



PROSPECTUS

2017 ISI/MIAMA Conference & Trade Show

DoubleTree by Hilton Bloomington – Minneapolis South | May 30 – June 2



*The Premier Event
for the Ice Arena Industry*

SKATEISI.ORG/CONFERENCE  ISIMIAMA2017  @ICESKATINGISI #ISIMIAMA2017

Presented by the Ice Skating Institute (ISI) and the Minnesota Ice Arena Managers Association (MIAMA)



7 a.m. 15 30 45 8 a.m. 15 30 45 9 a.m. 15 30 45 10 a.m. 15 30 45 11 a.m. 15 30

TUE
MAY 30

ORIENTATION & MANAGING PUBLIC SESSIONS

ORIENTATION & ROLE OF THE ARENA OPERATOR

ORIENTATION & ROLE OF THE ARENA PROGRAMMER

ORIENTATION & ETHICS & CREATING A PROFESSIONAL CULTURE

HUMAN RESOURCES: MISSION, RECRUITMENT & ORIENTATION

ICE RESURFACER DRIVER TRAINING

LEARN-TO-SKATE CLASSES

KEYS TO PROGRAM RETENTION & SKATER PROGRESSION

LUNCH
MIAMA ANNUAL SPRING BUSINESS MEETING & BUFFET LUNCH
(Open to ALL Conference Attendees)

WED
MAY 31

BREAKFAST ROUNDTABLES AND NETWORKING

- SOFTWARE PRODUCTS
- CONCESSION STANDS
- RINKFINDER.COM/MIAMA.ORG
- R22/AIR QUALITY
- GENERAL NUTRITION FOR SKATERS
- GREAT GOALS = GREAT TRAINING
- NEW ISI PRODUCTS AND PROGRAMS
- PSA RATING EXAMS INFORMATION

MARKETING SPONSORSHIPS

EQUIPMENT MAINTENANCE & OPERATION

SKATING COMPETITIONS

ELECTRONIC MARKETING: ALL THINGS SOCIAL MEDIA

SPORTS PSYCHOLOGY & EFFECTIVE COACHING

ELECTRICAL PREDICTIVE AND PREVENTATIVE MAINTENANCE

RETAIL SALES

ICE, DASHBOARD & EQUIPMENT MAINTENANCE

HOCKEY TOURNAMENTS

MARKETING: BRANDING & MAXIMIZING YOUR WEBSITE

YOU BE THE JUDGE

THE EMILY PROGRAM PRESENTATION: IDENTIFYING AND DEALING WITH DISORDERS

IT'S MORE THAN JUST SKATING

THU
JUNE 1



ICE DAY FOR COACHES - BLOOMINGTON ICE GARDEN
Complimentary Continental Breakfast and Box Lunches Provided.
Buses run on a continuous loop. First bus leaves at 7:15 a.m.

ICE DANCE BASICS

INCORPORATING FIGURES INTO YOUR SKATING PROGRAM

SYNCHRONIZED TEAM ELEMENTS AND TRANSITIONS

SPIN THEORY AND SPIN COMBINATIONS

MANAGER/OPERATIONS RINK TOURS AND ICE MAINTENANCE CLASSES

Bus Leaves Hotel at 8 a.m.

TOUR OF SHAKOPEE FACILITY
8:45-9:45 a.m.

INSTALLING LOGOS: MAINTENANCE OF LOGOS, PAINTING AND VINYL
9:45-10:45 a.m.

Bus Leaves at 10:55 a.m.

TOUR OF BLOOMINGTON ICE GARDEN
11:15 a.m.

FRI
JUNE 2

iAIM

CAE COURSE - DEMYSTIFYING THE MILLENNIAL

A Certified Arena Executive (CAE) class presented by the Ice Arena Institute of Management (iAIM)

Advance registration & additional fee required.

CAM PART 3 STUDY SESSION

CAO PART 3 STUDY SESSION

CAP PART 1 STUDY SESSION

ACSD STUDY SESSION

EXAM

EXAM

EXAM

EXAM

MAXIMIZE YOUR SKATER'S DEVELOPMENT WITH OFF-ICE TRAINING AND CONDITIONING

COMPRESSOR MAINTENANCE AND REFRIGERATION EFFICIENCIES

PROGRAMS DESIGNED FOR SPECIAL SKATERS

RECYCLING IN YOUR ARENA

TRADITIONAL

Schedule subject to change.



■ CERTIFICATE OF ARENA MANAGEMENT #3 ■ CERTIFICATE OF ARENA OPERATIONS #1 ■ CERTIFICATE OF ARENA PROGRAMMING #1 ■ ADV CERTIFIED

Noon			1 p.m.			2 p.m.			3 p.m.			4 p.m.																																						
45	15	30	45	15	30	45	15	30	45	15	30	45	15	30	45																																			
CONFERENCE OPENING AND KEYNOTE SPEAKER			HUMAN RESOURCES: TRAINING, SUPERVISION, RETENTION			BUILDING MAINTENANCE & SAFETY			LEARN-TO-PLAY HOCKEY			SYNCHRO & THEATER ON ICE & COLLEGIATE TEAMS			NEW AND IMPROVED ISI OFFERINGS			PREPARE YOUR FACILITY FOR SUCCESSFUL SUMMER CAMPS			CREATING A MARKETING PLAN			INDOOR AIR QUALITY			FIGURE SKATING PROGRAMS			THE SKATER DEVELOPMENT MODEL			CHALLENGE YOURSELF TO BE A REFEREE			FINANCIAL PLANNING FOR YOUR FUTURE			USING THEATER PERFORMANCES TO ENHANCE SKATING PROGRAMS			INCREASING PARTICIPATION IN SKATING PROGRAMS			PROJECT PHASES			ARENA CURLING: A TODAY'S FASTEST GROWING SPORT TO WATCH		
ISI AWARDS LUNCHEON			MARKETING: PROMOTIONS & SPECIAL EVENTS			ICE INSTALLATION & PAINTING			SKATING SHOWS AND RECITALS			DESIGNING A BUSINESS PLAN			KICK-START YOUR COACHING BUSINESS & BRANDING YOURSELF AS A COACHING PROFESSIONAL			DIVERSIFYING YOUR BUILDING			FUTURE OF ICE ARENA'S - WHERE ARE WE HEADING? CRYSTAL BALL PANEL DISCUSSION			INDUSTRY LEADERS - HOW DO I BECOME ONE? PANEL DISCUSSION			HIGH TEST SUCCESS			IDEAS TO INCREASE YOUR SKATING SCHOOL NUMBERS AND ISI MEMBERSHIPS			ASSET MANAGEMENT: PROTECT YOUR INVESTMENTS			ARENA RENOVATIONS AND RETROFITS														

CHOREOGRAPHY			HIGH-LEVEL TEST SUCCESS		
PROPER ICE EDGING TECHNIQUES: PULLING CORNERS AND MAINTENANCE OF ICE EDGERS 12:45-1:45 p.m.			<i>Bus Leaves to Return to Hotel: 2 p.m.</i>		




ISI WESKATE INSTRUCTOR TRAINING INTERMEDIATE/HIGH COMBINED																									
COMPUTERS FOR ADMINISTRATION		HVAC DEHUMIDIFICATION		HOCKEY SCHOOLS		PROGRAM BUDGETING & ACCOUNTING		CHOREOGRAPHY AND PROGRAM IDEAS FOR SPOTLIGHT, ARTISTIC, FOOTWORK EVENTS		TAPS - TOTAL ATHLETE PERFORMANCE SEMINAR		ASSEMBLING THE PIECES TO BUILD YOUR BUSINESS. INDUSTRY PANEL - ISI, MIAMI, PSA		CUSTOMER SERVICE AND RETENTION		HVAC		MANAGING HOCKEY LEAGUES		RISK MANAGEMENT		CREATE WINNING FREESTYLE AND OPEN FREESTYLE PROGRAMS		THE VALUE OF RE-COMMISSIONING: WHAT YOU'LL DISCOVER	




GRADUATION CEREMONY



ICE SHOW & LUNCH

5 p.m.			6 p.m.			7 p.m.			8 p.m.			9 p.m.					
45	15	30	45	15	30	45	15	30	45	15	30	45	15	30			
PERFORMANCE TECHNIQUE SKATER CHOREOGRAPHY PARTICIPATION THRU ADULT PROGRAMS AND CAMPS CT PLANNING 101 G: ANSWERS TO ADDING BEST GROWING OLYMPIC TO YOUR ARENA			ISI DISTRICT MEETINGS			ISI/MIAMA JOINT PRESIDENTS' RECEPTION											
			ISI SECTION MEETINGS (PUBLIC, PRIVATE, SCHOOLS, INSTRUCTORS)						MIAMA-SPONSORED SOCIAL EVENT – "SUITE" NIGHT								
EXAM FOR HVAC CERTIFICATION ONE-DAY COURSE																	
						TRADE SHOW & COCKTAIL RECEPTION											
																	

Registration and attendance at all iAIM sessions required to take exam and receive certification; however, individual sessions are open to all conference attendees. Advanced Skating Director course is offered in its entirety. The Management, Operations and Programming tracks are divided into three parts, each requiring three years to complete. Students may start with any of the three parts and complete them in any order.

FEATURED SPEAKERS

KEYNOTE

Steve Gilliland



Featured regularly on SiriusXM Radio's "Laugh USA," Steve Gilliland headlines the opening of the 2017 ISI/MIAMA Ice Arena Conference & Trade Show on

Tuesday, May 30. Recognized as a master storyteller and remarkable comedian, he is a member of the Speaker Hall of Fame and author of several books. He shows audiences how to open doors to success in their careers, their relationships and their lives.

Tuesday, noon-1:30 p.m. May 30.

Doug Ladret



Since 1984, Doug Ladret has been at the forefront of figure skating around the world. Along with his partner, Christine "Tuffy" Hough, Ladret won the 1988 Canadian Pair title, competed in five World

Championships, two Olympic Games (1988, 1992) and won five international titles. The couple performed with Stars on Ice from 1992-1997 and were featured in numerous touring shows and television specials. They also appeared in the movie, "The Cutting Edge." From 1997-2000, Ladret served as performance director for Stars on Ice.

Since he began coaching in 1992, Ladret has produced national and international medalists and champions in both singles and pairs. He has been a presenter at numerous seminars across North America and was nominated twice for U.S. Figure Skating/Professional Skaters Association Developmental Coach of the Year. The 2017 Nationals marked his 16th consecutive year coaching at the U.S. Figure Skating Championships.

Ladret will present two sessions, "Spin Theory/Spin Combinations" and "Jump Theory," from 9:15-10:45 a.m. and 11 a.m. –noon during on-ice sessions Thursday, June 1 at Bloomington Ice Garden.

David Grong



David Grong is currently serving as a project manager and advisor at Carlson & Stewart Refrigeration Inc., where he served as president from 1988-2006. Over the past 35-plus years, he has worked in

the design and sales of industrial refrigeration systems. He provides on-site training sessions on everything from basic refrigeration to the specifics of large scale plant refrigeration. An active member of the International Institute of Ammonia Refrigeration, he has served as chairman of the IIAR Piping Committee and as chairman of its board of directors.

A former pilot with the United States Air Force, he earned a Bachelor of Arts degree from St. Olaf College and a Bachelor of Science degree in mechanical engineering technology from Southwest State University.

Grong will present "Compressor Maintenance and Refrigeration Efficiencies" from 8-9 a.m. Friday, June 2.

Kori Ade



Most known for her role as coach of 2014 Olympian Jason Brown, Kori Ade was named PSA Development Coach of the Year in 2011. She holds PSA ratings in Moves in the Field and Freestyle and she's an AFFA and F.A.S.T. Certified On-Ice Trainer.

A respected hip hop dancer and choreographer, Kori has worked for clients such as McDonald's, Sears and Seventeen Magazine.

She is the creator of TAPS (Total Athlete Performance Seminars), a program focused on developing the "whole" athlete, including the emotional and mental aspects that play a large role in successful training and competing. She is also the founder of First Ade Coaches Training Program, Mental Ascension and Koriography.

Ade will present two sessions, "Spin Theory/Spin Combinations" and "Jump Theory," from 9:15-10:45 a.m. and 11 a.m. –noon during on-ice sessions Thursday, June 1 at Bloomington Ice Garden.

She will also present TAPS from 2:45-3:45 p.m. Thursday, June 1 at the hotel.

Jake Kranz



Jake Kranz is a certified TEGG representative with Master Electric Co., Inc., specializing in electrical maintenance and arc flash hazard mitigation solutions. He received training through the world-renowned

TEGG Institute, a global leader in electrical testing services. Jake has a degree in health science from the University of Minnesota (Twin Cities).

Kranz will present "Electrical Predictive & Preventative Maintenance" from 9:45 – 10:45 a.m. Wednesday, May 31.

Randy Ehleringer & Alex Lair



Randy Ehleringer is a private wealth advisor with Echelon Wealth Partners, a private wealth advisory practice of Ameriprise Financial Services, Inc. He is a certified financial planner (CFP), chartered financial consultant (ChFC), chartered retirement planning counselor SM (CRPC) and an accredited portfolio management advisor (APMA). He earned his Bachelor of Arts degree in economics/quantitative methods from the University of St. Thomas. Alex Lair is a client support associate at Ameriprise Financial Services, Inc. He earned his Master of Business Administration from Augsburg College.

Ehleringer and Lair will present "Financial Planning for Your Future" from 3-4 p.m. Tuesday, May 30.

Additional Speakers

COREY CASH

GERRY LANE

PAGE LIPE

ROB MCBRIDE

JIMMIE SANTEE

CHILDREN'S THEATRE
COMPANY

And More!

The Miracle of Minneapolis

Located just minutes from the Minneapolis – St. Paul International Airport and the world-renowned Mall of America, the DoubleTree is centrally located within close proximity to the Twin Cities' many attractions, including Target Field (home of the Minnesota Twins), the Minnesota Zoo, numerous golf courses, theaters, restaurants, clubs and shops. The nearby historic Mill District offers museums, parks and walking tours of the riverfront.



HOME TO
19 FORTUNE
500
COMPANIES

more than any other state

THE MALL OF AMERICA
is the size of 78 football fields



HAS MORE GOLFERS
PER CAPITA THAN ANY
OTHER U.S. CITY.

**Minnesota
Fun Facts:**

Source: 50 States.com

*Most famous
musical
offspring is the late*

PRINCE

BIRTHPLACE OF
Masking and Scotch tape, Wheaties,
Bisquick, HMOs, Bundt pan.

**Has 90,000 miles of shoreline — more than
California, Florida and Hawaii combined.**

Conference Registration Fees

Full Registration*	Member	Non-Member
Advance Deadline: April 15	\$475	\$575
Standard Deadline: After April 15	\$525	\$625
Thursday Only	\$149	\$249
Daily Registration		
Tuesday, Wednesday	\$200/day	\$300/day
Friday	\$50	\$150

*Registration must be postmarked by the deadline dates for Advance rate.
Deadline for pre-registration is May 15; on-site registration will begin at 7 a.m. on May 30.

BOOK NOW!

**DoubleTree by Hilton
Bloomington-Minneapolis
South**

7800 Normandie Blvd.
Minneapolis, 55439

Group Rate Per Night:
\$114, plus tax

Group Code: ICE

Group Rate Deadline:
April 25

Reservations:
1-800-222-TREE or
skateisi.org/hotel

Amenities

- Complimentary Parking & Shuttle to and from Minneapolis — St. Paul International Airport and Mall of America
- Fitness Center
- Indoor Swimming Pool and Whirlpool
- Complimentary Wi-Fi in Guestrooms



ICE SKATING INSTITUTE

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skateisi.org/conference