



2012 Certification Schools

September 23-27
Oglebay Resort &
Conference Center
Wheeling, West Virginia

- Certificate of Arena Management (CAM)
- Certificate of Arena Operations (CAO)
- Certificate of Arena Programming (CAP)

Sponsored by:



"Both iAIM tracks that I took were in-depth and engaging. The CAM track brought to light new ideas to incorporate, and helped make old ways of doing things more efficient. The CAO track has helped me become more understanding, knowledgeable and hands-on with rink operating processes."

Cale Politoski, CAM, CAO
Sports Complex Assistant Manager
Head Hockey Coach-Midget AA
Shattuck St. Mary's School



iAIM is presented through a partnership between the Ice Skating Institute, the National Recreation and Park Association and the National Training Center at Oglebay.



Make a smart business decision that will pay for itself many times over!

Member tuition: \$595

Non-members: \$795

(Does not include accommodations;
see registration form on page 4 for full package details)

Certificate of Arena Management (CAM)

The CAM course equips ice arena managers with the critical skill set needed to meet their many daily challenges, such as: creating and sustaining a loyal workforce; financial and policy administration; productivity and profit maximization; arena scheduling; food and beverage; outstanding customer service; risk management; effective marketing; and business development.

Topics include:

- Role of arena manager
- Arena scheduling
- Financial management
- Facility marketing and advertising
- Human resource management
- Insurance and risk management

Certificate of Arena Operations (CAO)

The CAO course, which focuses on the physical operation of an ice arena, is beneficial for operations managers, building supervisors and general and assistant managers. These classes provide the essential skills needed to keep an arena safe and in compliance with regulations and building codes. Timely topics also provide the latest information on technology and maintenance skills for efficient arena operations.

Topics include:

- Role of operator
- Building/grounds maintenance
- Equipment operations/maintenance
- Refrigeration theory/ principles
- Refrigeration operations/maintenance
- Energy management

Certificate of Arena Programming (CAP)

The CAP track helps arena managers, assistant managers and skating and hockey directors develop the expertise to manage a wide range of on- and off-ice activities. From planning, scheduling, promoting and organizing to actually delivering the program, CAP graduates are prepared to competently handle the programming responsibilities required to keep the ice arena busy and profitable.

Topics include:

- Philosophy of programming
- Learn-to-skate classes
- Figure skating programs
- Managing and promoting hockey programs
- Customer service and retention
- Employee vs. independent contractor

Typical Daily Schedule

Sunday

Registration	1-4 p.m.
Orientation	4-4:30 p.m.
Classroom	4:30-6 p.m.
Social	6-7 p.m.
Dinner (on your own)	7 p.m.

Monday-Thursday

Classroom	8-10 a.m.
Break	10-10:15 a.m.
Classroom	10:15 a.m.- 12:15 p.m.
Lunch (provided)	12:15-1:15 p.m.
Classroom	1:15-3:15 p.m.*
Break	3:15-3:30 p.m.*
Classroom	3:30-5:30 p.m.*
Social	5:30-6:30 p.m.
Dinner (on your own)	6:30 p.m.

*Wednesday:

Group Activities	1:15-5:30 p.m.
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Friday

Exam	8-10 a.m.
Pack & check out	10 a.m.-Noon
Graduation	Noon-2 p.m.
Luncheon	

Schedule subject to change.

**For more information, go to
www.skateisi.org/iAIM or
call (972) 735-8800**

"I always look forward to attending the iAIM courses in the fall; they are a great way to start the season. The instructors are all very knowledgeable and engaging, making for an educational and memorable experience. I attended my first iAIM course just two weeks after getting into the ice arena industry, and the benefits of that first experience have been beyond compare. I am now a much more marketable professional in the ice arena industry."

Dave Olund, CAM, CAO, CAP
Assistant Manager
Cottage Grove Ice Arena

Oglebay Resort & Conference Center

iAIM returns this year to the National Training Center at Oglebay, where the first iAIM courses were held a decade ago. The resort and conference center, on 1700 beautiful acres in West Virginia's scenic mountains, offers the perfect setting for professional renewal as well as recreation and relaxation.

Register using form on back, or go to skateisi.org/iAIM.

iAIM Certification: What's In It For YOU?

Competitive advantage • Increased productivity • Lower operating costs • Improved customer service

"Not only does iAIM offer world-class instruction from industry legends, but you learn just as much from interacting with your peers from across the country. My iAIM certification was instrumental in making the leap from teaching classes to coordinating a program. I intend to complete the other courses in the future, and I highly recommend iAIM to everyone from arena managers to skate guards — anyone serious about being a professional in the skating industry."



Jordan Mann, CAP
Skating Instructor and LTPH Coordinator
Oakton Ice Arena

"We opened a new ice facility and sent several of our staff to the iAIM classes. The material is well organized and presented. It gave us an excellent base to open our facility. The iAIM staff and participants provide a great network for ideas and support. The classes were well worth our investment."

Paul Sterling, CAO
Operations Manager
Rushmore Plaza Civic Center

"Anyone in a management position benefits from the bigger picture of our business that iAIM training provides. All of us who have chosen a career in this industry can better understand the importance of all departments working together by participating in this training."



Diane Dailing, CAM, CAP
President
The Skate School LLC

"After a recent ice plant malfunction, my boss described me as a rock star because I was able to troubleshoot the problem and get the system running again without losing the ice. I was able to do this because of the knowledge I gained in the iAIM course that I took last year."

Mike Bauer, CAM, CAO, CAP
Recreation & Facilities Manager
Rogers Activity Center

"The ice arena industry is unique. iAIM is a valuable, affordable, no-nonsense, hands-on program available to professionals in our industry. Degrees in parks and recreation and certifications in mechanics or heating and air can't even begin to teach the ins and outs of ice arena operations and management. iAIM affords you the opportunity to meet and network with people from all over the country who are doing exactly what you do."

Susan D'Aquila, CAP
Figure Skating Director
Edge Ice Arena

"The iAIM courses have helped me gain knowledge in the arena management industry, from the mechanical aspect to programming and budgeting. They've given me the resources that I needed to grow in my career. iAIM has also taught me how to find solutions to problems that I have not had experience with before. It thoroughly covers everything, from programming your next event to mechanical room maintenance to motivating your staff."



Doug Brady, CAM, CAO, CAP
Facility Manager
St. Croix Valley Recreation Center

"I truly believe in the iAIM programs. The quality and amount of knowledge achieved during these classes is invaluable to me and my facility. I've been able to use things I've learned in the classes to create a better environment for our customers. I've also been able to help the bottom line with better budgeting and trying different techniques learned during the classes."



Jon Balvance, CAM, CAO, CAP
Arena Manager
Saint Thomas Ice Arena



Ice Arena Institute of Management

September 23-27, 2012



Mail or fax this form to:
 The National Training Center for Public Facility Managers at Oglebay Resort & Conference Center
 465 Lodge Drive, Wheeling, WV 26003
 Phone: (304) 243-4126 / Fax: (304) 243-4106 / Email: ntc@oglebay-resort.com

Please type or print name exactly as you wish it to appear on certificate. Date of Application _____

Certificate of Arena Operations (CAO) Certificate of Arena Mgmt. (CAM) Certificate of Arena Programming (CAP)

Full Name _____ Title _____

Name (as you wish it to appear on your name badge) _____

Membership Affiliation: ISI _____ NRPA _____ Neither _____ Company/Agency _____

Mailing Address _____

City _____ State _____ Zip/Postal Code _____

Phone _____ Fax _____

Email _____

What is your arrival date? _____ Departure date? _____

TUITION AND ACCOMMODATIONS

PACKAGE	ISI/NRPA MEMBER*
Tuition + Single Occupancy:	
Premium Room	\$1617.02 <input type="checkbox"/>
Standard Room	\$1449.02 <input type="checkbox"/>
Tuition + Double Occupancy:	
Standard Room	\$1269.82 <input type="checkbox"/>
*Non-members add \$200 per package	\$200.00 <input type="checkbox"/>
Early arrival (Sat.) additional cost:	
Premium	\$160.16 <input type="checkbox"/>
Standard	\$126.56 <input type="checkbox"/>
Total due \$ _____	

All packages include:

- 5 nights lodging
- Breakfast & lunch Mon.-Fri.
- Coffee/beverage breaks daily
- Evening socials Sun.-Thurs.
- Fri. graduation luncheon

WV taxes included in all package fees.

For any special needs or accommodations, contact Oglebay at (304) 243-4126

Make checks payable to: Wheeling Park Commission

Method of Payment: Credit Card or Purchase Order # _____
 (check one) Exp Date _____ CVN Security # _____

Check

Purchase Order

Credit Card

A check, purchase order or credit card for the full package amount must accompany this form in order to complete enrollment. When paying with a credit card, the package amount will be charged to your card upon receipt of registration. You will receive confirmation from the Oglebay National Training Center Office and from Wilson Lodge. **Note: The balance in full must be paid prior to arrival.**

CANCELLATION POLICY: A cancellation fee of \$100 will be charged for cancellation at any time up to 30 days prior to the school; 30 to 7 days prior to the school, 50% will be charged; and with 7 days or less notice, no refund will be issued.