



MARCH 2016

RAY BOURQUETO BE SPRING CONFERENCE KEYNOTE SPEAKER

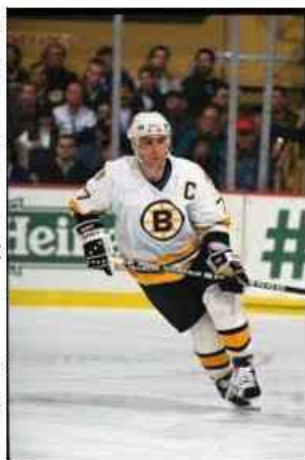


Boston Bruins legend and former captain, Ray Bourque, will be the Keynote Speaker at the upcoming Spring Conference and Trade Show, April 24 - 27, 2016, at the MassMutual Center in Springfield, MA. Enshrined in the Hockey Hall of Fame in 2004, Ray still holds NHL records for career goals, assists and points by a defenseman. Ray first became captain of the Bruins along with last year's Keynote Speaker, Rick Middleton, in 1985 - then held the position alone after Rick retired in 1988. In 2000, Bruins fans were disappointed when Ray left to play for the Colorado Avalanche - but elated when he won his only Stanley Cup in the last game of his NHL career.

records for career goals, assists and points by a defenseman. Ray first became captain of the Bruins along with last year's Keynote Speaker, Rick Middleton, in 1985 - then held the position alone after Rick retired in 1988. In 2000, Bruins fans were disappointed when Ray left to play for the Colorado Avalanche - but elated when he won his only Stanley Cup in the last game of his NHL career.

In addition to the massive amount of time he has spent inside of ice rinks, Ray also has his name on the outside of two rinks named after him. His hometown of Saint-Laurent, Quebec named their rink Arena Raymond-Bourque and, this past fall, Endicott College in Beverly, MA (a NEISMA member) opened the new Raymond J. Bourque Arena in his honor.

Ray will share some of his experiences from his career in ice hockey as well as some thoughts regarding ice rink facilities and what role they play in peoples' lives. His unique perspective as a player, parent of players and now as an on-looker with his name on two North American rinks will give us all some things to think about and take home with us.



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Arena Raymond-Bourque, Saint-Laurent, Quebec, Canada



Raymond J. Bourque Arena, Endicott College, Beverly, MA

President's Message

by Ben Ruggles, CIRM, PMP



It's that time of year again. We've survived another season (hopefully), now planning some summer vacation time (hopefully), and registering you and your staff to attend one or more upcoming professional training sessions offered by NEISMA, ISI, STAR, ORFA or others (definitely!). Fortunately, there's now a lot to choose from so please take advantage of them.

On April 24 through April 27, NEISMA will be offering our Spring Conference and Trade Show in Springfield, MA. We are hosting this annual event - our biggest event of the year - in the central part of our region with the hopes of attracting more participants by making it more accessible travel-wise. As we're emphasizing, "ALL ROADS LEAD TO SPRINGFIELD" so hopefully you can find an easy way to get there!

We'll be using two fabulous venues in which to host this event. Our "headquarters" will be the Sheraton Springfield where we will host ISI and STAR classes plus several events. On Tuesday, we'll be moving to the nearby MassMutual Center - only a block away.

We are very excited to have arranged for a very special **Keynote Speaker, Ray Bourque**. Not only is Ray one of the best and most popular NHL players of all time, he also has one of the most unique perspectives of ice rinks that one could have - having played ice hockey for most of his life, then raised two kids who became NHL players, and now having two North American ice rinks named in his honor. I'm sure he'll have some interesting things to say which we can all bring home with us.

We've changed the format of the event slightly to

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offer certification courses that we feel will help meet the training needs of our members. We'll start on Sunday evening, April 24th, with ISI's "**Certified Arena Operator - Part 1**" course (go to page 12). This 3-day course will be led by the iAIM faculty and finish Tuesday afternoon.

Beginning Monday morning April 25th and finishing Wednesday, STAR - led by John Monteleone - will offer their "**Programs, Marketing and Promotions (PMP)**" course (go to page 13) as part of their Certified Rink Administrator curriculum.

NEISMA will be offering two tracks of educational programming on Tuesday, April 26th for the remainder of our attendees. First, for Rink Managers, we have brought back Dr. Adam Naylor, a sports psychologist who last addressed our membership at Boston College in 2004. On page 14, we have reprinted an article Dr. Naylor authored which addressed spectator conduct. In this year's conference, we expand this a bit to address visitor behavior in general - from hockey players, to figure skaters, to parents and to coaches. In this day-long interactive session entitled "**Raising the Bar**" (go to page 6), Dr. Naylor will help rink managers develop

a strategy to get everyone - including their employees - on "the same page" of developing a mutual respect which is in everyone's best interests.

For Rink Operators, we have invited Ty Newberry to facilitate a presentation and interactive discussion on the "**Tricks and Tools of the Trade**" of rink maintenance (go to page 7). Many unique approaches are out there, and Ty will share with some of his experiences as well as ask others to share theirs.

Of course, a highlight of the event will be the **Trade Show** on Tuesday from 4 to 7 pm. The space at the MassMutual Center affords us the space and comfort to put on a great show. We expect over fifty (50) vendors this year and have included double booths!

Some folks say that the networking is the most valuable part of a conference, and we have several opportunities for you. Sunday evening, we'll be hosting a **Welcome Party** in the MVP Pub at the Sheraton. Monday morning will be hosting our annual **Golf Tournament** at The Ranch Golf Club in Southwick, MA. That evening, we'll be hosting the popular **President's Reception**, which gives us all the opportunity to get caught up or make new connections - and enjoy some great food. First thing Tuesday morning, we will host a full breakfast and a brief **NEISMA Annual Meeting** which we haven't done for many years. For lunch, we'll be hosting our annual **Awards Luncheon** which will include presenting the Frank J.

(Continued on page 6)

WHAT'S HAPPENING?

- | | |
|------------------------|-----------------------------------------------------------|
| April 24 - 27 | NEISMA Spring Conference and Trade Show (Springfield, MA) |
| April 24 - 29 | ORFA Professional Development Program (Guelph, ONT, CA) |
| May 16 - 19 | STAR North American Rink Conf and Expo (Columbus, OH) |
| May 31 - June 4 | ISI / PSA Conferences and Trade Show (Las Vegas, NV) |

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2016 Spring Conference and Trade Show

Sunday, April 24 Sheraton Springfield

5:00 pm - 6:30 pm ISI Class (Certificate of Arena Operations - Part I)

7:00 pm - 10:00 pm Welcome Party



Monday, April 25 Sheraton Springfield

7:30 am - 8:30 am Coffee and pastries

8:30 am - 5:30 pm ISI Class (Continuation of CAO Part I Certification)

8:30 am - 5:30 pm STAR Class (Programs, Marketing and Promotions)

9:00 am - 3:00 pm Golf Tournament (**The Ranch Golf Club**)

6:00 pm - 10:00 pm President's Reception



Tuesday, April 26 MassMutual Center

8:00 am - 9:00 am Registration and breakfast

8:45 am - 9:00 am NEISMA Annual Meeting

9:00 am - 9:30 am Welcome

9:30 am - 10:15 am Keynote Address: **Ray Bourque**

10:30 am - 12:30 pm Educational Sessions:

Management Track - "Raising the Bar"

Operations Track - "Tricks and Tools of the Trade"

ISI (Completion of CAO Part I Certification)

STAR (Continuation of PMP Certification)

12:30 pm - 1:30 pm Awards Luncheon

1:30 pm - 4:00 pm Educational Sessions (continued)

4:00 pm - 7:00 pm Trade Show

7:00 pm - 10:00 pm After Party and Cornhole Tournament

8:00 pm - 9:00 pm NEISMA Cup Ice Hockey Game (**Smead Rink**)



Wednesday, April 27 Sheraton Springfield

7:30 am - 8:30 am Coffee and pastries

8:30 am - 1:00 pm STAR (Completion of PMP Certification)





2016 CONFERENCE & TRADE SHOW

Sunday, April 24 - Wednesday, April 27

MassMutual Center - Springfield Sheraton

ATTENDEE REGISTRATION (not for Exhibitors)

Facility Name: _____ Primary Contact: _____

Facility Address: _____ City: _____

State: _____ Zip: _____ Phone: _____ Fax: _____

Primary EMAIL: _____

For ID Badge:		Play in NEISMA Cup? Yes / No	Conference Amount	Add Golf	Trade Show Only	TOTAL
First Name	Last Name					
			\$	\$	\$	\$
			\$	\$	\$	\$
			\$	\$	\$	\$
			\$	\$	\$	\$
			\$	\$	\$	\$
TOTAL						\$

Registration Type	Member Rate	Non-Member Rate
Full Conference Full Conference includes meals and functions listed, keynote, seminars and trade show.	\$150 \$200 after April 1st	\$250 \$325 after April 1st
Full Conference + STAR Certification Course (PMP)	\$425 \$500 after April 1st	\$525 \$625 after April 1st
Full Conference + ISI Certification Course (CAO Part 1)	\$275 \$325 after April 1st	\$375 \$450 after April 1st
Golf Tournament (Monday, 9 am shotgun) Includes 18 holes, cart, range, prizes and barbecue	\$80 \$100 after April 1st	\$100 \$125 after April 1st
TRADE SHOW ONLY (Tuesday, 6 - 7 pm)	\$50	\$75
NEISMA Cup Hockey Game (Tuesday, 8 - 9 pm)	Free	Not available

You may register: **Online** at www.neisma.com
 Or by **check** payable to **NEISMA**. Mail registration to **NEISMA, P.O. Box 290595, Wethersfield, CT 06109**
 Or by credit card, either: email **scanned** copy to email@neisma.com or fax copy to **1-888-234-3968**

CC# _____ / _____ / _____

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RAISING THE BAR

Fostering a Culture of Mutual Respect

Spring Conference
Educational Session
MANAGEMENT TRACK



On Tuesday, April 26th, join other rink managers from throughout the northeast as we address "rink culture" - how it started, how it has evolved and what we can do to change it for the better.

Too often we hear from rinks that patrons seem to have a unique sense of entitlement which they feel allows them to be behave inappropriately, often disrespecting our property and our staff. We don't see this elsewhere in other similar industries - but, for some reason, we deal with it all too often at our facilities. In the Management Track of our Tuesday seminars, we will explore ways to address this phenomenon.

Leading this interactive session will be Adam Naylor, Ed.D., CC-AASP, who last spoke at our NEISMA Conference at Boston College in 2004. Dr. Naylor leads Telos Sport Psychology Coaching, oversees the Mental Game Division of Northeastern University

Sports Performance, and is a clinical assistant professor at Boston University. He has worked with Olympians, hockey players from every level of the sport and is a coach educator for USA Hockey. He focuses on helping develop athletic organizations that allow athletes and communities to thrive.

Dr. Naylor will explore reasons as to why our customers behave the way they do and what some effective strategies might be to change this culture for the better.

RELATED ARTICLES IN THIS RINK RAT:

- *The World of "Entitlement" - We Need a Plan!*
By Michelle Stenberg (page 8)
- *Managing Emotions at the Rink* (2004 Reprint)
By Dr. Adam Naylor (page 14)
- *What Makes Rink Managers Grumpy?**
By Harry Thompson (page 16)
- *10 Top Pet Peeves of Rink Managers**
By Harry Thompson (page 19)

*Articles originally appeared in the Oct 2015 issue of USA Hockey Magazine.

EARLY BIRD DEADLINE IS APRIL 1st
Full Conference Fee Increases by \$50!

(From page 3 "President's Message")

Zamboni Hall of Fame Award as well as any college scholarships that we may be awarding. And after the Trade Show Tuesday evening, we've planned an **After Party** including a Cornhole Tournament which will certainly be a hit. Also, our annual **NEISMA Cup** hockey game will be played at the nearby Smead Rink for those who are interested.

With the exception of the Golf Tournament, all of these networking events are included in your Full Conference registration fee. A special THANK YOU to our Conference Sponsors for making this event so diverse and affordable.

We believe that we've put together a tremendous event for our membership with something of interest for everyone. Please join us!

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**Spring Conference
Educational Session
OPERATIONS TRACK**

**TRICKS AND TOOLS
OF THE TRADE**



So what's the latest and greatest in the world of ice maintenance? What are some of the tried and true methods that rink operators use that most people don't know?

On Tuesday, April 26th, join fellow rink professionals as we share some of the "tricks" we've developed over the years and some "tools" that a lot of folks might not be familiar with - some of which we made in our maintenance garages!

Leading this session will be Ty Newberry who is currently the General Manager for the Fort Dupont Ice Arena in Washington, DC as well as a principal with All Star Arenas. Ty has worked in the rink industry since he was a teenager and has experience with arenas from Utah to Virginia in a variety of contexts, such

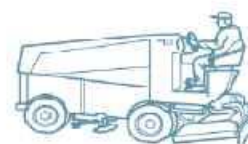
as not-for-profit, private, government, and university settings. He has been an integral part of planning, construction and maintenance of both ice and multi-use facilities. In addition, Ty is an instructor with STAR as well as USA Hockey so has had lots of experience presenting to rink professionals.

In this interactive session, Ty will share many "tricks" of rink maintenance, show some unique "tools" that he's seen along the way and demonstrate and discuss some new tools and techniques that have recently hit the market.

Also included will be a tour of the MassMutual Center led by Operations Manager, Scott Griffith.

Students will be asked to share their "tricks" and "tools", as well, so please bring them with you - even if only a photo - and be prepared to present them to the class!

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THE WORLD OF "ENTITLEMENT" - WE NEED A PLAN!

By Michelle Stenberg

First, let me tell you a little about myself:

- I have a degree in education.
- I have loved hockey since my teenage years.
- I have been involved in youth sports for 35 years.
- I have managed a hockey rink for 20 years.
- I have been disillusioned for the past 5 years.

Why am I disillusioned? Well, thanks for asking, I would LOVE to share my thoughts.

articles on entitlement dating back to 2007 and prior, with clear indications of it being a huge problem down the road.

I could list here so many displays of entitlement by the players AND their parents, but we have ALL been witness to these indiscretions. I once asked a parent and child to NOT throw the football around inside the arena. Rather than end the game and walk away, the parent was quite perturbed and asked ex-



It's not a new word and, no, I am not the one who coined it, BUT I certainly have used it in a sentence at least 5 times a day for the past five (5) years!

ENTITLEMENT

A noun with the simple meaning - "the state of being entitled". Ha! Nothing simple about this word at all, especially in youth sports, and especially to a manager or employee of a hockey rink.

Knowing that I would inevitably write an article about this state of being, I did some research. This is NOT a new condition in youth sports. I found

actually where it said he could not perform this rite. I directed him to, and read the sign saying "No Running, No Street Hockey, No Ball Playing". His answer to me quite sarcastically was, "Well, so you can read". Poor guy, apparently I had offended him.

ENTITLED

Let's also, as managers of rinks, discuss the blatant disregard for the property. Kids dropped off so that the parents can have a drink at the bar up the street. I am NOT a babysitter, nor am I the one raising these children (...if only!!...).

Pucks and toys in the toilets. Locker rooms trashed. Running through the building. Spitting on the floor. All with or without their parents in attendance!

What steps do we take? We display the rules - I actually display more signs than I have room for. They are *disregarded!*

I do believe that some days most of my time is spent dealing with this "entitlement" than it is doing the day to day business. And, let it be said, this entitlement is not limited to the players, but extends to their families, coaches and even Directors of pro-

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grams whose children automatically make the TOP team, regardless of ability.

WE NEED A PLAN!

The parents today need a plan. Adult outbursts in the stands are at an all time high.

The coaches today need a plan. They need to be objective to eliminate favoritism.

Entitlement starts at the TOP - professional sports teams today need a plan and they need to be held accountable. What type of "trickle down effect" do they have on youth sports programs?!

Oh, and by the way, "entitlement" is NOT in our DNA at birth. It is a *learned behavior*.

Globally this is a big issue. What are we teaching these children? Will they be able to cope with life situations or are we setting them up for failure? The problem goes way beyond youth sports in its ramifications. School, social situations, and jobs will all be

(Continued on page 10)



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(From page 9 "The World of "Entitlement")

affected.

There are MANY articles online and this year's NEISMA SPRING CONFERENCE Management Track session "Raising the Bar - Fostering a Culture of Mutual Respect" - deals with this issue in depth. It will be a lot of work and it will take time, but the CHILDREN are worth the effort.

WE ALL NEED A PLAN!

Editor's Note: Thanks, Michelle. Well said. Hopefully Dr. Naylor can help us put a plan in place for all rink managers and their staff to implement over the coming years. We're all in this together - let's make it happen!



MARK YOUR CALENDAR!

April 24-26, 2017

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AND TRADE SHOW**

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- 17 states and 1 province represented
- 21 colleges or universities represented
- 52 "year round" and 52 "seasonal" rinks have responded to date

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Certified Arena Operator

Part 1 of 3

Spring Conference
Educational Session
ISI CERTIFICATION



Certificate of Arena Operations (CAO) courses help arena managers, assistant managers and skating and hockey directors develop the expertise to manage the many on- and off-ice activities that take place in an ice arena. From planning, scheduling, promoting and organizing to actually delivering the program, CAO graduates are well-equipped to handle all the tasks required to keep the ice arena busy and profitable.

This course will be taught by the ilAM faculty and is Part 1 of 3 courses required to achieve Certified Arena Operator (CAO) status. A certificate will be issued after successful completion of the course.

Parts 2 & 3 are available at ISI conferences.

Topics in Part I include:

- Role of the Arena Operator
- Ice Resurfer Driver Training
- Ice, Dasherboard and Glass Maintenance
- Building Maintenance and Safety
- Ice Installation and Painting
- HVAC - Theory, Dehumidification and Lab

Other topics covered in Parts 2 and 3 include:

- Custodial and Housekeeping
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- Emergency Preparedness
- Equipment Maintenance and Operation
- Energy Management
- Risk Management
- Indoor Air Quality
- Human Resources for Operations
- Customer Service and Retention
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**Spring Conference
Educational Session
STAR CERTIFICATION**

Programs, Marketing and Promotions
1 of 3 Courses for Certified Rink Administrator



This management course, taught by John Monteleone, Director of Education for STAR, is designed to help administrators and managers evaluate their established facility programming and maximize its' potential growth. Attendees are provided resources to create and implement their own marketing plans and examine the different media delivery approaches of each. Special events, advertising (both purchasing and selling), and cross promotion of activities are also examined. A certificate will be issued upon successful completion of the course.



Topics include:

- Traditional and Complimentary Programs
- Maximizing Your Facility's Utilization
- Creating a Simple and Effective Marketing Plan
- Promoting Programs through Various Media Types
- Community Events and Cross Promotions
- Selling and Buying Advertising
- Sponsorships

Other courses needed for CRA status:

- Human Resource Management
- Operations and Risk Management



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MANAGING EMOTIONS AT THE RINK

Preventing Interested and Energized from Becoming Hostile

By Dr. Adam Naylor (RINK RAT REPRINT FROM 2004)

"Athletes train to avoid distraction and to remember strategy during the heat of the battle. Spectators don't treat spectating like a performance task leaving them susceptible to unregulated emotions and stupidity".

(NEISMA Spring Conference - April 2004)

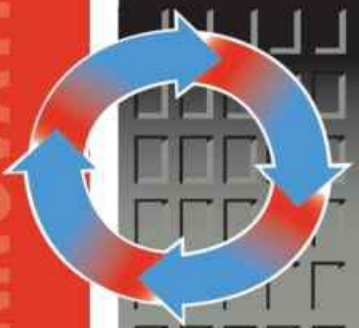
New England is passionate about hockey and figure skating. This is terrific for those in the business of managing and owning ice rinks. Unfortunately in some instances the emotion of the sporting event leads spectators to disrespectful behaviors, hostility and, in the rare instances, violence. Ultimately fan misbehavior hurts the quality of the entire athletic experience and damages rinks.

Understanding some basic fan psychology and wisely preparing your rink can make the entire

hockey/figure skating experience excellent for the athletes, spectators, community and rink itself. Sport would be no fun without emotion, but it is important to note that with increased excitement our focus is challenged and memory banks tested.

During times of excitement, a spectator fails to see the "big picture", often focusing on what is most important to him or her. Clearly this could skew one's perception of a game. Secondly, under times of high emotion our memories do not work as efficiently as they would when calm. Perhaps this explains the "they should know better" phenomenon (i.e. when a person misbehaves in a time of excitement). Even the most schooled parents in "fair-play/respect" can struggle with their emotions when their child is injured or penalized. The bottom line is that emotion

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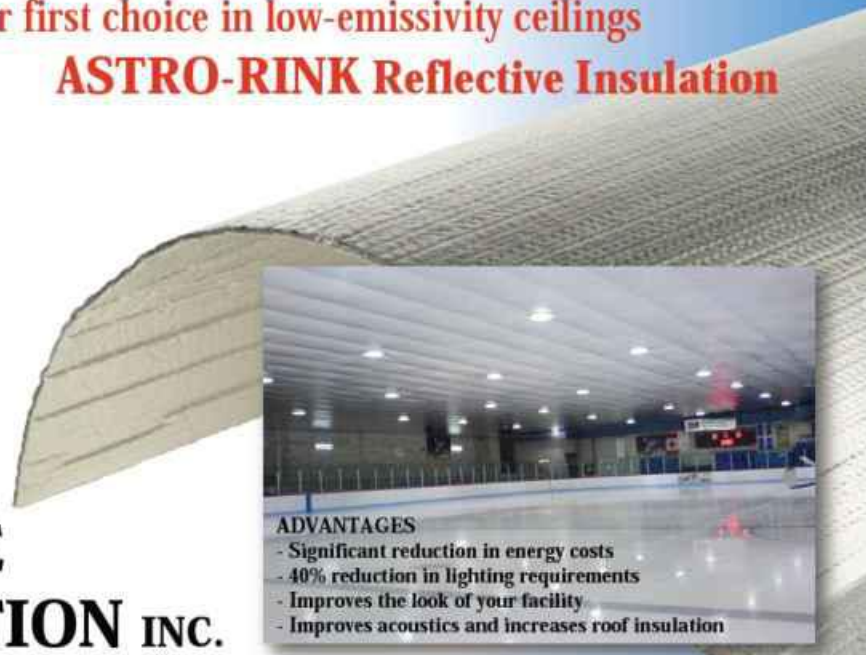
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matters and ice rinks can take some steps in preventing fan misbehavior.

First, it is important to be aware that there are certain games and times when exceptional emotions are most likely. The following could be potentially challenging situations:

- Rivalries
- High stakes games/tournament play
- Teams with nothing to lose
- Lopsided games
- Games with a "hopelessness"
- Teams, coaches and fans with history

With these times in mind, a wise rink manager can begin to prevent rink disturbances. Rink managers' responsibilities in this task start with the rink itself, extend to helping educate the public and, ultimately, lead to working with the community. The following are a few thoughts to help spectators successfully manage their emotions:

TAKE CARE OF THE FACILITY

- Provide opportunities for education. Generate awareness.
- Post signs explaining and illustrating positive cheering. Make them visible.
- Make announcements throughout the game (remember emotion and frustration are the highest at the end of the games).
- Memorable is better (see USA Hockey's "Relax. It's Just a Game" service announcement).
- Legislate.
- Clear rules and consistent enforcement creates a culture of positive fandom.
- It is not about being an ogre, it is about maximizing people's fun at the rink. No one likes abusive parents and a rink beat up by a few disrespectful teams.
- Be a part of a community based approach to healthy sporting environments.

(Continued on page 19)

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WHAT MAKES RINK MANAGERS GRUMPY?

Things Done Inside a Rink Can Make Blood Pressure and Ice Prices Rise

By Harry Thompson

(This article originally appeared in the October 2015 issue of *USA Hockey Magazine*.)

If there's one thing Eric Guzdek can't stand it's "snot rockets."

You know, those slimy projectiles shot out of each nostril that affix themselves to the boards and black mats on the benches at the Northtown Center in Amherst, NY, where Guzdek is the general manager.

Only slightly less disgusting are those crumpled up pieces of tissue left behind by figure skaters after an early morning practice.

"It's funny because the figure skaters complain about the hockey players and the hockey players complain about the figure skaters. At the end of the day they all learn to get along and deal with each other's little issues," Guzdek says.

"It's just one more of those things that in a perfect world we wouldn't have to deal with. But somebody has to clean it up, and unfortunately it's our staff."

For rink managers around the country, life's little nuisances not only add up, they take away from time working on more important things, such as ensuring that each skater has a good sheet of ice.



According to a list of complaints compiled from rink managers across the country, the job stretches beyond controlling the ice and the facility.

There's the constant monitoring of unsupervised youngsters who run amok under bleachers, through the lobby and in other places where they can not only cause damage, they can also hurt themselves or other customers.

When rink operators are spending time removing tape balls from toilets or replacing broken windows after a kid shoots a rock through it, it takes away from the time that could be spent ensuring that the quality of ice is as good as it can be. It's cases like this that perpetuates the image of the grumpy rink manager.

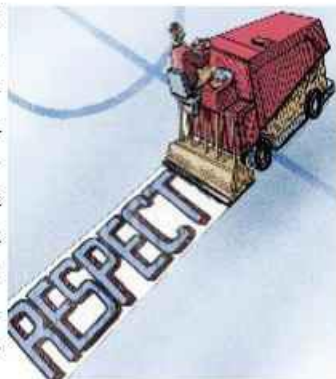
"One of the things is that my team does is building walkthroughs," says Alec Hines, who runs the 80,000-square foot Edge Ice Arena in Littleton, Colorado. "Something might not have been broken yesterday, but today it could be different. I came in today and our sound system wasn't working because somebody decided to rip out all the chords. That stuff is costly."

T.C. Lewis, the general manager at the Aerodrome Ice Skating Complex in Houston, can't count the number of hours his crew has spent replacing ceiling tiles in the locker room after kids poke holes in them with their sticks, or painting walls marked by stick marks.

"When they win players will bang their sticks on the wall to celebrate, and when they lose they bang their sticks on the wall out of frustration," he says. "Either way the walls come out on the losing end and then it's our job to repaint them."

In many towns and cities across the U.S., rinks are the hub of a community. But in non-traditional areas, such as Indian Trail, N.C., it's not only important to provide great programs and great ice, it's important to present the right environment to welcome those customers who may have never stepped foot inside an ice rink before.

"We try to set the tone when people come in. The first message is bathroom. You walk into a rink and see the bathroom that will tell you a lot about the facility. It's a tell tale sign," said Mike Mulhall, one of the owners of the two-sheet facility in suburban Charlotte.



"We have customers who will tell us about being at another rink and the bathrooms are so disgusting that they had to go down the street to the local gas station. They'll call us to say 'thank you' for having clean bathrooms. We like to send that kind of message. We want you to feel like you're in our home and we want you to feel welcome."

And that's important when you're looking to grow the game and your business in a tough market where consumers have multiple choices on how to

spend their time and money.

"We sell two things, that's customer service and ice quality. Any time that we're fixing things it deters from our ability to be more efficient doing the ice maintenance and making our building something that everybody wants, which is to be a great family-fun environment," Hines says.

It's important to note that the vast majority of those who enter a rink treat it with respect and help make it a fun family environment. But it's a menacing minority that inflicts most of the damage, which ultimately leads to rising ice prices.

"Rinks are expensive venues. It doesn't matter where we are in the country," Hines says. "We try to give our customers the best possible product by putting as much effort into our facility as we can. We want people who come here to look at this as if it's their home."

"We're really blessed here at the Edge to have two

(Continued on page 19)



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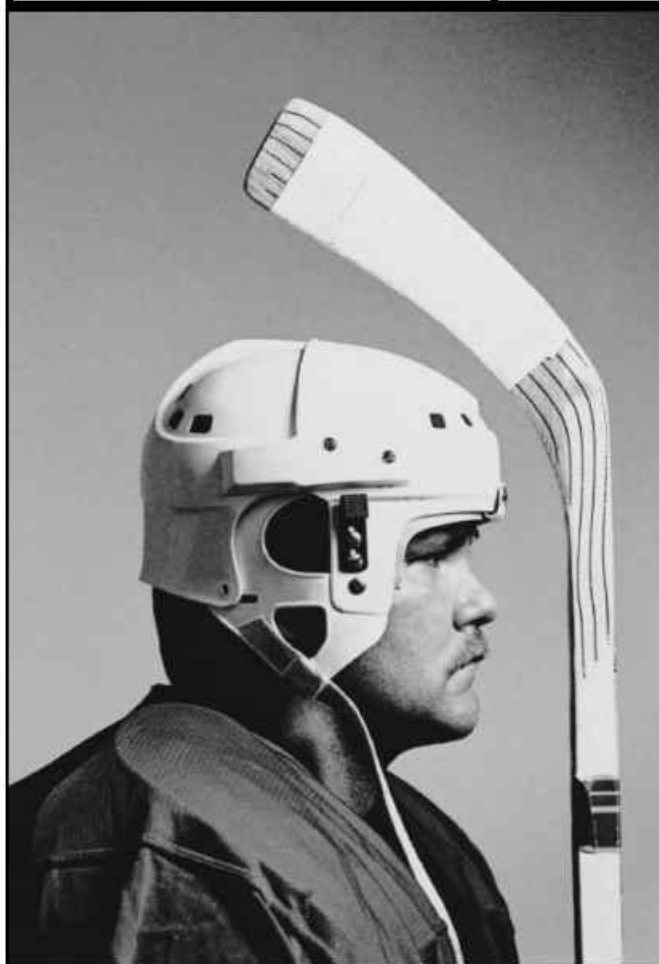
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(From page 15 "Managing Emotions at the Rink")

- Help Mass Hockey get the word out about **EFFORT** (Encouraging Fairness, Fun, Opportunity, Respect and Teamwork).

These are just a few ideas to get you to take a proactive approach to protecting your rink and maximizing your patrons' enjoyment of the games. Few people choose to misbehave at the rink, by providing a little education, a well maintained rink, a little forethought, and a bit of effort few will. "Coach" your patrons through the "performance task" of spectating.

(Editor's Note: This is a RINK RAT reprint from 2014. Some of this content will be addressed by Dr. Naylor at the Management Track Educational Session "Raising the Bar" on Tuesday, April 26th.)

**EARLY BIRD DEADLINE IS APRIL 1st
Full Conference Fee Increases by \$50!**



NEISMA is a professional service organization, organized to provide the ice skating industry with education and training. Since 1972 NEISMA has disseminated technical information and conducted seminars on rink equipment, energy, air quality, marketing, skating programs, maintenance and safety. NEISMA provides the professional rink manager with the technical information needed to operate a safe, efficient and profitable facility. The NEISMA Board of Directors is not a testing lab for vendors or their products. We are not responsible for vendor representations or errors. We neither endorse or recommend any vendors products.

THE RINK RAT

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(From page 17 "What Makes Rink Managers ...")

great youth organizations [Foothill Flyers Youth Hockey and the Colorado Girls Select] that really believe that this is their home. But still, kids are going to be kids."

With a new season already under way, rink managers offer one piece of friendly advice that can go a long way toward ensuring that players, coaches and parents have a clean rink with great ice this year – respect your local rink as if it's your own home.

"Why do you think it's OK to spit on the floor at home? Would you leave that tissue lying next to the trash can?" Lewis asks. "Then why would you do it at the rink?"

Top 10 Pet Peeves Of Rink Managers

With the help of STAR, *USA Hockey Magazine* asked rink managers to describe their biggest pet peeves. Here is a small sampling of what makes them grumpy:

- 1 - Hockey players and coaches who ignore pleas to stay off the ice until the ice resurfer has safely exited the rink and the doors are closed.
- 2 - Players who spit on the floors, especially on the bench, like they are outside on a baseball field.
- 3 - Parents who get so caught up in the game that they allow their kids to run around the rink.
- 4 - Coaches who have had the same ice time slots for 10 years and still look at a Zamboni/Olympia driver like they are crazy when they open the doors to resurface the ice.
- 5 - Smokers who throw their butts on the ground even though there are FIVE receptacles outside.
- 6 - Players who just drop their bags in the middle of the common area and walk away leaving the floor looking like it's littered with dead bodies.
- 7 - Players who leave the showers running.
- 8 - Not flushing toilets or stuffing them with stuff.
- 9 - Players who flip pucks into the players' bench, leaving marks on the wall.
- 10 - Figure skaters who use tons of tissues and miss the garbage can on the players' bench.

This article originally appeared in the October 2015 issue of USA Hockey Magazine.

MAKE HOCKEY GOALS BIGGER ?

By Jeffrey Doucette

OK, now that I have your attention, allow me to express my opinion on the NHL's recent rant on the lack of scoring in games. Yes, I agree that too many games are low scoring, often ending in a tie. But some of the proposals seem to be just plain crazy! Make the goals bigger. Make the rinks five feet wider. Make the goalie equipment smaller. No! No! No! Hockey is built on tradition. Just because goalies are bigger and better, and players are utilizing blocking better than in the past, does not mean the game needs to change. I happen to like the low scoring games. It means defensively the game is going well which, unfortunately, is not what most people believe is a fun game to watch.

Too much emphasis in the sports world is placed on scoring. Just look at college football's Heisman Trophy. The winner is "the outstanding college football player whose performance best exhibits... diligence, perseverance, and hard work." Yet not a single winner has come from the defensive side of the ball. You have to go back to 1949 just to find someone who wasn't a QB, runningback or receiver. Most recently there was a lot of criticism over the Super Bowl as people said it was dull, boring and lacked excitement. Why? Because it was a superbly played defensive game which, for some (like me), was a great game to watch!

So back to my rant. Luckily there are some people of power that say don't change the game of hockey. If changes are made, teams will adapt - so what was done will ultimately have no effect on the game but will cost every facility money in order to comply with the new rules. Coaching to tighten team defense is a wonderful thing and has proven to work effectively - so why punish that? Players have been quoted as loving the game of today and believe it should stay just like it is - traditional. I agree.

(Have an opinion that you'd like to share with the NEISMA membership? We're all ears! The Rink Rat is always looking for articles. Get published and add it to your resume!)

TEN TOP REASONS TO ATTEND THIS YEAR'S NEISMA CONFERENCE AND TRADE SHOW

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- #2 GET REFRESHED AND MOTIVATED** – Our speakers are very dynamic and will surely get you refreshed, energized and excited again about your role the ice rink industry.

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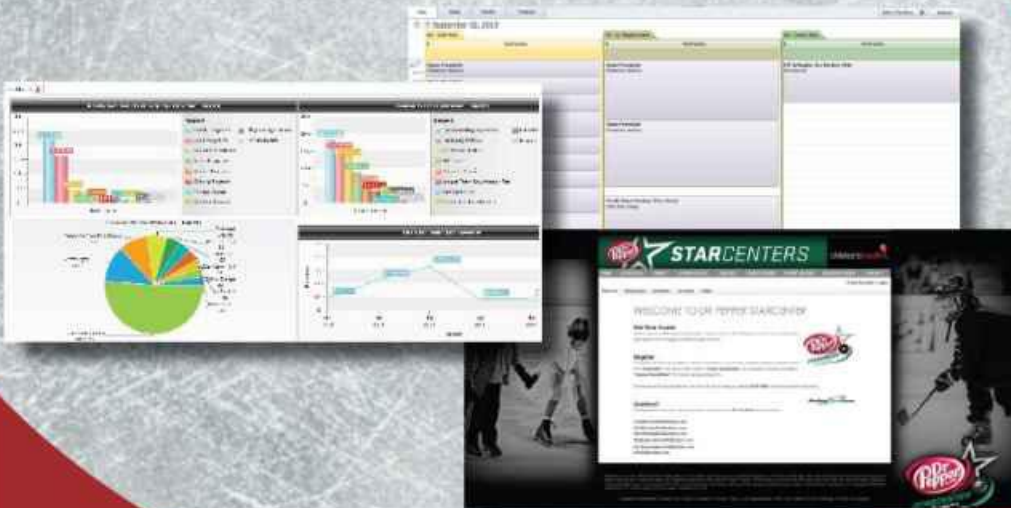
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