesson, freestyle, public session and special event income can all steadily increase. The skaters not only learn to skate, but they learn social and other life skills they will need and use forever.

Randy Winship, ISI's new national events and skating program coordinator, and I are both committed to doing everything possible to make sure that anything bearing the ISI name is being conducted the way its founders intended. As professionals and as adults, we are expected to lead our children by example. Here at the office, we are willing to withhold ISI endorsements from those who feel that allowing non-member rinks or individuals to compete, using uncertified judges, falsifying tests, sandbagging, etc. is setting an acceptable example for our skaters. Even trying to combine teams to increase the odds of winning an overall team championship is against the rules, sends the wrong message to the skaters and prevents them from winning one of the awards available to smaller teams.

ISI prides itself on creating a "level playing field" for its members. An endorsement means you agree to play by the rules. I strongly urge you not to support a competition or facility that is not willing to fulfill that promise to you and your skaters. Make it to their financial benefit to follow the rules, and continue to let us know about those who don't.

We want all of our facilities to be as successful as possible. Trying to find ways to "beat the system" only jeopardizes the integrity of the ISI and cheats the skaters. If you are unsure how to implement the ISI learn-to-skate, badge testing or competition programs, please allow us to help, so our arenas, coaches, and most important, our skaters, win in the end. ▀

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Jeff Peyton, Facility Manager, Woodbridge Memorial Arena, City of Vaughn

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