

## iAIM® Program

Ice Arena Institute of Management (iAIM) certifications are among the most valuable assets an ice arena professional can possess. That's because the programs provide students the technical education and confidence to successfully face real-world challenges encountered in the ice arena environment. The skills learned make graduates more valuable to their facilities, which ultimately provides a competitive advantage for the organization through heightened service, increased productivity and lower operating costs.

The iAIM programs are divided into five tracks to provide education to a diverse group of ice arena professionals:

iAIM Certifications  
Are Now Available  
During Annual  
ISI Conferences!



**(CAP)\***  
CERTIFIED ARENA PROGRAMMER

**Topics include:**

- Role of Arena Programmer
- Programs for Communities and Schools
- Summer Skating Activities
- Elite Programs
- Competitive Programs
- Electronic Marketing
- Managing Public Sessions
- Working with Volunteers



**(CAM)\***  
CERTIFIED ARENA MANAGER

**Topics include:**

- Role of Arena Manager
- Leadership
- Financial Management
- Contract Administration
- Arena Scheduling
- Public vs. Private Management
- Risk Management
- Budgeting for Managers



**(CAO)\***  
CERTIFIED ARENA OPERATOR

**Topics include:**

- Financial Management
- Emergency Preparedness
- Building Maintenance & Safety
- Computers & Technology
- Custodial & Housekeeping
- Risk Management
- Customer Service
- Energy Management
- Employee vs. Independent Contractor



**(ACSD)\*\*** ADVANCED  
CERTIFIED SKATING DIRECTOR

**Topics include:**

- Ethics and Creating a Professional Culture
- Recreational Programming and Skater Retention
- Marketing and Promotions
- Budgeting/Accounting
- Risk Management
- Working Synergistically
- Electronic Marketing

**iAIM SPONSORS**




Now you can conveniently earn your iAIM certifications while attending annual ISI conferences. iAIM students can also attend general conference sessions and activities in addition to their required certification classes, offering a comprehensive professional development event.

iAIM's Management, Operations, Programming and Skating Director courses equip students with the education and confidence to successfully face real-world challenges encountered on the job.

Since 2001, industry professionals have earned more than 1,000 iAIM certifications. Join the hundreds of people who have gained a competitive advantage in the workplace and made themselves more valuable to their facilities through iAIM certification.

\* CAM, CAO and CAP are presented in three segments, with full certification earned in three years.

\*\*ACSD is offered in its entirety.



## **CAE Program**

The Certified Arena Executive (CAE) program is the graduate school layer of the curriculum and it truly sets iAIM apart. This comprehensive program was designed to identify and hone our industry leaders. It is the only educational forum designed to equip tomorrow's ice arena executives to prosper in a wavering industry.

In addition to completing 27 hours of classroom activities, participants strengthen their writing and public speaking skills. Although the path to becoming a member of this elite group is arduous, there is no greater commitment an industry professional can make to their career or the industry. The fulfillment of the CAE prerequisites begins upon one's completion of the first iAIM class. CAE classes are open to all, and it is never too early to start accumulating your 15 CAE class credits.