

2017 ISI / MIAMA Ice Arena Conference and Trade Show

Out of the Mouths of Attendees ...

Here's what attendees had to say about their experience at the 2017 ISI/MIAMA Ice Arena Conference & Trade Show:

On the Instructors ...

Kori Ade presents with great energy and enthusiasm and shares a ton of knowledge and experience. Both the on-ice and off-ice sessions were excellent. I love her knowledge and enthusiasm for the sport of figure skating. Her breakdown of all elements and references to ISI as she spoke were very encouraging! The on-ice session and demonstration of skill development and technique were not only easy to understand but also entertaining. She and Doug Ladret made three hours of ice time fly by! I especially loved her reference to ISI skill levels as she presented. Her TAPS presentation was beyond words.

Scott McCoy is always personable and brings a little excitement to his sessions. He is very engaging and I enjoyed that he gave us an activity to exemplify the budgeting topic he was presenting. As always, Toni Cooper was fantastic. Rob McBride is always a good speaker. He is very knowledgeable and I believe a great leader that guides our industry. Listening to some of the things he has done within his business is a great way for us to learn. You can literally feel the amount of passion he has for this industry while he is presenting. The amount of knowledge he has on any topic is amazing. I always find sitting in his classes a pleasure and a learning experience.

Loved the branding and marketing session with Tiesha DiMaggio. So many great ideas! She was extremely insightful on her topic and brought a lot of value to the session. I went with another coach to Tiesha's presentation on branding and use of websites and social media to drive business as a coach or school. We went with reservations on the use of these things for branding as a coach, and she absolutely changed our minds.

Paige Scott was very fun and down to earth. She presented the material very, very well. Lisa Fedick, Pete Carlson and Jamie Baringer presented incredibly interesting stories and they were very inspirational. Jordan Mann and Sean Flynn are very engaging and made us work as a team on case studies. They had a different style that helped break the norm and keep us engaged. Robb Olexin stood out to me. I thought the way he delivered the material was fun and engaging. Haley Jensen is a great speaker! I enjoyed Mark Vaughan's sharing of ideas that have and have not worked.

I think that all the CAM instructors were knowledgeable in their sessions. Each ISI University Advanced Skating Director Course speaker was phenomenal! I found all instructors quite good!

On the Sessions ...

Teaching Special Needs Skaters was a very good session - only wished it was longer! On-Ice Logo Installation and Painting Sessions during the arena tours were both excellent. It was good for my staff to hear from industry experts and good affirmation that we are still using the best practices when we install our ice sheets each season. Dave Loverock, George

Arnautis and Robb Olexin always give great tips and information I can use immediately. I absolutely loved the On-Ice Spin Theory and Jump Theory with Kori Ade and Doug Ladret. I learned so many new drills and can't wait to share them with my skaters. Arena Renovations and Retrofits by Rob McBride was very valuable. Most of our facilities are not new by any means and either need or will need renovations and retrofits. It is necessary to learn best practices when we install our ice sheets each season. There were many sessions of value: The Skater Development Model by David Santee, General Nutrition for Skaters by Carrie Peterson, Dealing with Eating Disorders by Molley Heise, Designing a Business Plan by Lisa Fedick and Electronic Marketing & Social Media by Tiesha DiMaggio. Ideas to Increase Skating School Numbers by Christine Wilson Brinton was of most value to me because I have had a lot of our young girls move to hockey so this presentation had lots of great ideas on how to get skaters interested/hooked in figure skating at a young age. I hope to put some of those ideas and programs into place in our facility. The Risk Management Essentials course by Dan Foster and Corey Cash was very informative. The Orientation & Ethics and Creating a Professional Culture class by Cynthia Van Valkenburg was very inspirational. Setting Up an Arena Hockey Tournament by Sean Flynn and Jordan Mann was hands-on and informative. We broke out into groups and worked on a case study, which was interactive, interesting and educational.

Marketing & Sponsorships is something we want to start doing and I got some good information from Kevin McCormack to take back with me. Total Athlete Performance Session (TAPS) by Kori Ade gave insight into better relating to our skaters. I was particularly impressed with her philosophy of developing the whole person. In addition to training students to become skilled (and in many cases highly competitive) skaters, she is equally committed to their mental and emotional development. After participating in her TAPS session, I left with so much energy I couldn't stand myself! I've already shared the information with my staff at home, encouraging them to go online to her website. I hope to accomplish my goal of inspiring my staff to be better!

Other Comments ...

Breakfast Roundtable Discussions were great! I found the roundtable discussion on concessions knowledgeable all three years. Talking to other rink managers about their snack bars gives me ideas to bring back to my rinks. I also found new products that they carry that I don't and vice versa. Keynote Speaker Steve Gilliland was outstanding. He was funny and taught very important life lessons.

ISI University was far superior than I expected! The conference was enjoyable and offered great networking and interaction with vendors at the trade show. Conference provided good food for thought. Conference overall was excellent and I will continue to attend ISI conferences as long as they are offered.

We look forward to seeing everyone at the 2018 Ice Sports Industry Conference & Trade Show, June 5-8 at the Hilton Alexandria Mark Center – just minutes from Washington D.C.!

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